

**Southwest Skill Center  
Operational Plan  
2001-2002**

Last Update October 26, 2001

3000 North Dysart Road ▲ Avondale, Arizona 85323-1000 ▲ (623) 535-2700  
*M a r i c o p a C o m m u n i t y C o l l e g e s*

# **SOUTHWEST SKILL CENTER**

## **Mission Statement**

The Southwest Skill Center provides our diverse community quality individualized skills training with state of the art technology. We are committed to professionalism and personal student success in partnership with business, industry and government.

# **SOUTHWEST SKILL CENTER**

## **Objectives**

### **Communication**

The Southwest Skill Center will increase its visibility and ensure its commitment to the voters of western Maricopa County through:

- a) Increased marketing and public relations campaign
  - a. College Markets
    - i. Presentations at Komatke Staff Meetings (Friday AM)
    - ii. Presentations at EMCC Committee Meetings
      1. Leadership Council
      2. Academic Issues Team
      3. Administrative Leadership Team
  - b. Target Markets
    - i. Reentry
    - ii. GED/ESL
  - c. Articulation links with EMCC / MCCD
    - i. C.N.A. – Certified Nurse Assistant
    - ii. L.P.N. – Licensed Practical Nurse
    - iii. B.T.O. - Business Technology Program
  - d. Agencies – Local, County, and State
    - i. Continued Application Process for program funding
    - ii. Updates on development of new programs
    - iii. Maricopa Workforce Development “One Stop”
      1. Resources to our students
  - e. Clarification on “clock hour” – competency based
  - f. Development of Promotional Pieces and Promotional Items
    - i. Signature – Letterhead, Envelopes, Business Cards, Folders
    - ii. Brochure on SouthWest Skill Center
    - iii. Programmatic Brochures
    - iv. Certificates and Certificate Holders for Completers
    - v. T-Shirts, Mugs, Pencils, etc...
    - vi. Web Page Development
- b) Positive impact on the economic development efforts of the area
  - a. Corporate Report
  - b. Develop contacts for Job Placement Opportunities

- c) Working with the Southwest Chamber of Commerce
  - a. Insert Informational Pieces in the Chamber Newsletter
  - b. Link to their website

**Program Enhancements**

The Southwest Skill Center will improve and enhance its program offerings through:

- a) Increasing the number and quality of internal and external partnerships
  - a. Internal Academic and Administrative Divisions
    - i. Student Services
      - 1. Training for Program Advisors on SWSC Programs
      - 2. Schedule an Advisor at SWSC 1 day per week
      - 3. Schedule a Counselor at SWSC 1 day per week
      - 4. Child Care Funds
      - 5. Class for Re-Entry Students
    - ii. Institutional Advancement
      - 1. Cultivation of New Resources for Scholarships
    - iii. Occupational Education
      - 1. Collaboration with Prop 301
      - 2. Culinary Arts
      - 3. Early Childhood
      - 4. Instructional Technology Readiness
        - a. Certificate of Completion for BTO Students
      - 5. Medical Program
    - iv. Developmental Education
      - 1. Offering Citizenship Course at SWSC (EMCC & Rio Salado Market)
    - v. Information Technology
      - 1. Help Desk Requests
    - vi. Computer Information Faculty
      - 1. I.T. Readiness Advisory Board
    - vii. Facilities Maintenance
      - 1. Help Desk Requests
    - viii. Office of Instruction
      - 1. Program Support
      - 2. Scheduling of Classes
  - b. External Partners
    - i. School Districts
      - 1. Agua Fria Union High School District
      - 2. Buckeye Union High School
      - 3. Tolleson High School District
      - 4. Millenium High School
      - 5. Dysart Unified School District
      - 6. Rio Salado Community College
    - ii. Business and Industry
      - 1. Governmental Agencies
        - a. Arizona Department of Economic Security
        - b. Workforce Investment Board
          - i. Communication of Trends within Business & Industry
        - c. Friendly House
          - i. Workforce Development Funding for Training

