

# ILLINOIS COMMUNITY COLLEGE SYSTEM

## WORKFORCE DEVELOPMENT GRANT REPORT BUSINESS AND INDUSTRY SERVICES FISCAL YEAR 2011

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March, 2012

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**WORKFORCE DEVELOPMENT GRANT REPORT  
BUSINESS AND INDUSTRY SERVICES  
FISCAL YEAR 2011**

*Executive Summary*

The Illinois Community College Board provided \$3.3 million to 48 community colleges during fiscal year 2011 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 2011.

- **Contract/Customized Job Training.** Community colleges provided 7,539 contract training courses to 2,542 companies. Through these courses, 106,570 employees were trained for a total of 389,085 contact hours of instruction or the equivalent of 48,636 days of training. This contributed to the formation of 35 companies, expansion of 35 companies, and the retention of 56 companies. A total of 522 jobs were created and another 4,649 jobs were retained through contract/customized job training.
- **Entrepreneurship Seminars and Workshops.** Community colleges conducted 584 entrepreneurship seminars and workshops for 7,148 participants. This played a role in the creation of 27 new businesses, expansion of 11 businesses, and retention of another 20 businesses. As a result of entrepreneurship seminars and workshops the colleges reported that 225 jobs were created and 49 jobs were retained.
- **Counseling and Management Assistance.** Counseling and management assistance were provided to 3,787 individuals or organizations by Illinois community colleges. This assistance resulted in 235 companies being formed, 66 companies expanding, and 521 companies being retained. A total of 779 jobs were created and 1,265 more jobs were retained as a result of business counseling.
- **Contract Procurement Assistance.** Three community college districts provided 876 businesses with government contract procurement assistance. These interactions contributed to 71 businesses receiving 804 federal contracts totaling \$707,880,013. The receipt of these contracts contributed to the expansion of 42 businesses and retention of 0 businesses while 115 jobs were created and 813 jobs were retained.

- **Public Training Activities.** Illinois community colleges provided 2,802 noncredit public training courses and 3,331 noncredit workshops and seminars to 46,286 individual participants and served 2,566 organizations.
- **Employment and Training Services for Unemployed or Underemployed Workers.** Sixteen community college districts reported offering 468 noncredit workshops and seminars to 8,401 unemployed or underemployed individuals. In addition, another 561 noncredit/credit courses were provided to 2,717 participants. As a result, 1,595 individuals received job placement services. Community colleges also reported many additional activities such as advisement services, resume counseling, and career fairs. These additional services positively impacted another 16,806 individuals
- **Business Attraction, Retention, and Expansion.** Business attraction, retention, and expansion activities at 18 community college districts assisted 310 companies with planned expansions and related activities. Participation in other economic development activities by community colleges led to the creation of 10 companies, expansion of 72 companies, and retention of 99 companies. As a result of these business attraction, retention, and expansion activities, 335 jobs were created and 1,504 jobs were retained.
- **Distance Learning and Continuous Improvement.** Community colleges offered 3,813 noncredit internet courses and 135 two-way interactive video courses.
- **Other Workforce Development Activities and Partnerships.** Throughout the state, the colleges' Business and Industry Centers performed job testing for 198 organizations and developed job profiles and assessments for 868 organizations. One hundred eighty-four workplace literacy programs were conducted. A total of 18 other programs were offered, including occupational Spanish, consulting, equipment rental, and Lean Manufacturing training.

In summary, Illinois community colleges provided workforce and economic development services to a combined 201,500 businesses and individuals. These services contributed to the start up of over 300 companies, expansion of more than 225 businesses, and retention of nearly 700 companies. In addition, nearly 2,000 jobs were created and another 8,200 jobs were retained.

**WORKFORCE DEVELOPMENT GRANT REPORT  
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FISCAL YEAR 2011**

**Introduction**

The Illinois Community College Board provided \$3.3 million in workforce preparation grant funds to 48 Illinois public community college districts in fiscal year 2011. 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

The Illinois Community College Board provided \$3.3 million in workforce preparation grant funds to all Illinois public community college districts in fiscal year 2011.

classroom. 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 under the grant are divided into nine categories in an effort to capture the diversity of activities and the associated outcomes. During fiscal year 2011, the Illinois Community College System reported providing services to nearly 201,500 businesses and individuals through college Business and Industry Centers. These services contributed to the start up of over 300 companies, expansion of more than 225 companies, and retention of nearly 700 companies. In addition, nearly 2,000 jobs were created and another 8,200 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 are also seeking assistance with strategic planning, process improvement, and other business-wide operations that lead to increased productivity.

