

ILLINOIS COMMUNITY COLLEGE SYSTEM

WORKFORCE DEVELOPMENT REPORT BUSINESS AND INDUSTRY SERVICES FISCAL YEAR 2012

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**WORKFORCE DEVELOPMENT REPORT
BUSINESS AND INDUSTRY SERVICES
FISCAL YEAR 2012**

Executive Summary

The Illinois Community College Board provided \$3.3 million to 48 community colleges during fiscal year 2012 to help support local workforce and economic development services through their Business and Industry Centers. Colleges and those receiving services provide additional support to the Business and Industry Centers. The workforce development activities conducted under this grant include customized job training on campus or on-site at a business; assisting entrepreneurs in business start-up; providing counseling and management assistance to small and medium sized business owners; helping businesses with government procurement opportunities; offering continuing education; developing training programs for unemployed and underemployed workers; and serving businesses with alternative education delivery systems, such as distance learning. Grant funds support college efforts to help companies grow by providing economic development assistance at costs they can afford and by providing needed technical or specialized training to upgrade workers' skills. Below are highlights of community colleges' activities for fiscal year 2012.

- **Contract/Customized Job Training.** Community colleges provided 7,494 contract training courses to 2,078 companies. Through these courses, 101,729 employees were trained for a total of 368,096 contact hours of instruction or 46,012 days of training. This contributed to the formation of 5 companies, expansion of 31 companies, and the retention of 211 companies. A total of 525 jobs were created and another 7,521 jobs were retained.
- **Entrepreneurship Seminars and Workshops.** Community colleges conducted 579 entrepreneurship seminars and workshops for 6,511 participants. This helped in the creation of 24 new businesses, expansion of 21 businesses, and retention of another 48 businesses. As a result, 207 jobs were created and 177 jobs were retained.
- **Counseling and Management Assistance.** Counseling and management assistance were provided to 4,127 individuals or organizations. This assistance resulted in 272 companies being formed, 76 companies expanding, and 167 companies being retained. A total of 1,089 jobs were created and 2,456 more jobs were retained as a result of business counseling.
- **Contract Procurement Assistance.** Five community college districts provided 451 businesses with government contract procurement assistance. As a result, 46 businesses received 557 federal contracts totaling \$868,056,274. The receipt of these contracts contributed to the expansion of 37 businesses and retention of 4 businesses while 21 jobs were created and 409 jobs were retained.

Workforce Development Report: Business and Industry Services Fiscal Year 2012

- **Public Training Activities.** Illinois community colleges provided 3,471 noncredit public training courses and 2,868 noncredit workshops and seminars to 44,184 individual participants and served 2,991 organizations.
- **Employment and Training Services for Unemployed or Underemployed Workers.** Sixteen community college districts reported offering 462 noncredit workshops and seminars to 9,328 unemployed or underemployed individuals. In addition, another 722 noncredit/credit courses were provided to 1,964 participants. As a result, 1,834 individuals received job placement services. Community colleges also reported many additional activities such as advisement services, resume workshops, and career fairs. These additional services affected another 21,162 individuals.
- **Business Attraction, Retention, and Expansion.** Business attraction, retention, and expansion activities at 18 community college districts assisted 494 companies in potential expansion and other related activities. Participation in other economic development activities by community colleges led to the creation of 37 companies, expansion of 24 companies, and retention of 57 companies. As a result, 584 jobs were created and 494 jobs were retained.
- **Distance Learning and Continuous Improvement.** Community colleges offered 3,911 noncredit internet courses and 154 two-way interactive video courses.
- **Other Workforce Development Activities and Partnerships.** Throughout the state, the colleges' Business and Industry Centers performed job testing for 363 organizations and developed job profiles and assessments for 26 organizations. Thirty-two workplace literacy programs were conducted. A total of 15 other programs were offered, including quality control programs, business writing courses, Spanish courses, sign language courses, Lean Manufacturing training, consulting, certification, and community surveys.

In summary, Illinois community colleges provided workforce and economic development services to a total of approximately 198,650 businesses and individuals. These services resulted in the start up of almost 340 companies, expansion of nearly 190 companies, and retention of close to 500 companies. In addition, over 2,400 jobs were created and another 11,000 jobs were retained.

