

**COLUMBIA COLLEGE**

**SPECIAL WORKSHOPS  
POLICY & PROCEDURES**

<b>NOTE:</b>	<b>Clarification of Terms</b>
<b>Must; Shall; Will:</b>	These words or phrases indicate actions or activities that are <i>essential</i> or <i>mandatory</i> .
<b>Should:</b>	This word implies that it is highly desirable to perform certain actions or activities, but not <i>essential</i> or <i>mandatory</i> .
<b>May or Could; Can:</b>	These words imply freedom or liberty to follow an alternative to the action or activity being presented in a document.

## INTRODUCTION

In September 2000, Columbia College began offering a number of subsidized educational workshops to individuals that we wish to thank for their support of the college.

This document outlines the procedures to follow in order to successfully set up and execute Special Workshops.

For further information pertaining to Special Workshops please review the document entitled "Columbia College - Special Workshops".

## PURPOSE

The purpose of these workshops is to thank our various customer groups for their support to the college. The college anticipates that as a result of receiving an invitation to participate in workshops our customers will realize we truly appreciate their involvement with the college. We hope they will feel better about the college and as a result will offer support back to it. Their support may come in the form of volunteering to be on a committee or board of advisors, sharing with friends and family about the college, and possibly enrolling in a future course or program. The college believes that this subtle form of relationship marketing will have a positive effect on our image in the community and future enrollment in courses and programs.

## WORKSHOP PARTICIPANTS

The college plans to offer a wide range of workshops to the college's various customer groups. These groups include: current employees, potential students, current students, graduate students, co-op education employers, employers of graduates, suppliers, Board of Advisors, investors, committee members, and other such relevant groups.

From time to time a limited supply of subsidized workshop coupons may be given away at trade shows, over TV, radio, or newspapers.

Workshops may be advertised at full price to the general public in order to help defray some of the costs.

The coupon may be in the form of a scholarship to help reduce the costs of participation to those who cannot afford the full amount. A nominal administrative fee may be levied in order to assist in deflecting some of the college's costs.

Although a coupon may be issued to a specific group of people, for example current students, it will also be noted that they may in turn, pass it on to a spouse, friend, relative or appropriate aged child in their family. Columbia holds the right to not accept individuals who may not be appropriate to any particular course/program offered. Stipulations as to minimum requirements may be outlined on the coupon.

## **THE COUPON/SCHOLARSHIP**

A limited number of coupons or scholarships will be distributed at a given time in order to control and manage the workshops and their cost. Each coupon will have a time limited to its use, afterwards it will be of no value. Each coupon will have a value stated on it for a specific workshop. The value may not cover the full cost of the workshop, but will normally cover about 80% of the cost.

## **THE WORKSHOP AND COURSES**

Each workshop should be designed to follow the same facilitational delivery style as any course offered in a career program at Columbia College. However it should be noted that, unless otherwise stated, these workshops are non-credit.

A typical workshop will be four to five hours in length. Normally workshops will be delivered on a Saturday from 10:00 a.m. to 2:00 p.m. A coupon will be good for one workshop only. A participant will not normally get two coupons in a row to cover the costs of a series of different workshops. A participant may redeem only one coupon per 2 months. If the participant so wishes they may register and pay the full amount for a second workshop.

Participants will normally have to pickup and if necessary pay for any workbook or handout material that is to be read before the workshop begins. Mailing out workshop materials should not normally occur.

Although most workshops should be related to computer knowledge and skills this is not a formal requirement. The workshops should be related to courses currently offered at Columbia College that will be of interest to a broad range of people.

Workshops will normally be delivered each Saturday of the year except July, August and December.

## **REGISTRATION/ENROLLMENT**

Enrollment of all workshops will be limited by the space and equipment available in the classroom. Participants will not be required to fill out an application or go through a selection process. Participants will enroll on a first come, first serve basis. Seats will not normally be reserved. A participant will not be considered enrolled until they have completed all registration requirements (i.e. paid any nominal fee and presented their coupon or scholarship material.)

## **FACULTY/FACILITATORS**

Columbia will normally hire faculty from its current list of experienced faculty. We want to do everything possible to make sure workshop participants feel they were handled as professionally as any full-fee paying student.