2. Municipalities
  - a. City of Avondale
    - i. BTO Internships
  - b. City of Buckeye
    - i. BTO Internships
  - c. City of El Mirage
    - i. BTO Internships
  - d. City of Tolleson
    - i. BTO Internships
    - ii. Wastewater Treatment
  - e. Town of Surprise
    - i. BTO Internships
3. Greater Phoenix Auto Auction
  - a. Autobody Internships
4. Maryvale Samaritan Hospital
  - a. Medical Transcription - Spanish
5. Neighborhood Housing Services
  - a. Carpentry Program
6. Palo Verde Nuclear Generating Station
  - a. Welding Program
7. Sunhealth Corporation
  - a. Hotel Management / Home Health Care
8. Sunland Beef
  - a. Co-op Meat Cutting
- iii. Economic Development
  1. Chicanos for La Causa
  2. City of Avondale
  3. City of Buckeye
  4. City of Goodyear
  5. City of Tolleson
  6. Greater Phoenix Economic Council
  7. Southwest Chamber of Commerce
  8. Town of Surprise
  9. Western Enterprise Zone
  10. WESTMARC

b) Addition of “Satellite campuses” (*program*)

The Southwest Skill Center will increase the number of off-campus training sites through partnering with:

1. Agua Fria Union High School District
  - a. Welding Trade
2. Buckeye Union High School
  - a. Culinary Arts
  - b. Welding Trade
3. Dysart Unified School District
  - a. C.N.A. Program
4. Surprise Farms
  - a. Program TBA

5. Millenium High School
  - a. Culinary Arts
6. Tolleson High School District
  - a. C-TECH
  - b. Culinary Arts
7. Westview High School
  - a. Printing Trade
  - b. Welding Trade

**Specific Programs (target dates)**

- |                                         |                |
|-----------------------------------------|----------------|
| a) Medical Terminology/Transcription    | November, 2001 |
| b) Medical Terminology (Spanish)        | January, 2002  |
| c) Certified Nursing Assistant (C.N.A.) | January, 2002  |
| d) Licensed Practical Nurse (L.P.N.)    | January, 2002  |
| e) I.T. Readiness Certificate           | March, 2002    |
| f) Home Health Aide                     | June, 2002     |
| g) Culinary Arts                        | August, 2003   |

**Revenue Enhancements**

- a) Proposition 301 Funding Proposals –potential
  - a. Information Technology Readiness
    - i. Submitted July 2001 / Approved for \$121,000
    - ii. Program Implementation Underway
  - b. Human Resources
    - i. Medical Program instructional staff
    - ii. Prop 301 (\$60,000 requested)
  - c. Technology Hardware and Software
    - i. ACT Work Keys and Courseware products
  - d. Medical Lab Capital Equipment
    - i. Mannequins (2)
    - ii. Bed (1) - donated

## **Summary of Resources Needed To Accomplish Goals**

**We have identified the following resources to advance the objectives in this plan.**

- ◆ Assistance from the Office of Institutional Advancement in the form of the products and services necessary to increase community awareness of the Southwest Skill Center.
- ◆ Assistance in the form of a divisional liaison for each of the Administrative and Academic divisions listed as critical internal partners.
- ◆ Assistance in the form of a Program Advisor to assist in the identification of workforce and community needs.
- ◆ Staff in the form of a Medical Program Director (\$50,000 per year) to develop curriculum for:
  - Certified Nursing Assistant Program
  - Licensed Practical Nurse Program
  - Home Health Aid
- ◆ Staff in the form of an Industrial Education Coordinator to develop curriculum for:
  - Auto mechanics
  - Auto body
  - Waste water treatment
  - Welding

## **Schedule for Evaluation and Update of Plan**

The Southwest Skill Center will review plan activities and progress on a monthly basis and the overall program direction will be reviewed quarterly. The Southwest Skill Center Advisory Board will be an active part of the review and planning process.