**WORKFORCE DEVELOPMENT REPORT
BUSINESS AND INDUSTRY SERVICES
FISCAL YEAR 2012**

Introduction

The Illinois Community College Board provided \$3.3 million in workforce preparation grant funds to 48 Illinois public community colleges in fiscal year 2012. Business and Industry Services grants provide funding for a Business and Industry Center at each community college to support a variety of employment, training, and business services both in and outside the classroom.

The Illinois Community College Board provided \$3.3 million in workforce preparation grant funds to all Illinois public community college districts in fiscal year 2012.

Colleges, organizations, and individuals that receive services provide additional financial support to the Business and Industry Centers. To address local needs, it is necessary for colleges to provide an array of services for area entrepreneurs, business, industry, and government employers. Therefore, the services the community colleges offer are focused on a variety of issues, including government regulation and compliance, identifying potential employees, identifying and implementing organizational systems, and upgrading the skills of current employees. The demand for customized training continues to increase because of the dramatic changes in the use of advanced technology in the workplace. In addition to customized training, colleges offer workshops, seminars, and counseling on entrepreneurship and business management, assist with obtaining governmental business contracts, provide services for the unemployed and underemployed, offer training activities for the public and furnish a variety of other useful resources for businesses and individuals in the district. Each community college is committed to supporting area economic development and workforce needs.

Community colleges provide an array of related services to business and industry as well as individuals. This report highlights many of those services and activities. The workforce development activities conducted are divided into nine categories in an effort to capture the diversity of activities and the associated outcomes. During fiscal year 2012, the Illinois Community College System reported providing services to nearly 198,650 businesses and individuals through college Business and Industry Centers. These services contributed to the start up of almost 340 companies, expansion of nearly 190 companies, and retention of close to 500 companies. In addition, over 2,400 jobs were created and another 11,000 jobs were retained.

Contract/Customized Job Training

The diversity of contract training programs is growing in Illinois as the needs of area businesses change. Colleges designed or brokered programs that were tailored specifically to meet the training needs of employers. Businesses determined the type of training they need, the schedule that fits their operation, and the location of the training. Customized training was offered in company facilities and on campus. Instructors were chosen from within the companies, among subject-matter experts, or from college staff depending on the demands of the business. Not only do businesses seek assistance from community colleges to increase the skills and knowledge of

their workforces, but they also ask for help with strategic planning, process improvement, and other business-wide operations that lead to increased productivity.

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Case Study:

The Cook Companies in Canton, Illinois utilize the **Spoon River College** (SRC) Office of Community Outreach for all of their pre-employment testing and screening services. The process starts with potential applicants signing up for KeyTrain, the practice site furnished by ACT to prepare for WorkKeys tests. Once applicants feel prepared to take the WorkKeys tests, they are scheduled for a testing date with SRC. The day of testing starts with each tester being signed up for the resources of Illinois workNet, including skills and interest profilers, articles on preparing for interviews, etc. and a job search function that searches by location or job type. Applicants are then tested on three WorkKeys tests on the computer: Applied Math, Locating Information, and Reading for Information, and scores are presented to applicants at the time of testing. A minimum score of 3 must be achieved for applicants to continue in the testing process.

Since July 1, 2011, Cook has hired 54 people at Cook Medical; 8 people for the Cook Polymer Technology plant and 2 people at the Harvester Inn. Starting wages at the company went from \$8.90 in July to \$9.40 as of January 1, 2012. All jobs are computer-related in some way.

In the upcoming year, Cook anticipates hiring 50-60 more employees for the Cook Medical plant; 50-55 at the Cook Polymer Technology plant; and replacing those lost by any turnover at the Harvester Inn. All of this is made possible by the partnership of grant funding from the Illinois Department of Commerce and Economic Opportunity (DCEO), TIF funds from the City of Canton, and the testing process provided by the Spoon River College Office of Community Outreach.

