

# Del Mar College

Growing Continuing Education Credentials of Value that are  
Integrated and Mapped into Credit Pathways

February 22, 2023

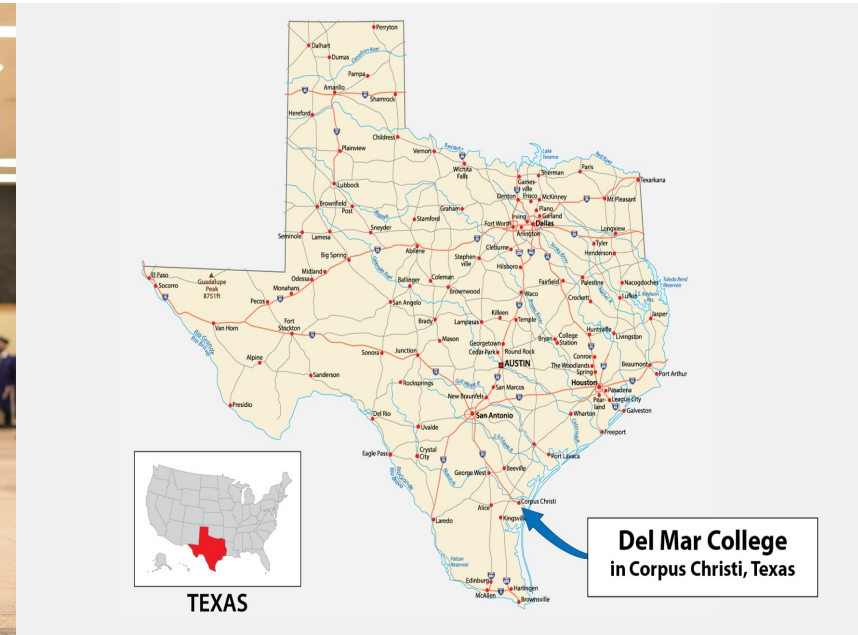
Dr. Mark Escamilla, President and CEO

Dr. Leonard Rivera, Associate VP for Continuing Education



DEL MAR COLLEGE

# Corpus Christi, Texas



# Overview of Del Mar College

- DMC annually awards 1,884 associate degrees and certificates
- 10,400 students take credit programs
- Continuing Education enrollment ranges from 6,700 to over 10,000 students annually
- 59% of the credit students are female and 85% of students are part-time
- 54% of the tenure-track faculty hold a master's degree and 29% hold doctoral degrees



# Significant Regional Growth: \$1 BILLION to \$50+ BILLION Petro-Chemical Investment in 10 Years

- Growth due to proximity to Permian Basin and Eagle Ford Shale
- Port of Corpus Christi largest in the U.S. in revenue tonnage
- Getting in early with business leaders
- Candid conversations – The Good, the Bad & the Ugly
- Delivering qualified graduates – Constant evolution





# A Strong Partnership Philosophy

- State
  - Texas Workforce Commission
- Regional
  - Workforce Solutions of the Coastal Bend
  - Corpus Christi Regional Economic Development Corporation
  - San Patricio and Nueces County Economic Development Corporations
  - Area Chambers of Commerce
- Local
  - City of Corpus Christi – Conduit to tax supported funds for economic development
- Employers
  - Early introductions – Connect to our programs and graduates
  - DMC is a provider of choice in Continuing Education and contract training

# Corpus Christi Regional Economic Development Corporation (CCREDC)

- Gained insight in Economic Development
- Built industry connections
- CCREDC and DMC work together to use incentives available to Board of Regents to support economic growth
  - Tax abatements
  - Tax Increment Reinvestment Zones (TIRZ)
  - Understanding local economic trends
- \$10K and No Vote

