

OXNARD COLLEGE

TECHNOLOGY EDUCATION PARTNERSHIPS

A DISCUSSION PAPER

VISION

Oxnard College's vision is to be a leader in *Technology Education. Partnerships with Private Industry and collaborative working relationships with the Greater Oxnard Economic Development Corporation and other employer based organizations* will be the driving force of the College's "Technology Education Programs." Aligning with technology businesses and related organizations will create a fast track and cost effective program implementation process, benefiting the College, local businesses and the community. The programs or initiatives created will serve as *Model demonstrations or change agents* that will enhance the College's *technology educational delivery system and course content*. Private industry will gain by the availability of a technology trained skilled workforce. The Greater Oxnard Economic Development Corporation will be able to attract Hi-Tech companies for re-location to Oxnard. The community as a whole will profit from a strong economy base.

Effective partnerships, linkages and collaborative agreements *with K-12 schools and the new California State University, Channel Islands* will also be developed, as well as with public and private agencies. *The College goal is to be an effective education leader and partner to improve the living standards of the entire community.*

The College champions the education challenges of preparing students to compete and succeed in a global economy, driven by innovative technologies, a world market workplace environment and *a fast growing self-employed, entrepreneur, business minded population.*

COMMUNITY PROFILE

The College will capitalize on the economic and diverse resident or population strengths of the Oxnard community as the most important elements for the technology partnerships. Oxnard is the largest and fastest growing city in Ventura County; its population is 153,273. Oxnard residents are predominately Latino, 1996 estimates 60%; 34% White; 9% Asian; 5% Black. The Oxnard economy is predominately agriculture, retail and manufacturing. International trade (strong citrus, agriculture exports and auto import activities) is a growing economic force. Many investors are working to make Oxnard a strong tourist attraction by marketing its almost perfect climate, attractive beaches and growing Harbor. The major military base continues to be a major employer, but is constantly challenged with downsizing. Venture capitalists, developers and economic experts' view Oxnard as a promising and potentially viable *International Trade area with both the Pacific Rim and Latin America.*

Trade with Mexico and Latin America is in the development and discussion basis; the strong Latino (predominately of Mexican decent) is viewed by many as a potentially strong business trade population. The challenge for Oxnard College is the development of quality educational programs, with a focus on the children of agriculture workers, who are seeking to improve their economic status. An estimated 51% of Oxnard College students are Latino, predominately, children of agricultural workers of Mexican decent.

(1996/97 estimates from S. Cummings, Ventura County Statistical Abstract. 1990 US Census data: 54.4 Latino; 32.3 White; 7.9 Asian; 4.8 Black; .4 Native American and .2 other)

Another challenge for Oxnard College is the fact that currently Technology experts do not include Oxnard as a viable center for Technology innovations. Most technology planners will include Camarillo as the separation or division line connected with Hi – Tech partnerships with Los Angeles County. The reason sited by many is the absence of a Ventura County University and also the lack of High Technology emphasis at Oxnard College and K through 12 schools. A Moorpark College review of computers in Ventura County homes, showed that only 30% of Oxnard homes had computers, 70% of Ventura homes and 80% in Moorpark homes.

From a State economic prospective, the leading California Industries are *Agriculture, Film Industry, Biotechnology, International Trade, Technology and Computer Industries, Fashion and Design.*

GOALS

The primary goal of the *technology education partnerships, with private industry*, is to strengthen and enhance the Oxnard College educational delivery system and course content. The wide-range goals are as follows:

1. Provide students and community residents with updated technology education and training opportunities; which will enable them to succeed economically in the next century.
2. *Some of the priority technology and computer education and training programs will include, the Internet, distance learning, multimedia, graphic arts, advertising and a focus on international trade.* Invite Private Industry experts as part-time or visiting faculty members. Work with faculty and businesses to develop in-service (in-house) technology training programs. Initiate a Kellogg foundation grant for faculty training.
3. Develop *International Trade programs* in underdeveloped areas, such as emerging markets in Mexico and Latin America.
4. Develop a ISO9000 and QS9000 businesses management training program for interested faculty with the California Manufacturing Technology Center.
5. Provide a solution for the critical shortage of computers in the home of Oxnard residents, through an Oxnard College “*Family computer learning center.*”
6. Provide educational services to a wide range of people through *distance learning* programs via the Oxnard College Cable telecommunications channels.
7. Develop an Oxnard College “*Language Institute.*” Respond to the critical need for Adult English language classes and Spanish language classes for business professionals.
8. Develop a *biotechnology program.*
9. *Self-employment, entrepreneur* and business management.

STRATEGIES

The goals will be accomplished by developing and implementing “*Model Programs*” that will be field-tested and evaluated prior to extensive use by the College. The model programs address priority needs areas:

Priority Computer Technology Programs

- Computer Technology Business Courses: Internet, web page design, graphic arts, multimedia, advertising, computer programming, Intranet programming and an absolute must, Microsoft Office 97 (Professional).
- Family Computer Training Center.