Entrepreneurship Seminars and Workshops

Entrepreneurship seminars and workshops are provided by community colleges across Illinois. These learning opportunities are open to individuals who are interested in starting a business and for those who are currently operating their own business. Individual assistance is provided with business plans, finances, state and federal employment laws, and other resources needed to position the entrepreneur for success. Many of the community colleges providing entrepreneurship programming are part of the Illinois Entrepreneurship Network which is sponsored by the Illinois Department of Commerce and Economic Opportunity.

Community colleges conducted 579 entrepreneurship seminars and workshops for 6,511 participants during fiscal year 2012 which created 24 new businesses, expanded 21 businesses, and retained 48 businesses.

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Case Study:

On February 27, 2012, **Shawnee Community College** conducted a special seminar entitled “Producing Local... A Growing Market” that was offered free to anyone interested in starting or expanding businesses related to growing and selling local produce and value added products.

The evening began with several local producers offering free samples of their products. Cindy’s Country Store offered whole grain pancakes, breads, apple butter, and peach salsa. Leepy’s Gourmet Foods offered a variety their pickled creations. Las Maria’s restaurant served up its homemade chips and salsa and Hollow Pumpkin Farms provided information about their community supported agriculture program.

IL Small Business Development Center Director, Candy Eastwood, welcomed the group and provided some interesting history of local food production by reading from a journal written in 1898 by her great grandmother, a farmer’s wife. John Pike, University of IL Extension, spoke on the basics of getting started with local food production. Pike also provided an overview of the new Illinois Cottage Food Law that went into effect in January, 2012 allowing for some food production from home kitchens. Jerry Thurston, owner of Spring Valley Farms in Pulaski, IL, shared his success story of growing, packing, and providing produce to a major grocery chain. Services of the Small Business Development Center were explained, including creating a business plan and assisting with contacts for various facets of their business such as labels, nutrition facts, and bottling. Other business owners offered “shared stories” of lessons learned with all attending. Many in the crowd were actively engaged in the discussions and a question-and-answer session wrapped up the event. Over 60 people attended this seminar.

Counseling and Management Assistance

During fiscal year 2012, community colleges provided counseling and management assistance to 4,127 individuals or organizations. This assistance helped 272 companies form, 76 companies expand, and 167 companies be retained. A total of 1,089 jobs were created and 2,456 more jobs were retained as a result of business counseling.

Case Study:

Pinckneyville Community Hospital is a small hospital of 25 beds located in a rural community with a population of 5,500. Their means of monitoring quality standards in the hospital is

through an extensive Excel document. This spreadsheet is utilized on a daily basis by 25 departments which provides overview and reporting information for utilization by administration. This complex Excel spreadsheet was developed by the Quality/Risk Coordinator who maintained the spreadsheet, assisted the departments with questions/data entry, and handled any issues. The Quality/Risk Coordinator was scheduled to leave the hospital, and her position would not be filled immediately. The departments had minimal knowledge of Excel, and did not know how to fix errors, correct formatting, and other problem solving issues. The hospital contacted **Rend Lake College** requesting customized Excel training for the department directors. A customized training workshop was designed to meet the hospital's needs. 14 employees attended 8-hour training, and 16 employees attended a 16-hour training encompassing higher-level functions. The training provided current employees the opportunity to improve their skills and the ability to provide critical information for seamless operation of the organization.

Contract Procurement Assistance

Many businesses understand that federal and state government can be an important part of a diverse client base. However, the process of applying for government contracts can be difficult and time consuming. Procurement Technical Assistance Centers (PTAC) help businesses to navigate through government processes. In fiscal year 2012, over \$868 million in contracts were awarded to Illinois businesses who sought assistance from the Procurement Technical Assistance Centers. Many of the community colleges that have a Procurement Technical Assistance Center are part of the Illinois Entrepreneurship Network which is sponsored by the DCEO.

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Case Study:

Rock Valley College's Procurement Technical Assistance Center (PTAC) provides procurement and contracting assistance to area businesses and organizations to foster economic development. The PTAC is funded by grant funds. Through guidance and counseling services the PTAC had been assisting a Machesney Park, IL based small business owner with selling his products to the federal government through a 5-year multiple award schedule contract with the General Services Administration (GSA) agency. In October 2011 the small business client received a contract worth \$32,000 for their metal cabinets. The cabinets were shipped to Afghanistan for use by the US military. Rock Valley College's PTAC was able to provide marketing and contract

administration assistance to the small business owner to help him win this government contract award.

