TBCC Service Area Review 2020-2025

Community Education and Workforce Development

I. Service Area Description

The Community/ Continuing Education and Non-Credit Workforce joins Tillamook Bay Community College, TBCC, in its mission of serving our diverse community equitably through educational excellence, community collaboration, and opportunities. This department does this in several important ways.

- **Community Education** for lifelong learning in our community. These courses include hobbies, recreation and driver safety courses through AARP and Driver's Education for High School Students partnerships.
- **Continuing Education** provides non-credit courses that are designed to help students continue training in their chosen career field.
  For example, Continuing Education provides opportunities for Oregon Licensed Teachers to earn Continuing Education Units (CEU's) or Professional Development Units (PDU's) through TBCC's online partner, Virtual Education Software Inc., VESi. Earning CEU's/PDU's allows K-12 educators to retain their Oregon teaching license. TBCC Continuing Education department also records and provides other CEU's for local business trainings upon request.
- **Non-Credit Workforce** training offers Non-Credit Training Certificates (e.g. Truck Driver Training for Commercial Driver License, CDL)
- **Customized Training**, TBCC collaborates with local businesses and agencies to provide customized training specific to the needs of their employees or volunteers. Examples such as:
  - The partnership between TBCC and Tillamook County Creamery Association, TCCA, provides onsite, workplace ESOL and Spanish classes for TCCA employees.
  - TBCC provides employee basic welding and safety operations training for City of Tillamook Public Works.
  - TBCC trained Tillamook Estuaries Partnership, TEP, volunteers how to drive and back up a donated F-150 truck with trailer.
  - TBCC facilitated the use of TBCC's truck driver simulator for ODOT employee snowplow simulation training.

II. Service Area Details

This department completes the above through 2 FTE which consists of one full-time Community & Continuing Education Coordinator and full-time CDL Coordinator/Instructor. The duties are as follows.

a. **JoAnn Critelli**, Community & Continuing Education Coordinator

- Creates and fosters partnerships with businesses and other local entities (e.g. YMCA and NCRD) to create, promote and partner on courses.
- Network and interact on a regular basis with employers as well as business and industry organizations to assess trends, develop credibility, and discover training opportunities.
- Oversight, operation and growth of the entire Community Education, Continuing Education and Customized Training departments and Truck Driver Training department.
- Manage the Community Education, Continuing Education and Customized Training departments and Truck Driver Training budgets.
- Development of Program Review for the Community Education, Continuing Education and Non-credit Workforce department.
- Work closely with the Small Business Development Center and academic departments to meet otherwise unmet needs.
- Maintain records for accreditation as required.

b. **Corey Scott**, CDL Coordinator/Instructor

- Instruct commercial truck driving skills and safe operations to students in the truck driving program as assigned using approved curriculum.
- Offer CDL refresher training, simulation training, and other transportation training as needed.
- Coordinate skill testing with third-party tester.
- Prepare students to pass the Oregon Class A CDL skills exam.

Professional Development

JoAnn Critelli-

- Zentangle Certified Teacher Training: November 2024
- EnGen English Upskill program Administrator training for onboarding instructors and students.
- Yearly Port of Tillamook Bay Wastewater annual training.
- Unlocking Workforce Potential Through English Upskilling- webinar
- Building Bridges: Strengthening Workforce Development Through Strategic Partnerships-webinar

Corey Scott-

- Mentor CDL training with CDL PowerSuite owner, Jason Boudreau, on location in Spokane, WA- completed July 29-30, 2024.
- Yearly Port of Tillamook Bay Wastewater annual training.

III. Research of other small, rural, community colleges in Oregon:

a) CDL Training:
Out of Oregon's six smaller, rural, community colleges, TBCC is currently the only college offering a CDL training program.

b) Workforce Training:
Many smaller community colleges refer to Small Business Development Center (SBDC) courses as their workforce training.

c) Community Education:
Regarding non-credit community education, the types and number of offerings vary. Some community colleges rely on online resources such as ed2go to offer non-credit classes.

d) Non-credit Registration:

The community education and non-credit registration process varies with colleges.
Oregon Coast Community College uses JotForm to register non-credit students. Clatsop Community College uses Course Storm for their non-credit class registration.
Blue Mountain Community College appears to have a direct non-credit registration process that links with their credit registration software. Columbia Gorge Community College appears to be using Campus Marketplace which is a non-credit registration "shopping cart" experience through Jenzabar. Southwestern Oregon Community College non-credit registration process resembles TBCC, they may use Jenzabar as well.

