MINDEDGE LEARNING

An Enhanced Catalog Leads to Expanded Relationships

at Community College of Philadelphia

Continuing Education Case Study

The Challenge

The Division of Workforce and Economic Innovation at Community College of Philadelphia (CCP), could only operate at a certain pace to try to keep up with market demand for professional training. New course development was a lengthy process that required high levels of attention and resources.

"In some instances, we are taking things off the shelf and delivering them to a group of employees, and sometimes we're building something from scratch, highly customizing the program," Director of Business Development Peggy Dugan said.

Dugan and CCP Program Development Manager Rikki Bardzik worked to create new connections in the Philadelphia community and to develop a collection of non-credit programs for community partners and learners. By working with outside course providers, Bardzik and Dugan were able to fill in gaps in the CCP course catalog to better meet the needs of their corporate and individual learners.

But, if a new business client or community partner came to the Division of Workforce and Economic Innovation with a need for a class or topic that CCP didn't offer, the Division would do its best to accommodate, but wished they could do more to provide what clients wanted.

"If [what a client needed] wasn't something that we had in our wheelhouse, we would have to make a recommendation to go somewhere else or offer something instead," Dugan said.



The Response

Over the course of the partnership between MindEdge and CCP, MindEdge worked with the Division of Workforce and Economic Innovation to add new online courses to their roster. By offering courses from outside providers like MindEdge, for the first time, Dugan and Bardzik could immediately turn around and offer current clients courses and certificates in subjects they'd never had in their catalog before.

"The soft skills programs and the different certificates that are available through MindEdge are great quality and [MindEdge] really enhances our program offerings," Bardzik said. ***"We've been very successful with [the] human resources certificate."***

Professional learning is ever-evolving as individuals and businesses strive to meet the knowledge and skill demands for career and work. Quick course development times are a must for institutions like CCP; however, these needs frequently contend with other priorities and the need for proven, high-quality courseware.

Suddenly, Bardzik and Dugan were able to provide service to those clients that came to them with a need for courses in a specific subject. They no longer have to recommend another institution; they became the institution where clients and partners can find whatever they need.



With courses in highly-demanded subject areas – like MindEdge's HR Management category – listed on CCP's website, the College now has a competitive search engine presence for people looking for HR training.

With a wide variety of courses covering in-demand topics, Bardzik can focus on tracking the changes in market demand and targeting and making connections with new industries. Dugan, armed with new courses in topics that had never been offered previously, is able to focus on **expanding client relationships and prospecting for new clients with the enhanced catalog.**

"You can utilize and partner with organizations like MindEdge so that you can meet your community's needs and organization's needs and still cover all of the bases," Bardzik said. ***"You don't have to do it all on your own."***