Public Training Activities

As technology continues to expand and businesses become more sophisticated, employees find it necessary to return to the classroom to continue their education. Businesses have also found a need to document individual and employee skill development. Therefore, community colleges have increased the number of publically offered professional development classes that are designed to increase employee skills in computer applications, management principles and other skills related to specific professions.

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Case Study:

Moraine Valley Community College's Corporate, Community and Continuing Education department in partnership with local chambers and libraries developed and offered *Job Search Workshops, Business & Bagels*, and *Small Business Toolbox* to assist individuals in obtaining employment or in growing their business.

The Job Search Workshops were offered at local libraries and consisted of three modules: *Developing a High Impact Resume and Cover Letter, Job Search Techniques, and Successful Interviewing Strategies*. Upon completion, participants obtained a better understanding of the key components of a resume, became familiar with the current internet job search techniques, and developed interview strategies to maximize potential for successful employment. Seventy five attended the sessions held in FY12.

Business & Bagels provided a series of seminars geared to small business. The seminars were sponsored by the local chamber and hosted by the library. Moraine Valley provided the topics, content, and speakers. Workshops included *Strategic Planning for Changing Times, The Case for Continuous Improvement, The Art of Re-Negotiation, How to Hire the Right People – Personal Branding Essentials*, and *Manufacturing – How to Survive and Thrive*.

The Small Business Toolbox was developed in a partnership with a local economic development group and Moraine Valley. The purpose of the toolbox was to provide training in technology that would enhance the efficiency of a small business. Topics included: *Digital Marketing for the Digital Age, Effective Email Marketing, Ethics and Integrity in Your Recruitment, Networking Using LinkedIn.com, and Excel for Business – Unleash the Power*. One hundred and thirteen individuals representing twenty-five different businesses attended.

Employment and Training Services for Unemployed or Underemployed Workers

Partnerships are often developed between the local community colleges and local employment assistance organizations to provide resources and services to individuals and employers. Linking businesses and individuals to employment opportunities is a core activity for community colleges. Colleges provide various resources such as one-on-one job counseling, resume writing, interview techniques, and other noncredit workshops that provide support for those who are unemployed or underemployed. Community colleges encourage economic growth by providing quality education to individuals and then link those skilled individuals to employment opportunities within the community.

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additional activities such as delivering advisement services, offering resume counseling, and conducting career fairs. These additional services affected another 21,162 individuals.

Case Study:

Star Tek, a telephone call center, closed suddenly in the spring 2012 with many employees caught off-guard. This company was located in Fairview Park Plaza of Decatur, IL next to the **Richland Community College** (RCC) extension site. The Illinois workNet Center was called in to assist in the transition of employees to either another place of work or school. The Illinois workNet Center includes the Illinois Department of Employment Security (IDES), Workforce Investment Solutions (WIS), Illinois Department of Veteran Affairs (IDVA), Richland Community College, and other agencies.

Richland counseled the affected people with information on college programs and supported their transition to a student status. Richland also assisted utilizing their career services department by helping employees with resume writing, interview skills, soft skills, and learning about other important personal and work skills that would make it easier to transition to other jobs. Richland counseled forty-seven Star Tek employees over a two-day period.

Richland and the Illinois workNet Center will continue to support the laid-off Star Tek employees until they graduate in their desired program or their educational funds are expended.

Business Attraction, Retention and Expansion

Growing companies are in need of a skilled workforce, updated facilities and access to technology. Many communities strive to provide all these resources to attract and retain businesses that bring economic growth to the area. Community colleges play a key role in these business attraction, retention, and expansion activities. Colleges possess a wealth of resources

that businesses look for when faced with location and expansion decisions. Community colleges often assist businesses by designing, developing, and delivering incumbent employee training for expanding businesses; providing pre-employment testing and training; and offering temporary use of college facilities.

