



Susan F. Schulz & Associates, Inc.
Career School Developers

Adding New Programs: Benefits and Opportunities

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NASASPS 2013

Workshop Goals

- View community as a valuable resource
- Encourage community to view career school sector as a valuable resource
- Understand benefits of program research
- Describe program research tools and process
- List benefits and impact on career schools and image of our sector as a solution to meeting America's job training needs

Workshop Format

Workshop - Present what we know, develop new ideas, and then share with our constituencies.

Focus on the benefits of going through the new program research process and the positive impact on the perception of the career and college sector.

What do we know about the need for training?

- The types of skilled workers is not always known or defined
- Training doesn't always meet knowledge and competency needs for skilled workers
- Human capital problems are not always examined

Start the Process

- Set the groundwork
- Form a committee
- List community resources
- Define area demographics

Learn about the community

- Access the community
- Gather information from the community
- Gather information from the constituency
- Methods for gathering information
- Data assessment

Learn from the data

- Analyze data
- What changes does data point to
- What new programs should be considered
- What about continuing education courses
- Analyze the competition

Implement Change

- What regulatory agencies regulate the school?
- What are specific regulatory requirements related to programs?
- Selecting new programs and other changes
- Creating an implementation plan

Benefits of this research process

- Build competency standards
- Update curriculum
- Eliminate programs
- Show career schools are interested in the needs of the community
- Develop a community outreach state-of-mind

More Benefits

- Community views career school sector as valuable partner
- Head off adverse accusations and press
- Raises bar for career schools
- Creates base for ongoing community relations

More Benefits

- Increased enrollment
- Increased retention
- Increased placement
- Increased public relations

Questions and Answers

Thank you

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