

Workforce Training

How Do Community College Best Contribute to Workforce Development?

Debra D. Bragg, Ph.D.
Community College Leadership
University of Illinois at Urbana-Champaign¹

Trends Impacting Community College Workforce Training

- Changing demographics in the United States
- Technological advancements
- Global marketplace and labor market
- Structural and cultural changes in business/industry organizations

Workforce Training: Key Definitions and Examples

- Workforce development
- Economic development
- Community development

The Scope and Scale of Workforce Training in the Community College

- National statistics on enrollments and revenues
- Variation across setting and institutional type
- Content emphasis of contract/customized training
- Visibility of workforce development efforts

Issues Surrounding Workforce Training

Internal issues

- Administrative support and stability
- Faculty, curricular and pedagogical issues
- Governance and administrative structures
- Cost, revenue, profit, and risk
- Admissions, selection and service to non-traditional students
- Mission drift

External issues

- Uncoordinated district, regional, and state policy issues
- Conflicting developments in the private sector
- External uncertainties
- Pressure for economic and community development

How to Judge the Merit of Workforce Training

- Determine individual vs. corporate need
- Assess program quality based on need and end-user data
- Evaluate cost/benefit (individual and corporate)
- Look at local, state, and regional impact
- Examine the coherence of education and training systems

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How Further Research Could Inform Practice (Examples)

- Research on the magnitude of workforce training relative to other functions of the community college could guide decisions about mission and resource distribution
- Research delving into the quality of workforce training could help to improve day-to-day decision making, service delivery, end-user satisfaction, and potentially generate additional revenue.
- Research examining the tensions in serving individual vs. corporate entities could impact state and local policy decisions regarding funding and accountability.
- Research on the quality of instruction and use of alternative delivery modes (including distance learning and web-based instruction) could result in improved access to the community college

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