Business attraction, retention, and expansion activities at 18 community college districts assisted 494 companies in potential expansion and other activities in fiscal year 2012. Participation in other economic development activities by community colleges led to the creation of 37 companies, expansion of 24 companies, and retention of 57 companies. As a result, 584 jobs were created and 494 jobs were retained.

As a result of economic development activities at Illinois community colleges, 584 jobs were created and 494 jobs were retained.

Case Study:

Madden Communications, headquartered in Wood Dale, IL, is a privately held company founded in 1957. Madden has 350 employees in its 4 branches all located within a few miles of Chicago's O'Hare International Airport. In 2012, Madden partnered with **Harper College for Businesses (HCFB)** to provide leadership training to their managers company-wide. The company identified leadership skills as a priority for 2012 to support and advance the company's success. The projected outcome would be better leaders capable of increasing employee morale, retention, and productivity.

Eight modules on leadership training were held for supervisors, managers, and senior managers:

- Essentials of Leadership
- Building an Environment of Trust
- Setting Performance Expectations
- Delegating for Results
- Motivating Others
- Coaching for Success
- Resolving Conflict
- Leading Change

The training was held 3 times per module to accommodate all of the managers going through the training. In total, 55 managers went through each of the eight modules.

- **All 55 managers retained their positions and upgraded them in some cases.**
- The company will offer additional leadership workshops in Fiscal Year 2013. They are also considering rolling out training for individual contributors at Madden which aligns with the Leadership training.

Distance Learning and Continuous Improvement

Increasing access to education is a priority for community colleges. As a result, Illinois community colleges are delivering noncredit internet courses and satellite broadcasts to expand their distance learning offerings. Businesses are continually searching, implementing, and refining ways to meet or exceed the needs and expectations of the customer. Community colleges provide an array of services to help businesses manage continuous improvement strategies.

During fiscal year 2012, community colleges offered 3,911 noncredit internet courses and 154 two-way interactive video courses.

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Case Study:

Nascote Industries and **Kaskaskia College** have a strong partnership based on the KC@Work program. In January 2011, Nascote began offering Business Management classes on site to its employees. This comprehensive program at the workplace is the one that Kaskaskia College hopes will be an ongoing opportunity for employers to create and maintain a well-educated workforce. **The bulk of the classes are offered as online hybrid**, meaning that most of the instruction takes place online, where the class instruction and assignments can be accessed at a time convenient for the employee, with at least two face-to-face meetings with the instructor. There are some significant challenges to developing the program on site. A major challenge is scheduling. Since their various departments run on different shifts, Kaskaskia College must insure that each student employee has a class period that they can conveniently attend. Sometimes this means several meetings of the same class with different students each time. The instructors are KC Adjunct Faculty - some of whom are Nascote employees.

The College's philosophy of making education available at the times and places convenient to the learner drives the process forward. The Nascote model including the use of online hybrid courses shows how successful the partnership between the College and industry can be.

Other Workforce Development Activities and Partnerships

Community colleges are involved in many workforce development activities. This may include cosponsored activities, facilitated programs, or providing facilities, labs, and equipment for community organizations, agencies and businesses. Other activities include workshops showcasing services colleges have to offer, certification training for specific industries, bilingual training courses and special training for Latinos, leadership skills workshops for supervisors and marketing to find sponsors for workshops.

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sign language courses, Lean Manufacturing training, consulting, certification, and community surveys.

Case Study:

The expansion of hours and services at the Employability Skills Centers at each of **Spoon River College's** four sites, the Plus 50 Completion Initiative, and an increased focus in career and technical programs stemming from the significantly increased need for technology and soft skills training for individuals have resulted in new employment or retention of jobs at Cook Medical, Graham Hospital, Cook Polymer Technologies and several other local businesses. Spoon River College is also participating in a coalition with the Havana School District, the City of Havana, and a major Illinois manufacturing firm on a new education program called "Flipping the Classroom," which creates a workforce pipeline from grade school through post-high school education and into employment.

Summary

In summary, Illinois community colleges provided workforce and economic development services to a total of approximately 198,650 businesses and individuals. These services resulted in the start up of almost 340 companies, expansion of nearly 190 companies, and retention of close to 500 companies. In addition, over 2,400 jobs were created and another 11,000 jobs were retained.