# Appendix A: Budget Summary

**Nursing Program Director** \$50,000

## EMCC/SWSC Nursing Program

C.N.A. Instructors \$35,000-40,000

L.P.N. Instructor \$35,000-40,000

P/T Clinical Instructor (X 2) \$22.00 per hour

Equipment:

- Bed and side rail \$2,000
- Mannequin (X 3) \$4,500

## Dysart High School C.N.A. Program

Dysart High School will sponsor 20 students \$17,550

(20 students X 7.5 hours per week = 150 hours X 3.25 tuition = 487.50 X 4 weeks X 9 months)

MA Level I & II Instructor (2 months) \$1,000

C.N.A. Registered Nurse Instructor (8 months) \$5,400

\$6,400

**Profit** **\$11,150**

**FTSE 8.43 X 1625** **\$13,698**

**Industrial Education Coordinator** **TBD**

Program Advisor \$28,925.00

## Appendix B: Enrollment and FTSE Estimates

<b>Fiscal Year</b>	<b>Target Date</b>	<b>Program</b>	<b>Headcount</b>	<b>Location</b>	<b>FTSE</b>
01-02	Current	BTO (day & evening)	105	SWSC	149
	Current	C-Tech	90	SWSC	25
	Current	Medical Assisting	45	SWSC	56
	Sept 2001	Certified Nursing Assistant	20	Dysart HS	9
	Jan 2002	Medical Terminology/Transcription	30	SWSC	15
		Medical Terminology (Spanish)	30	SWSC/MSH	12
		Certified Nursing Assistant	40	SWSC	18
	June 2002	Licensed Practical Nurse	40	SWSC	76
		TOTAL	370		360
		FTSE Rebate			\$585,000

**SWSC Advisory Board  
Meeting Notes**

**SWOT**

Strengths		Weaknesses		Opportunities		Threats	
Political	1	Marketing	1	Partnerships	1	Excess academia	
Advisory board	2	Reputation "Vocational Training"	2	Financial grant money	2	EMCC sucking away SWSC programs	
Location on EMCC campus	3	Infrastructure:		Leveraged resources	3	Must go through EMCC administration	
Existing facility		- Academics vs Vocational	3	Growth - physical		in order to get things done	
Current programs		- Administration	4	Satellite campus		(slug in the mud)	
Existing partnerships		- Communication	5	Have an economic impact on community	4	Competing vocational institution (West )	
Skill Center staff (Adolfo)	4	Not using full partnership potential	6	Chamber of Commerce	5	Perception that skill center should not be here	
Local staff				Commitment to the voters (Vocational Skill Center)	6	Decreasing enrollment	
Financial resources	5	Communication - slow	7	Growth - population	7	Student ratio to staff	
Support of Governing Board and Chancellor	6	Lack of awareness - kept informed	8	Economic development depts.			
Minority leadership	7	Internal communication	8	Expand programs			
Medical Assisting Program in evening	8	Building not designed for a vocational school	9	Include student on Advisory Board			
		Furnishings	10				
			11				
	9	Political role (Hat)					
	10	Security (Campus)					

**SWSC Planning Priorities**

	WEAKNESSES										THREATS							TOTAL		
	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7			
Commitment to Voters	x	x	x	x		x	x		x	x	8	x	x	x	x	x	x	x	7	15
Partnerships Potential	x	x	x	x		x	x		x		7	x	x	x	x		x	x	6	13
Satellite Campus	x	x	x	x		x	x		x		7	x	x	x	x		x	x	6	13
Space to grow (land)	x	x		x			x		x		5	x	x	x	x	x	x	x	7	12
Population Growth	x	x	x	x			x			x	6	x	x	x	x		x	x	6	12
Economic Development	x	x	x	x			x		x		6	x	x	x	x		x	x	6	12
Expand Programs																				
BTO in evening	x	x	x	x		x				x	6	x	x	x	x		x	x	6	12
Grant Monies/Resources	x	x	x	x			x				5	x	x	x	x		x	x	6	11
Expand Board																				
To include student		x	x	x		x	x			x	6						x		1	7
Economic Impact	x	x		x					x		4			x		x			2	6
Chamber of Commerce	x	x		x							3			x	x	x			3	6