# Realigning the Division of Industrial Education & Workforce Development

*...a decade of work to align curriculum, instruction and facilities*

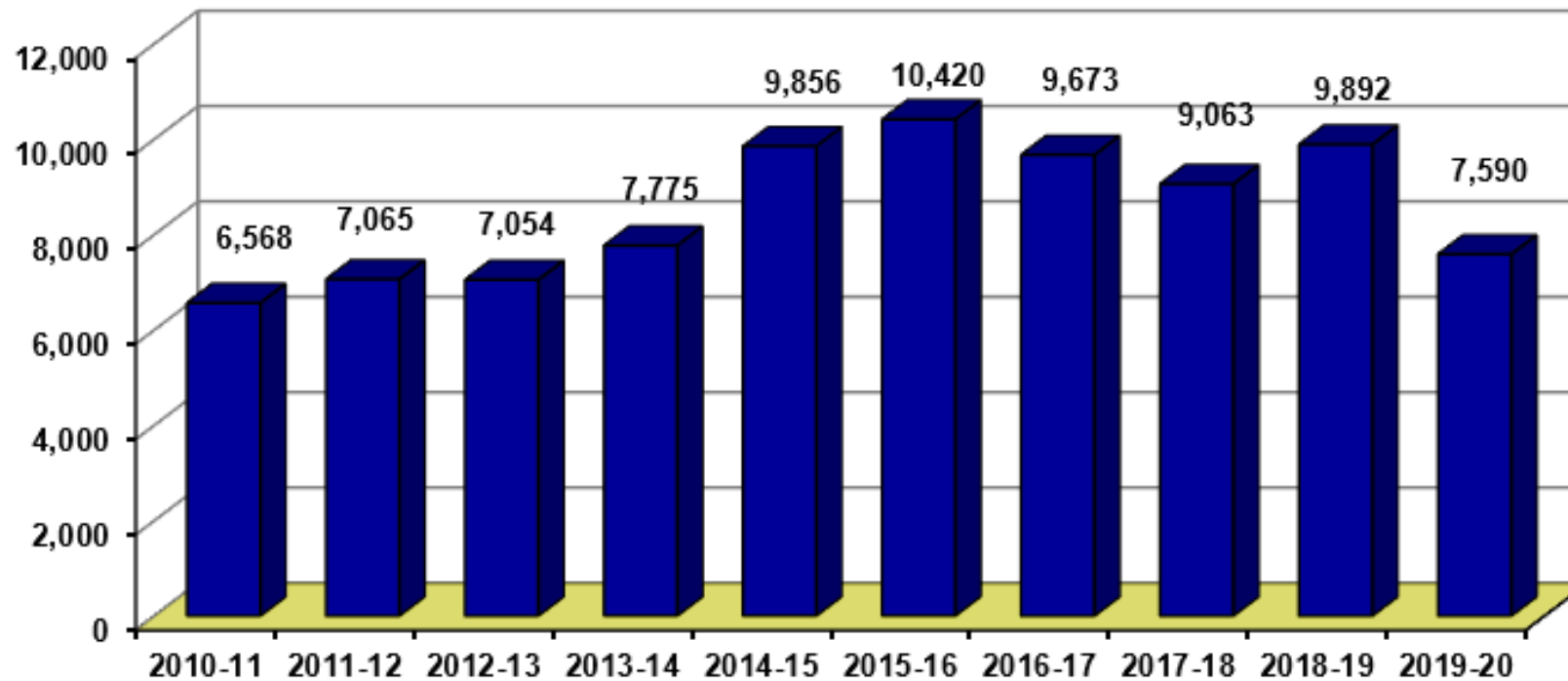
- **Connecting & reconnecting with business** – Advisory boards and mid-management
- **Personnel** – Committed personnel as emerging industry developed
- **Curriculum** – Revised based on industry input
- **Asking for resources** – Instructors, technology & advisors
- **Community investment** – Bond elections to fund renovation and construction of facilities
- **Establish & create full division of Continuing Education**
  - Charge: Continuing Ed to rival the credit side of the house
  - Changed the law at the 85th Legislative Session for Adult Education
- **Industrial certifications** – Shifting to national certifications such as National Center for Construction Education and Research (NCCER) and Career College Military Readiness



# Del Mar College Statistical Profile

## Continuing Education

Annual Unduplicated Headcount for Continuing Education Courses



# Base Year Funded Contact Hours

Del Mar College	2014-2015 Biennium	2016-2017 Biennium	2018-2019 Biennium	2020-2021 Biennium	2022-2023 Biennium	2022 to 2020 Percent Change
Credit Contact Hours	4,550,744	4,220,820	4,619,408	4,527,864	4,204,897	-7.1%
Continuing Education Contact Hours	286,723	419,227	332,767	412,707	532,336	29.0%
<b>Total Contact Hours</b>	<b>4,837,467</b>	<b>4,640,047</b>	<b>4,952,175</b>	<b>4,940,571</b>	<b>4,737,233</b>	<b>-4.1%</b>

# Stackable Credentials

Helping move students, careers  
and local industry **forward.**

STACKABLE CREDENTIALS | STREAMLINED PATHWAYS  
[DELMAR.EDU/CE](http://delmar.edu/ce)





# Continuing Education Workforce Micro-Credentials of Value

Continuing Education	Workforce Ready	Level I or II Credential	Post Secondary Options
<ul style="list-style-type: none"><li>• 9 hours</li><li>• Completion within 3-16 weeks</li><li>• Cross-listed, stackable credential courses</li></ul>	<ul style="list-style-type: none"><li>• CE Workforce Skills Award</li><li>• Targeted Occupation</li><li>• Entry Level Employment Ready</li></ul>	<ul style="list-style-type: none"><li>• Additional hours</li><li>• 9 previous hours counted towards Level I or II plan</li></ul>	<ul style="list-style-type: none"><li>• Student can continue towards other terminal degrees in pathway of choice including Associate, Bachelor and Master Degrees</li></ul>