Take away:
Researching other community colleges was very beneficial, looking at other community college websites, unable to find information easily, gave pause to wonder how students find what they are looking for. Online research provided insight into the different ways each college handles non-credit registration, an issue for TBCC for years and the number/variety of non-credit classes other small community college's offer.

IV. SWOT Analysis

a. **Strengths: Non-credit Community Education courses align with TBCC's Strategic Priorities of Educational Excellence & Workforce Development and Community Engagement & Awareness.**

- TBCC has a strong relationship with local organizations (e.g. YMCA and NCRD) and businesses, TCCA, Zwald Transport and Werner Gourmet Meats for example.
- Community Education classes are distributed throughout the county using the Tillamook County Library inter-library system, flyers are distributed at local community meetings and posted on bulletin boards such as Fred Meyer. TBCC marketing department posts highlights of upcoming classes on social media.
- Business partner feedback includes Zwald Transport, LLC and Tillamook County Creamery Association regarding TBCC strengths were the ease working with the customized training coordinator, the financial assistance available for CDL students through WorkSource Oregon, the STEP program, and commend the great teamwork between the training coordinator and instructor.
- TBCC strengths and successes rely on good working relationships within TBCC departments, non-credit courses and customized training touch every department within TBCC: student services, the library, the finance office, payroll, facilities, marketing, IT and the STEP program.
- TBCC engages with the community by offering a free Zentangle (a simple, reflective drawing method) class to the community each week which brings individuals to campus who may not have a reason to visit otherwise. Students engage with each other and often share interest in other creative projects. By attending class each week, students watch the progress of the new healthcare education building and are excited about new possibilities the addition brings to the larger community. Over the last few years, Zentangle enrollment has increased from 6 students to 18.

b. **Weaknesses: Non-credit Community Education face challenges with Community Engagement and Workforce Development.**

- **Online Registration Issues:** Statewide many community colleges have the challenge of making a for-credit registration system work for non-credit education and online registration is not as friendly as it could be. It is possible potential students will decide not to register because of the complexity of doing so. Students who are determined to register call or come on campus to register.
- **Low Community Education Enrollment:** Quite often new, non-credit classes with 2-3 students registered, result in cancellation. Low enrollment could be due to the difficulty of online registration. TBCC personal enrichment classes do not generate FTE and require tuition/fees to cover instructor compensation and associated course fees.

- **Community Education Challenges:**
  Throughout Tillamook County there are many free learning opportunities for county residents through Tillamook County Library branches, Friends of Netarts Bay Watershed, Tillamook Estuary Partnership, OSU Extension Service and Bay City Arts Center to name a few.

- **Communication between TBCC departments:** Mentioned as a strength earlier, the relationship between TBCC departments could be at risk if communication is not maintained as TBCC expands to a multiple building campus.

- **Overseeing multiple programs:** The CDL program requires many hours to maintain the continuous flow of students and classes that run about every 5 weeks. There are many pre-requisites for CDL applicants to complete before permission to register for the CDL class, multiple follow-up contacts are necessary to keep some applicants on track. As staffing may change within the next five years it may be necessary to look at separating duties between non-credit community education and non-credit workforce development.

c. Opportunities: How Non-Credit Community Education may increase Community Engagement and Workforce Development.

- **Zwald Transport, LLC**, wishes to engage and possibly partner with TBCC to develop a TBCC Diesel Technician Training program to meet the demand of needed diesel mechanics in the area.

- **User friendly non-credit online registration process:** Jenzabar Campus Marketplace is currently in the development phase. It is recommended to wait until Campus Marketplace is fully integrated with Jenzabar before TBCC considers investing in the non-credit registration program to offer a total seamless non-credit registration process for the student. Jenzabar Campus Marketplace would provide a hands-off registration and payment process for TBCC staff. In the interim maybe TBCC could provide an online registration form that submits directly to the community education coordinator or student help desk for registration. This online form could at least initiate the registration process, tuition and fees may be collected separately.