- International Trade marketing: Develop a program similar to “Junior Achievement,” note sample in attachments.
- Business Management (ISO9000 and QS9000) Training: Develop model with California Manufacturing Technology Center.
- Develop self-employment and small business courses.

Language Institute

- Develop English language programs for large Spanish speaking population.
- Utilize the Oxnard College Cable channel to create “distance learning” English language classes that will reach a large population. Develop curriculum.
- Develop Spanish language classes for business professionals. Continue developing the business language program with the “Instituto de Idioma y Cultura” in Cuernavaca.
- Develop language programs with other nations such as, Asia (Japanese, Chinese, and Filipino), India and other Latin American countries, relating to business trade.

International Trade

- Develop international trade programs with Mexico and Latin America. These nations are in close geographic proximity to the United States; they purchase large quantity of US goods (good US customers) and represent a potential good trade partner via large Latino population in the United States. Explore a possible working relationship with the University of Guanajuato.
- Work with the City of Oxnard in the “Sister City” relations with Mexico, Japan and other countries.

Biotechnology Programs

- Develop Biotechnology program with Amgen, Biopool and other biotechnology companies.

Faculty Technology Program

- Develop a Kellogg Foundation “Technology Training Program” for interested faculty.

BUSINESS PARTNERS

Start developing mutually beneficial working relationships with interested companies whom Oxnard College can provide some form of service to. The ideal would be to have Dr. Steven Arvizu chair a “Friends of Oxnard College Business Group.” Start with business relations which have already been created, such as:

Proposed Partnerships

- **GTE:** A nationwide telephone company. GTE is involved with Cable TV; the Film Industry; Internet services, distance learning and teleconferencing. Thousand Oaks is the Southwest regional headquarters for GTE. The company offers internship programs.
- **Edison and Gas Company:** GTE, Edison and the Gas Company usually work together in joint education ventures.

- **Amgen:** An international leader in Biotechnology. Amgen expects to hire 1,000 person in the coming year. Thousand Oaks is Amgen's international headquarters. Education is a priority to the Amgen Foundation.
- **Greater Oxnard Economic Development Corporation:** Has established an excellent working partnership with Oxnard retail, manufacturing, tourism and other industries.
- **Agricultural Training Consortium:** A group of leading agriculture companies who want to work with Oxnard College for training in English and Spanish language programs and in programs for employees who serve as Human Resource Managers.
- **California Manufacturing Technology Center:** Seeks out community colleges who are interested in providing ISO 9000 and QS 9000 Management Training. They provide the ISO 9000 and QS 9000 management training themselves.
- **Port of Hueneme:** The Oxnard Harbor district is growing and developing into a very important International Trade Center for Ventura County and surrounding areas. Major Industries who use the Port are BMW of North America, Mazda Motor of America, Sunkist Growers, Del Monte Fresh Produce, Del Mar Seafood, Inc.
- **Health Industry:** St. John's Hospital is a leading health care provider in the Oxnard community. Blue Cross is also a large health care provider in Ventura County.
- **Various Companies:** GTE, Merrill Lynch and other businesspersons have asked for Spanish language classes, with a focus on business transaction terminology and the Mexican Culture. We are exploring utilizing the "Instituto de Idioma y Cultura" in Cuernavaca, Mexico. Note enclosed materials.

PROGRAM MANAGEMENT

The success of raising a million dollars for Oxnard College will depend heavily on the creation of a good working team lead by the President of Oxnard College. The role of the committee would be to provide direction, advice and most important, give approval to all project ideas. The committee will help market the projects both at Oxnard College and the community at large. Proposed Team members:

- Joan Smith, Director, Contract Education and Workplace Learning
- Tomas Sanchez, Vice President of Instruction
- Quint Morris, Technology Instructor
- Lupe Anguiano, Resource Development Specialist
- Carmen Guerrero Calderon, Business Division and Academic Senate
- Margarita Corral, Counselor, Puente Program
- English Department
- Math Department

Model program initiatives will be developed with and implemented by Oxnard College faculty members. The goal is for faculty to utilize the model programs as effective change agents to enhance established academic programs and to create new material and approaches for required courses.

Phase I: Program Start-up

- Start the entire process with GTE. Steve Wright has offered to help us organize an effective proposal that will appeal to all businesses and foundations, including GTE. A well-organized plan will be the foundation from which funding will flow.

- Start the process of organizing a resource development “Friends of Oxnard College Committee.” Both private and public officials should be carefully selected. The president of Oxnard College should chair this committee.
- Develop partnership plan for the involvement of private industry in the Oxnard College computer, technology and Cable TV channel programs.