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In fiscal year 2011, community colleges provided 7,539 contract training courses to 2,542 companies. Through these courses, 106,570 employees were trained for a total of 389,085 contact hours of instruction or the equivalent of 48,636 days of training. This contributed to the formation of 35 companies, expansion of 35 companies, and the retention of 56 companies. A total of 522 jobs were created and another 4,649 jobs were retained.

### Case Study:

The local International Brotherhood of Electrical Workers (IBEW) approached **Lewis and Clark Community College** to provide green jobs training to a group of IBEW electricians and journeymen. A 32-hour training class entitled Grid Tie Photovoltaic Design was delivered to 30 participants by a Lewis and Clark Community College instructor. Topics included competencies and outcomes for advanced photovoltaic (solar panel) design and tying the solar panels into the grid in accordance with the National Electrical Code.

### 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 (DCEO).

Community colleges conducted 584 entrepreneurship seminars and workshops for 7,148 participants during fiscal year 2011 which created 27 new businesses, expanded 11 businesses, and retained 20 businesses.

Community colleges conducted 584 entrepreneurship seminars and workshops for 7,148 participants during fiscal year 2011. This helped in the creation of 27 new businesses, expansion of 11 businesses, and retention of another 20 businesses. As a result, 225 jobs were created and 49 jobs were retained.

### Case Study:

The Small Business Development Center at **Kankakee Community College** co-sponsored the inaugural Enterprise U Business Plan Writing Contest. The project was to assist potential entrepreneurs in existing business expansion or developing a new business. Forty-five participants were offered free classes or seminars on How to Start a Business, How to Write a Business Plan, Webpage Design, and Using Social Media in Business Advertising.

## **Counseling and Management Assistance**

Small business owners have come to depend on the educational information, support, and resources that are provided by the local community college Small Business Development Centers (SBDCs). The majority of these SBDCs are part of the Illinois Entrepreneurship Network which is sponsored by the Illinois Department of Commerce and Economic Opportunity. During the initial start up phase of a business, positive relationships are built as support and resources are shared. These contacts continue to grow over the years and develop into long-term relationships.

During fiscal year 2011, community colleges provided counseling and management assistance to 3,787 individuals or organizations. This assistance helped 235 companies form, 66 companies expand, and 521 companies be retained. A total of 779 jobs were created and 1,265 more jobs were retained as a result of business counseling.

A total of 779 jobs were created and 1,265 more jobs were retained as a result of business counseling at community colleges in fiscal year 2011.

### **Case Study:**

The owners of the Irish Inn sought assistance from the **Southeastern Illinois College SBDC** to help refine their marketing strategies and increase sales for the Inn. After two meetings a three-tiered plan was recommended: (1) increase the business' online presence; (2) revise the advertising budget to minimize print ads and maximize internet advertising; and (3) work on developing an expanded product line that complements the booking of room nights. The Irish Inn owners used many technological means available to promote their business and requested help from the SBDC with online marketing. The Irish Inn invited an expert to speak to a group of innkeepers to learn more about Facebook, Twitter, and strategies for elevating the business in search engine results. As a result of their on-line marketing efforts and elevated presence, the Irish Inn has more than 8,000 Facebook friends and listings on 125 other social media sites. The Irish Inn has more than doubled annual sales in the first year. Additionally, the owners of the Irish Inn developed a complementary product line that includes soaps and a cookbook.

## **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 2011, over \$707 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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Three community college districts provided 876 businesses with government contract procurement assistance during fiscal year 2011. This helped, 71 businesses received 804 federal contracts totaling \$707,880,013. The receipt of these contracts contributed to the expansion of 42 businesses and retention of 0 businesses while 115 jobs were created and 813 jobs were retained.

### Case Study:

Mid-America Government Supply began working with the **College of DuPage Procurement Technical Assistance Center (PTAC)/Center for Entrepreneurship** in 2010 and continued into 2011 in an effort to be more competitive in landing federal contracts. Mid-America Government Supply sought assistance to compete for contracts more successfully in an arena which included larger businesses. After attending the College of DuPage's Government Contracting 101 session – which provides training on competing effectively for local, state, and federal contracts – Mid-America Government Supply began using the Center's bid match service to find specific opportunities and received specific advice on developing proposals. The business developed more streamlined and targeted proposals for federal contracts. The reengineered proposals addressed the key elements succinctly and were evaluated positively as complete, thorough, and offered at a very competitive price. In fiscal year 2011, Mid-America Government Supply reported contracts totaling about \$90,000 and continues to partner with the Center with an eye on providing additional supplies and services to the government.