Faculty will be paid per hour according to Columbia's current pay scale for a particular type of course. Faculty will sign part-time facilitator contracts. Faculty will be expected to follow as much as possible the faculty style described in Columbia's Facilitator Handbook. For example, students will be expected to read pre-workshop material and will write a quiz within the first hour of the workshop. As it is a workshop the quiz will have no academic value but it will give the participants an idea of what they learned prior to class. Each class will also evaluate the facilitator. The college will, if necessary, use a modified form of the CSS Student Evaluation of the Classroom Facilitator.

## **LOCATION**

All workshops should be delivered in one of Columbia's classrooms and labs preferably in Building 802. This will be best as Columbia already have staff working in the college on that day.

## **MANAGING PROGRAMS**

The Manager of Student Services will be responsible for the overall management of the workshops as part of his responsibilities. He will be assisted by other Student Services personnel. The college will enroll students into classes by using the new computerized registration system. As participants will have to present their coupon, most registration will be done in person, although this does not preclude mail-in registration. Each participant should receive a computerized printout of the workshops including name of workshop, date, location, fees, regular tuition fees less coupon credit, other fees, facilitator name, etc.

## **STEPS IN THE DELIVERY OF WORKSHOPS**

### ***Step 1***

Each year Columbia College will construct a delivery schedule (please refer to Appendix 1). This schedule outlines the focus group targeted and the delivery schedule date that the workshop is being offered.

The initial step to setting up a special workshop is to review who the focus groups I (from the delivery schedule) and apprise all the managers, workshop facilitator(s) and affected Student Services personnel of this.

In this initial stage you must collect all names, telephone numbers and addresses of the target group. This action must occur at least three weeks prior to a workshop start date.

### ***Step 2***

Ensure that the facilitator delivering this workshop is selected and contracted. Also ensure the Syllabus is to be completed for marketing the course to the focus group. Make copies of the syllabus and pass them to the Administrative personnel registering workshop students. If mailing out scholarships to a focus group, please ensure they are sent out at least two weeks prior to workshop date.

### **Step 3**

Supply the Administrative personnel with a sign-up sheet that includes date, time, and alternative dates for the program to run if the workshop fills up. Alternative dates will normally be set on the following Saturday of the original workshop day. Please note that alternative dates will not have optional dates for registering. The original date set for the workshop will be the only date available until that class is filled.

The number of attendees in other workshops will be dictated according to the content and space limitations of that workshop. In the case of a computer workshop the class will be fixed at a maximum of 20 participants.

### **Step 4**

The Administrative personnel registering attendees must follow the specific procedures listed below:

1. Ask the person if they have attended a special workshop in the last 2 months. If they have, they are unable to attend. If they have not, proceed with the following steps.
2. Collect the Scholarship form and workshop deposit from each person wanting to register. No person may register for a workshop unless the scholarship is presented and payment is made in full.
3. Issue a receipt to same.
4. Fill in attendee's name and telephone number on the registration form.
5. Issue a syllabus to each attendee.
6. For clarification purposes restate the date, start time and meeting place of the workshop. Underline the fact that participants are to show up 10 minutes early as the workshop starts sharply.

### **Step 5**

The Administrative personnel registering students will hold all scholarship submissions, deposit fees, and the registration form(s) until noon of the Friday prior to the workshop date. At this point these forms and monies will be forwarded to the Student Services Department Manager and/or appropriate Accounting department designate.

### **Step 6**

Monies collected from Special Workshops will be channeled into paying for facilitator and material expenses. Any remaining monies will be placed in a Special Workshop fund under the auspices of Student Services.

## 2000/2001 BUDGET

The revenue and expense of the special workshops will be placed in the Student Services account.

Revenue	
Workshop full fee payers	1500.00
Expenses	
Manager – part of Students Services	
Receptionist – part of Student Services	
Faculty	1500.00
Facilities – paid by all programs	
Photocopying/printing of coupons	150.00
Classroom handouts, worksheets, etc.	<u>0.00</u>
Balance	(150.00)