EMPLOYMENT

# Aligning & Stacking

## Matriculation: CE to Degree

**CE Workforce Skills Award (WSA), Welding**

WLDG 1007 Introduction to Welding Using Multiple Processes

WLDG 1021 Welding Fundamentals

\*Course able to be matriculated to credit

**Intermediate Welding Level I Certificate**

WLDG 1323 Welding Safety, Tools & Equipment

TECM 1301 Industrial Mathematics

WLDG 1435 Introduction to Pipe Welding

WLDG 1557 Intermediate Shielded Metal Arc Welding (SMAW)

COMG 1391 Special Topics in Communications, General

**CE Workforce Skills Award**

**Advanced Welding Level II Certificate**

WLDG 2453 Advance Pipe Welding

WLDG 2406 Intermediate Pipe Welding

WLDG 1313 Introduction to Blueprint Reading for Welders

WLDG 2413 Intermediate Welding Using Multiple Processes

WLDG 1434 Introduction to Gas Tungsten Arc Welding (GTAW)

WLDG 1317 Introduction to Layout and Fabrication

**Level I Certificate**

**CE Workforce Skills Award**

**Welding Applied Technology Associate in Applied Science**

WLDG 2451 Advanced Gas Tungsten Arc Welding

WLDG 2443 Advanced Shielded Metal Arch Welding

Core Creative Arts or Language, Philosophy & Culture Core Elective

ENGL 1301 Composition I

Core Mathematics OR Life & Physical Sciences Core Elective

Core Communications (SPCH) Core Elective

Core American History, Government/Political Science OR Social and Behavioral Core Elective

**Level II Certificate**

**Level I Certificate**

**CE Workforce Skills Award**

Estimated earning potential \$32,217 – \$44,190

# Program Layout

	Continuing Education Workforce Skills Award	Cross-listed/Mirrored Workforce Skills Award
Class Hours	140/14 Continuing Education Units (CEU's)	9 Semester Credit Hours (SCH)
Location	Seek space for program	Space is reserved
Tuition	Flexible	Tuition Driven
Instructor	Paid by Continuing Education	Paid by Academic Program
Registration	Register via Continuing Education	Register via Continuing Education
Class Schedule	Created by Continuing Education	Created by Academic Program
Seating Availability	Determined by Continuing Education	Determined by Academic Program





# Collaboration is Key

## **CE Workforce (Occupational) Skills Award**

- Cross-listed/Mirrored (matriculated)
- Continuing Education

## **College Department Heads**

- Benefits to Program
- Program length
- Prerequisites
- Employment
- Petition to Credit (matriculate)

## **Compliance**

- Guidelines for Instructional Programs in Workforce Education (GIPWE)
- Workforce Education Course Manual (WECM)



# Moving Forward with Stackable CE to Credit Programming

## Students

- Advocate for Our Students
- Expand Student Services

## Programs

- Address Barriers & Challenges
- Advocate for Our Programs
- Strengthen Relationships with Advisory/Industry Groups
- Track Enrollment Data
- Expand Programs
- Seek New Collaboration Opportunities
- Career Navigator

**Celebrate Our Students & Their Success!**

# Points of Pride – \$34 Million

- Skills Development Grants – Texas Workforce Commission and Dept. of Education: **\$15 Million**
- City of Corpus Christi Business Incentive Awards: **\$7 Million**
- Industry donations – Funding for resources and scholarships: **\$12 Million**
- Bond 2014 and 2016 – Taxpayer supported facility growth: **~\$300 Million**



\*Recognized as integral members of the Infrastructure for Economic Development in South Texas\*



# Budget Priorities: Building Resources and Programs



17





# Ashley Gonzalez

DMC Alumna: Plumbing and House Wiring Workforce Skills Award (Spring 2022)

“I am thankful for the opportunity to further my education at Del Mar College. I am currently pursuing a degree in Business Administration while earning a workforce skills award in plumbing and house wiring to work now. I plan on opening my own construction business.”

# Jayden Mata

First-generation college student and DMC Alumnus: Workforce Skills Award in Welding. (Spring 2022)



“Getting to work was my priority. I am now employed as a welder at J.M. Steel Plant. I would like to thank my parents and the advisors of Del Mar College for pushing me through the college process.”



# Jeremy “JP” Pena

Nueces County Sheriff’s Office Inmate: DMC Continuing Education  
Carpentry Skills Training Certificate (June 2022)

“I’d like to further my education and take more courses to earn more certifications because you know you’ll be able to get a secure job. If I had learned carpentry skills before incarceration, I would never have done what I did to be here in the first place. I would have used that certification to get a job.”





# Angela Cabuling

DMC Certified Nurse Aide and Diagnostic Medical Sonography  
Major (Spring 2022)

“I am attending credit courses at three-quarter time with a 4.0 GPA. I am majoring in Diagnostic Medical Sonography and decided to earn an industry based credential to get started in healthcare. This program gave me the opportunity to do that and begin working while I continue to work my way towards my degree.”



# Thank you!

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