- **English Upskill:** Continue to offer English Upskill classes to the community and employers through EnGen.

d. Threats to Workforce Development.

- **Federal Funding:** Federal funding cuts may affect funds available through WorkSource Oregon and SNAP/STEP to assist CDL students.
- **Additional Coastal CDL training:** Clatsop Community College and Oregon Coast Community College have expressed interest in starting their own CDL program.
- **Electric Semi-Trucks:** The future (within 10 years) threat of mandatory use of electric semi-trucks may require TBCC to purchase a new electric semi-truck to keep up with the trucking industry.
- **Less State Reimbursements:** In the future, HECC may discontinue reimbursements for ed2go and other third-party vendors for instruction.

Service Area Outcome- 2024-2025

1. **TBCC Non-Credit Training Certificate for Commercial Truck Driving prepares students for the Commercial Driver License skills test to obtain a Class A CDL.**

Metric: Increase number of In-District students registering and completing CDL and CDL Refresher courses

- 22 In- District CDL students were trained in 2023-2024
- TBCC trained 25 In-District students in 2024-2025

Success of the TBCC CDL program is due to the excellent training provided by instructor, Corey Scott. Corey is extremely knowledgeable, professional and patient with students. The program continues to grow by word of mouth from former TBCC CDL students encouraging others to get their CDL, people seeing the TBCC semitruck driving throughout the county and class information published in each term schedule.

TBCC Non-Credit Training Certificate for Commercial Truck Driving prepares students living outside Tillamook County for the Commercial Driver License skills test to obtain a Class A CDL

Metric: Increase the number of students from Clatsop and Lincoln counties registering and completing CDL and CDL Refresher courses

- 11 CDL students from Lincoln County were trained in 2023-2024
- 13 CDL students from Lincoln County were trained in 2024-2025

TBCC has built relationships with employers in Lincoln County who partially train their employees on the job, reducing the amount of time needed to complete the CDL training. Allowing employees to get back to work.

2. **TBCC serves local business and industry training needs through innovative contract education opportunities.**

TBCC collaborates with local businesses, designing and providing customized training for local business needs.

Metric: Increase the number of businesses that contract for training

- Four local businesses contracted with TBCC for customized training in 2023-2024.
- Three local businesses contracted with TBCC for customized training in 2024-2025.

Of the three businesses contracted during 2024-2025, two were new contracts. Two other businesses were contacted; they were not interested.

Inform local businesses about customized training through a new ESOL pilot program

Contact local companies with a high percentage of Spanish speaking employees about offering free English upskill classes specific to the workplace.

Metric: Meet and inform local businesses about customize training through a new ESOL pilot program

- Meet with four businesses in person to launch ESOL pilot program.
- Met with or left information with Werner's Meat, Hampton Lumber, Woodpecker Roofing and Consejo Hispano.

Werner's Meat was not interested in the ESOL EnGen program, however, Werner’s Meats sponsored 8 employees to attend TBCC ESOL night classes during spring term and registered three employees for summer term.

3. **TBCC offers opportunities for learning and teaching opportunities for local community residents.**

Community education classes are offered in person, online and often on location, such as photography classes are offered to capture our beautiful, scenic landscapes.

- Connect with community members who may be interested in attending or teaching a community education class through exposure at TBCC Community Education Bay City Artist of the Month each November

- Connect with Bird Alliance of Oregon to offer a birding class in Tillamook County, birding class was held spring term 2025.

Metric: Register TBCC students in new mobile ESOL program

- Goal: register 6 TBCC students in the new, mobile English upskill program.
- 22 students are currently enrolled in the new English upskill program.

Students come from a diverse population; TCCA employees, TBCC ESOL students, and community members. TBCC has purchased 65 seats in total to add more students and continue this pilot program through September 2026.

