CASE STUDY: Responding to Community Demand by providing General Education classes at the Indian Valley Campus:

In April, 2009, College of Marin faculty, staff and administrators embarked on a project to establish a master schedule for the Indian Valley Campus that would provide a two-year rotation of classes designed to satisfy the general education requirement to transfer to a CSU, UC four-year program and/or acquire an Associate’s Degree. This project was initiated by the Dean of Workforce Development and College-Community Partnerships in response to community demand by Northern Marin County residents that the Indian Valley Campus be better utilized, and that a more comprehensive program of general education courses be offered. That resulting general education master schedule launch began in Spring 2011.

Defining and Researching the Target Markets: The first step segmented the markets and identified the specific needs of each target population. The second step identified the most common needs shared by all. The last step was to develop a program that met a demand for the greatest number of students. Surveys were conducted with local high school students, their parents and current IVC students. By defining the populations and researching their needs, it was determined that the master schedule should offer General Ed classes on weekday evenings. That recommendation included adding a lab science that would be offered in the evenings and weekends in the summers.

Target Market: The target market was defined as working adults and students in career classes interested in transferring and/or getting an Associate Degree. A second target market was the local high school student seeking college classes to either: a) accelerate college advancement, b) pick up needed credits for graduation, and/or c) get career skills to make part-time work more lucrative and related to ultimate career goals.

Weekday nights would be for General Ed classes and focused weekend offerings for career classes: The master schedule developed provides the required general education courses on weeknights, career intensives on the weekends and a steady diet of pre-college Math and English on Monday, Tuesday and Thursday weeknights. This rotation pattern meant that even though someone may not be at college-level in Math and/or English, there was still opportunity to gradually pursue some GE classes during the week, and career classes on the weekends. On-going facilities needs at the Indian Valley Campus must take into account having enough classroom space available at these times to accommodate the general education offerings.