

## **Community Education Instructor Quick Start Guide**

Would you like to begin teaching as a Community Education Instructor? Great and welcome! Community Education is an important part of the College's involvement in the community and can open a lot of doors for students and Instructors alike.

This Quick Start Guide will help you think about which classes to teach, how long it will last, and how to price it out to your students.

### **Content**

When considering what type of content or subject matter to offer, think about who your audience will be and ask yourself questions such as:

1. What is the essence of this class?
2. Can I cover the material in one session or break it up over the course of a few weeks?
3. What will my students want to take away from this class?

From there, you can decide what your curriculum will look like, what kind of materials to use, and how long the class will be. A class offered once or twice a week for an hour at a time may be better than a four hour session. Of course, this is only a guide and will be different for everyone. You may want to do a three hour session and be done in one day.

### **Pricing**

Community Education is designed to make money not only for you but also for the College. It takes money to use a classroom, audio-visual equipment, and keep the lights on! The way you price your program should reflect a profit for you as well as the school. Price is subjective and depends largely on what it is you will teach. Generally, many Community Education workshops range in price anywhere from \$65 to \$250 per student enrollment. Odd pricing also helps. For example, instead of \$200, consider \$199. Instead of \$70, think about \$69. Anything ending in five is a good benchmark and usually works as well; \$65, \$75, \$85...you get the idea.

The higher price ranges usually include multiple day sessions with the lower price ranges encompassing one day classes. Keep in mind that this does not include any material fees you may have. Materials may include art supplies, CD-ROMs, or workbooks. When pricing your class, please remember that a majority percentage of the enrollment fee will return to the College.

### **Marketing**

Of course the VVC Community Education Department may assist you in marketing your class; however you should be prepared to spread the word about your new venture! We will post your class on our

Community Education site [www.vvcforme.com](http://www.vvcforme.com); utilize the marquee on Bear Valley Road; update our social media sites; and, possibly send out a mailer. Marketing activities to do on your own might include distributing flyers, notifying friends and family members, updating your own social media pages, and e-mailing your contact lists.

The main point here is to turn your passion into a fun and profitable enterprise! Please feel free to browse through the FAQs for more information. Chances are, most of your questions can be addressed and answered there. If not, feel free to contact us directly at 760-245-4271 x.2152 or send an e-mail to [Frank.Castanos@vvc.edu](mailto:Frank.Castanos@vvc.edu) .

### **Frequently Asked Questions**

#### **Q. What is the process to teach a Community Education (Comm Ed) class?**

*A. Well, becoming a teacher is pretty easy to do! Simply go to [www.vvcforme.com](http://www.vvcforme.com) and click the “Want to Teach a Community Ed Class? Get Started Here” link. Fill out the proposal form fields on the specifics of your class and hit submit. You will receive a confirmation e-mail and the Community Education Manager will contact you regarding your next steps.*

#### **Q. Who writes the class curriculum?**

*A. You do. Because you are the subject matter expert, no one knows more about it than you! You have the freedom to develop your syllabus, curriculum, and materials list however you like.*

#### **Q. Do I need a teaching credential for Comm Ed?**

*A. Absolutely not. Certain levels of academic achievement (i.e. degrees, certification, specialized skills, etc...) and/or ample expertise derived from field experience will generally qualify you to teach any given subject.*

#### **Q. Are classes held on campus?**

*A. Generally classes are held on the VVC campus. However, there are many alternative sites that are available for our use. We have agreements for facility usage at Hesperia High School as well as the Early College Campus at Silverado.*

#### **Q. Do I have to be employed at VVC to teach a Comm Ed class?**

*A. No, you do not need to be a VVC employee to teach a Community Education class. In fact, many of our Instructors are members of the local community.*

**Q. Do I have to price between \$65 and \$250 per student?**

*A. Not at all. Those were simply suggestions to get you started. While the value of your time should be a factor, you certainly do not want to price yourself out of a class! I doubt anyone would pay \$399 for a "How to Boil Water" class. At the same time, a \$20 enrollment fee might not cover your costs no matter how many student you have. A good benchmark for pricing is to find out what other, similar classes are going for at other community colleges.*

**Q. How do I get paid?**

*A. After your classes are over, you will receive a check for your total enrollment fees less the percentage retained by the College.*

**Q. Who registers the students?**

*A. Students interested in taking your class will register through the [www.vvcforme.com](http://www.vvcforme.com) web portal. If you would like a class roster or if students are having trouble registering through the website, we will be happy to help! Simply direct them to Gabi who can be reached at 760-245-4271 x. 2741 or via email at [Gabriela.Callender@vvc.edu](mailto:Gabriela.Callender@vvc.edu) .*

**Q. Is there a minimum enrollment?**

*A. Yes and it will vary by class. The decision to move forward with the class will be made by the Community Education Department Manager five business days before the class start date. If there are not enough registered students to cover costs to the College, the class will be cancelled. Of course, we will notify you of the class status right away.*

**Q. Can I accept walk-in registrations?**

*A. Sure! Just make sure you direct them to the website to register and pay for the class.*

**Q. How can I prevent my class from being cancelled?**

*A. Marketing is your key to success. Market your class aggressively and early!*

**Q. What if I represent a business that wants to put on a class or seminar?**

*A. If this is the case, welcome and we would be happy to discuss your program's details! Please contact the Contract/Community Education Department Manager directly at 760-245-4271 x.2152 or e-mail at [Frank.Castanos@vvc.edu](mailto:Frank.Castanos@vvc.edu) .*