Phase II: Implementation of Partnership Programs

- Start with a GTE sponsored program, which is of interest to GTE. Maybe start –up funding for the development of the “Oxnard College Language Institute;” or a Cable TV distance learning program for the development and extensive delivery of English language classes to the large Spanish speaking working population. Developing the Oxnard College Family Computer learning Center might be another option.
- Work with the Greater Oxnard Development Corporation, Agricultural companies, Merrill Lynch and GTE and others to develop Spanish language classes to interested Oxnard professionals. The other phase of the “Oxnard College Language Institute.” Continue communication with the “Instituto De Idioma y Cultura” in Cuernavaca, Mexico. At the same time continue exploring Spanish language needs of English speaking company heads and human resource personnel.
- Continue to work with interested faculty members to develop Models in specific disciplines, such as with the business division.
- Continue program implementation process.

Phase III: Quarterly Evaluation of partnership projects

- Assessment of direction and effectiveness of work completed. Effectiveness should be measured on students being served well and advanced in educational goals and objectives.
- Revisions and changes in strategy and program direction.

Phase IV: Strategic Three and Five Year Planning

- Planning will be based on successful program factors, such as accomplishments; Student benefits derived and financial resources obtained.
- Success brings additional financial resources, community support and more important students succeed.

TIME SCHEDULE

Projected Time Schedule:

- ***July 1997:*** Finalize the Oxnard College Technology Education Partnerships plan of action. Finalize selection of the working Team. Steve Wright, GTE will facilitate the final development of the action plan.
- ***August and September 1997:*** Start working on the Model programs with faculty members. Invite input and program ideas from GTE, Greater Oxnard Economic Development Corporation and other businesses. Develop fundraising campaign. Start research for major donors and for foundation grants.
- ***October 1997:*** Start scheduling appointments with businesses. Start with the utility companies, Edison and the Gas Company. Start contacting foundations.

- **November 1997:** Develop quarterly evaluation and assessment instruments and tools, for the purpose of measuring and tracking the College fundraising process. Insert elements that will facilitate modifications and changes in the process.
- **January 1998:** Develop special meetings, visits to the Oxnard Campus, meetings with faculty members. Host lunches. The president of Oxnard College will be the leader in this entire process.
- **May – June 1998:** Funding will start coming in. Evaluate the effectiveness of the fund raising program and process. Introduce needed changes.
- Develop continued plan. New contacts, new strategies.
- **December 1998:** One million fund raising plan is completed. Organize a second one year million dollar fundraising plan.

ATTACHMENTS

Background

The idea to develop business and technology partnerships with private industry resulted from various discussions with Judith Valles, Interim President of Oxnard College, Tomas Sanchez and myself. The primary objectives discussed were two-fold, (1) to raise private funding for Oxnard College and (2) to involve private industry with Oxnard College for the purpose of jointly developing new education approaches in the use of emerging technologies.

Some of the program ideas discussed lead to immediate implementation action, such as: (1) Developing an Oxnard College Language Institute; some aspects of the language institute have started with the agricultural industry, AG RX English classes. I am working with other companies such as GTE and Merrill Lynch for Spanish language classes in Mexico; (2) Meetings were organized with GTE for the purpose of discussing a partnership working relationship with them. We are continuing to work with GTE; (3) Developing the start-up communication with the City of Oxnard for training of city workers; (4) Organized communication with Maria Echaveste, Director, White House Office of Public Liaison

Oxnard College

Oxnard College is an accredited two-year community institution of higher education; it grants ***Associate in Arts and Associate in Science Degrees, as well as Certificates of completion in a wide variety of disciplines and employment fields.*** The mission of the College is to provide quality and affordable educational services to the entire community, students, private industry (businesses), public service agencies and governmental entities.

Providing quality educational services to the Oxnard and surrounding communities requires a continual assessment of community educational needs, followed by an examination of college programs' and changes needed to fill the demands. The education needs of the Oxnard area is impacted, in a dramatic way, by continual major changes in the ***California and United States and global economy. Driving these changes are immersing innovative technologies (many developed in California) and world markets where the United States is a major investor, supplier, exporter and product developer.***

The good news is the fact that California Community Colleges have a favorable track record of being able to adopt to innovative education changes. President Clinton and other public officials view community colleges as the best starting point for the majority of students; primarily

because community college are able to adopt quickly to community needs and they are economical.

Final Thoughts

I would like to end this paper by noting messages all educators hear over and over from both businesses and the community at large; they continually ask educators to do the following:

- Prepare students to *be lifetime learners in discipline areas he/she enjoys.*
- Prepare students to work in teams. Building good communication and social (people) skills is essential as is positive thinking and acting. Many companies spend extensive financial resources providing this training to employees.
- Provide all students with basic knowledge of various technology and computer applications. Utilizing the Internet should be part of every course of study. Encourage and challenge students to learn outside of the classroom.
- Encourage students to learn two or three languages, along with the history and culture associated with those languages.
- Develop effective internship programs with private industry as part of the academic course of study; give unit credit to internship activities. Students find excellent jobs as a result of effective internship programs.
- Provide every student with a basic education, *English and Math.*
- Provide students with interested and well-prepared teachers who also have people skills.

*Change
wording*

Developed by Lupe Anguiano (with input from Steve Wright, GTE)

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