### 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** partnered with the Glazier Union Local 27 to develop and enhance the college's welding curriculum. The composition and thickness of the metals involved, expected operating conditions, etc., require the use of varied welding approaches, supplies, and techniques. Programs were created for welders to obtain certification in Shielded

Metal Arc Welding (SMAW) and related gas tungsten, and gas metal arch procedures. Also, a review and recertification program was developed for Glaziers to update their skills and allow them to obtain recertification. A certification log book was also developed to allow each Glazier to carry documentation of their welding certifications. Glaziers with Moraine Valley welding training exceed minimum safety requirements. Individuals who successfully complete the Moraine Valley classes are better positioned to obtain employment. Qualified welders earn high wages.

### **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 16,806 individuals.

### **Case Study:**

**Black Hawk College's** Business Training Center assisted unemployed/underemployed individuals by providing production welding classes. Many participants in the welding program are from Africa and involved in ESL classes. The program allowed participants to gain new skills and obtain jobs with better pay. The Business Training Center has partnered with other agencies to offer training vouchers to 53 individuals in the welding class.

### **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 temporary use of college facilities.

Business attraction, retention, and expansion activities at 18 community college districts assisted 310 companies in potential expansion and other activities in fiscal year 2011. Participation in other economic development activities by community colleges led to the creation of 10 companies, expansion of 72 companies, and retention of 99 companies. As a result, 335 jobs were created and 1,504 jobs were retained.

As a result of economic development activities at Illinois community colleges, 335 jobs were created and 1,504 jobs were retained.

### **Case Study:**

For many years **Rock Valley College** has worked with a company that receives sub-contracts from a local prime contractor. Recently the college brought the companies together for a Mentor- Protégé relationship, explaining what is involved and expectations of the program and required reports. The agreement is in the final stages and will allow the small business to expand their business with assistance from the Prime contractor.

### **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 2011, community colleges offered 3,813 noncredit internet courses and 135 two-way interactive video courses.

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### **Case Study:**

Since 2004, Custom Aluminum Products, Inc. has partnered with **Elgin Community College's** Workforce Development department offering 17 training programs. Course topics included Six Sigma quality improvement methodology, 5 S (sort, set in place, shine, standardize and sustain) Workplace Management, and Lean Manufacturing. Three recent training programs became part of "Custom University" which provided employees with additional skills and training and opened the classes up to the company's customers. As a result of the program, the paint department dead zone time was reduced 67 percent with a 25 percent production increase, and annual scrap was reduced from 32 percent to 28 percent.

**Elgin Community College** has also partnered with Cengage Learning to offer online courses for professional development and personal enrichment. Interactive course offerings include computer technology, project management, sales and marketing, business management, and leadership

### **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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Throughout the state, the colleges' Business and Industry Centers performed job testing for 198 organizations and developed job profiles and assessments for 868 organizations. One hundred eighty-four workplace literacy programs were conducted. A total of 18 other programs were offered, including occupational Spanish, consulting, equipment rental, and Lean Manufacturing training.

### **Case Study:**

In partnership with UPS, **Morton College** hosted its first Volunteer and Resource Fair to provide the community with an opportunity to learn about community service opportunities. Admission was free. Volunteering allows for personal growth, professional development, and hands-on experience. The fair allowed 30 non-profit organizations, government agencies, education institutions, and private companies to present volunteer opportunities. Eighty-two percent of the companies that responded to a survey rated the location of the fair excellent, and 64 percent rated the duration of the fair excellent. The fair was open to students, alumni, and the community; and more than 150 individuals attended. Fifty-six percent of participants who responded to a survey strongly agreed that the fair informed them about volunteer opportunities.

### **Summary**

In summary, Illinois community colleges provided workforce and economic development services to a total of approximately 201,500 businesses and individuals. These services resulted in the start up of over 300 companies, expansion of more than 225 companies, and retention of nearly 700 companies. In addition, nearly 2,000 jobs were created and another 8,200 jobs were retained.