

Contract Training Benchmarking



Most community college continuing education divisions include non-credit workforce training, life and leisure or other non-credit education and contract training for local business and industry. We have expanded the Workforce Training Benchmark Project to include the additional areas usually incorporated into the continuing education division at your college and have added measures to help compare the success of these areas. With an increased emphasis on credentials and a tightening of community college budgets, it is time to start tracking and measuring your college's successes in these areas so college leadership, the community, legislatures and other stakeholders will know the impact continuing education makes on students' lives and the community.

Contract training is a very important component of most continuing education divisions as it is the main revenue-generator for CE. Last year's results from the project showed that some CE divisions get over 94 percent of their gross revenue from their contract training while other colleges only get 7 percent of their revenue from contracts. The median was 43 percent. Contract training contributed \$867,289 (median) to the CE budget.

On the expenditure side a median of 31 percent of the

Non-credit Education & Workforce Training Benchmarking Project

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Benchmarking for continuing education divisions, this project now includes:

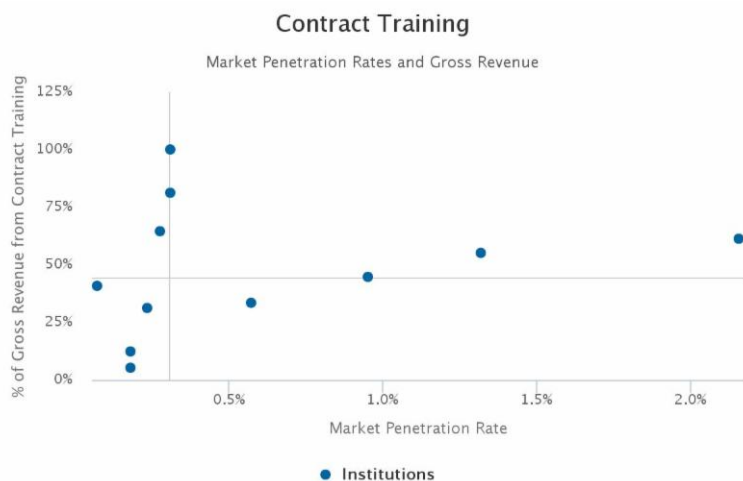
- Non-credit Workforce Training
- Non-credit Life and Leisure Programs
- Contract Training

Benchmark your key performance indicators:

- Enrollment
- Market Penetration Rates
- Course Cancellation Rates
- Retention
- Return on Investment
- Revenue and Expenses

Join today to compare your continuing education operations with others from across the country.

division's expenditures were incurred for contract training. The median number of organizations served by contract training at community colleges was 72, but the median market penetration was only .3 percent. That suggests that contract training has the potential to grow at most community colleges.



To explore this further log into [Non-credit Education & Workforce Training Benchmarking Project](#).

NCCBP Technical Advisory Board Subcommittee Looks at Financial Measures

At the May 2016 meeting of the National Community College Benchmark Project's Technical Advisory Board, it was agreed that there was a need to revisit the limited number of financial measures and definitions. The discussion suggested that there may be value in considering a number of additional institutional financial measures that more effectively reflect the financial capacity and vitality of community colleges across the nation. To that end, a group of board members volunteered to take on this challenge which included:

- Joe Collins, College of DuPage
- Joe DeHart, Des Moines Area Community College
- John Clayton, Johnson County Community College
- Tom Martin, Collin County Community College District

The group will bring recommendations to the Advisory Board prior to its next meeting in May 2017. Any institutions that have thoughts or suggestions about useful financial benchmarks are invited to send their ideas to any

Benchmarking



Discipline level benchmarking of costs and faculty/student ratios.

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Outlier reports will be available July 12. You should receive an email. If you don't check your spam or junk folders. You can also just go to [NCCBP](#) and view your outlier report.

Reports for 2016 [NCCBP](#) available in August.

If you would like to submit an article or a calendar entry to the The Benchmarking Institute's Newsletter please submit items to louguthrie@jccc.edu.

We Want Your College's Picture on our Website

The NCCBP website has a carousel of pictures of member colleges and we want to add yours. To see it, visit www.nccbp.org. Also, check

of the subcommittee members or to Lou Guthrie, louguthrie@jccc.edu who will pass them along.

out the Reports - Overview [page](#).

Send your college picture to louguthrie@jccc.edu.

NHEBI Calendar:

Join the staff at any of these events.



Presentations:

July 16-19 NACUBO Annual Meeting, Montreal, Canada

- A mini-workshop on Benchmarking for Decision-making.

Attending and possibly presenting:

- **Sep. 10-12 SACCR Annual Meeting, Atlanta Buckhead, GA**
- **Oct. 8-11 Southern AIR Conference, Charlotte, NC**
- **Nov. 9-11 MidAIR Conference, Kansas City, MO**
- **Nov. 12-15 NEAIR Conference, Baltimore, MD**



[Keynote presentation](#) videos from the 2016 National Benchmark Conference now available.

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