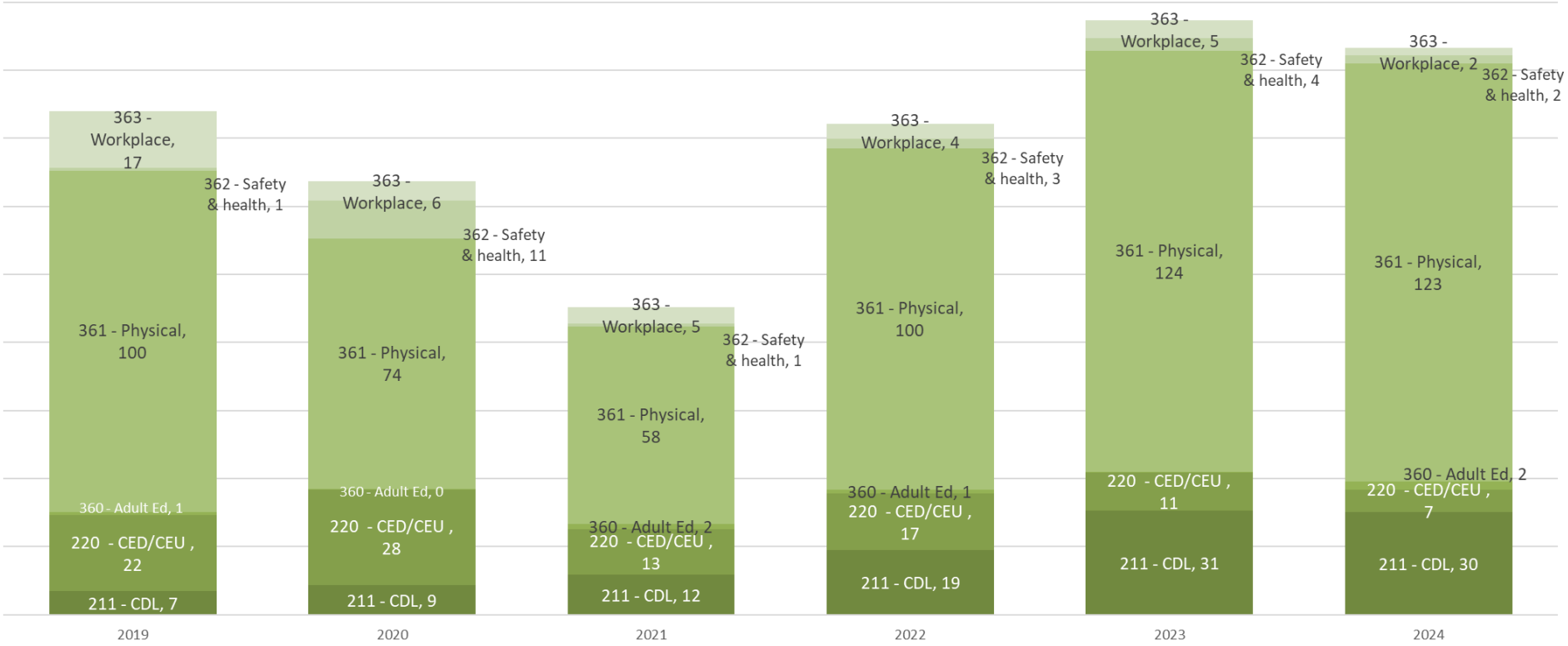
A Look at Data Trends,
Past Course Registrations- 2018-2024 FTE-explained:
211 CED
CDL enrollment was much higher in 2023 as many CDL Class A Permit holders were applying to get their CDL before their permit expired in early 2023. A new requirement by the Federal Motor Carrier Safe Administration went into effect in February 2022 requiring all CDL applicants to attend training from a registered training provider.

Phlebotomy was moved to a credit certificate in 2023.

220 CED
In 2023 there was an increase in the number of 220 CED registrations due to the TBCC New Staff Trainings that were held for nine months on campus for all new hires. TBCC continues to capture more TBCC staff training hours as on-campus training courses take place.
Prior to COVID there were many local business training courses held at TBCC where hours of instruction were captured for FTE purposes. COVID introduced the world of online training for many and TBCC is slowly recapturing some FTE through local trainings held on campus.
220 CEU
Prior to COVID, a majority of 220 CEU FTE was generated by reoccurring Tillamook County Creamery Association, TCCA, staff training held on TBCC campus, after COVID TCCA did not return to TBCC for staff training. With TCCA multiple locations and the use of online resources, in-person training is no longer necessary.

Another source of 220 FTE came primarily from educators using TBCC's partner VESi for Oregon teaching continuing education units, CEU's. COVID opened the door for many more online options for educators, TBCC saw the result with lower enrollment. In some cases, the renaming of courses from CEU to CED moved the FTE from CEU to CED training.

FTE by ACTI Code: Overall, FTE has returned to prepandemic totals, but there are ACTI Codes which remail low. There are fewer trainings occuring within ACTI 220, those CED/CEU courses designed to build workplace skills related directly to current employment. The Truck Driver Training Progam remains a strong earner of FTE for the College.



360 CED

Adult education increase is due to the customized ESOL and Spanish classes TBCC is offering on location at TCCA.

361 CED
The increase of CED 361 is from enrollments with TBCC partners, the YMCA and North County Recreation District, NCRD. The registration process for TBCC partners was streamlined for partner members to easily provide their name, birthdate, signature and check a box for the class(es) they wish to attend.

Golden Age Discount
Over the last 5 years the average number of 62 and older students increased from 6 to 12 students. This is due to the community education department's purposeful promotion of the benefits of lifelong learning.

Make the Case

TBCC CDL Training:
The TBCC CDL training program is very successful. TBCC serves students from Clatsop and Lincoln Counties. Currently TBCC serves more students from Lincoln County than Clatsop. Although it is tempting to expand the CDL program, offering CDL classes in Newport and Astoria, the Port of Tillamook Bay is the ideal training location. The Port of Tillamook Bay offers new CDL students the opportunity to learn how to shift gears before driving on public roads and highways. Most students, no matter where they live in Oregon, must travel some distance to find CDL training.

TBCC engages with employers in Clatsop and Lincoln Counties who have CDL licensed employees who may offer "on-the-job" training for co-workers who have a CDL Class A Permit. After a TBCC drive assessment, TBCC may offer the company trained employees the TBCC CDL Refresher training. This option reduces the cost of training for employers and reduces the amount of time the employee is away from work while training.

The current high demand for truck drivers offers little time for the CDL Coordinator/Instructor to meet with CDL applicants and manage all the training program recordkeeping. Currently the student onboarding, registration process and record keeping is managed by the Community/Continuing Education Coordinator. However, in the future, if the CDL training program experiences a reduction in applications and students, it may be possible for the current CDL Coordinator/Instructor to oversee the process of both program coordination and instruction.

English Upskilling:
TBCC is piloting a new English Upskill 24/7 mobile language program through EnGen for speakers of other languages to learn English specifically to their workplace, educational institution or other areas they wish to communicate in English more effectively. This pilot program will document the effectiveness for the user and determine if this tool increases job skill communication, offers advancement in employment or if TBCC ESOL program advances ESOL students more quickly, equipping ESOL students with better communication skills to embrace credit programs and degrees.

The EnGen pilot program will include TBCC staff, students and local businesses. The initial pilot program was purchased by the VP of Student Services with existing grant funds. Moving forward, if deemed

beneficial to the workplace, this may be offered to local businesses as contracted training. Each business may purchase several seats for their employees. Course fees may be eligible for WorkSource or STEP funding when used for workplace employee training or could be offered to businesses to purchase on behalf of employees. The success of this program may rely on ESOL instructors and staff members to check in with students occasionally to see how they are progressing.

User Friendly Non-Credit Online Registration:
Once Campus Marketplace and Jenzabar have their issues worked out it may be beneficial for TBCC to consider the online registration program for non-credit course registration.
Although Campus Marketplace has a yearly cost around $30,000, the benefits of an easier registration process for non-credit classes, SBDC classes, YMCA, and NCRD members are beneficial to the whole community. A Campus Marketplace demo made reference that Campus Marketplace is a good registration and management platform for Dual Credit.
Campus Marketplace may reduce TBCC marketing printing expenses and mailing costs by reducing the size needed for the printed schedule each term. The simplified, direct online registration by students will reduce the number of manual hours in student services entering registration information into Jenzabar by hand from paper registration forms each term. The FTE generated by partners may help with the yearly Campus Marketplace expense.

In conclusion: The Community/ Continuing Education and Non-Credit Workforce department continues to serve our diverse community equitably through educational excellence, community collaboration, and opportunities despite occasional obstacles and challenges. This department is instrumental in building community relationships and awareness of how TBCC contributes to the health and vitality of Tillamook County. The ongoing programs and expansion of new ones are dependent on the hard work and creative ideas that develop when the community comes together.