

# nashville community education



annual report  
2012-2013



Nashville Community Education would like to specially thank Minuteman Press for their work printing our catalogs each semester and for printing our first Nashville Community Education Annual Report.



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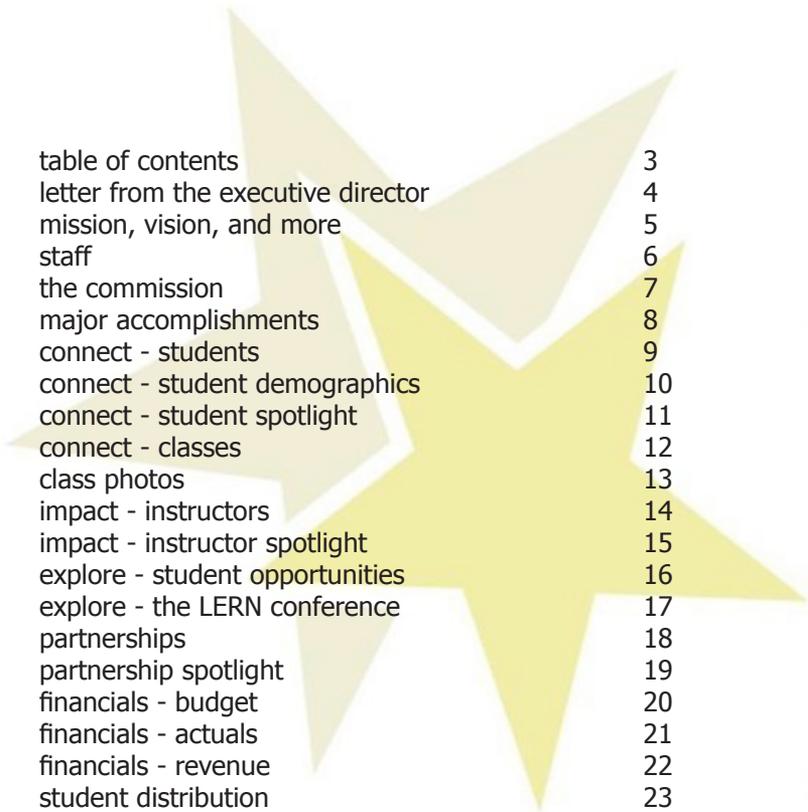


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# letter from the executive director

Dear NCE Partners:

Thank you for making 2012-2013 a successful year for Nashville Community Education. With your support, we increased our revenue by 57 percent, increased class enrollment by 763 students, and finalized an agreement with Metropolitan Nashville Public Schools to expand to Antioch High School. Your support was vital to our success, and we are excited to share this moment with you. In our first Annual Report, we proudly celebrate the accomplishments of NCE while laying the foundation for greater growth in the Nashville community.

## **Connecting with more students**

Nashville Community Education developed a full marketing and public relations strategy for the 2012-2013 year that included print, radio, and online advertisements. Additionally, through the support of a PR consultant we were able to secure multiple positive television and print features in local media about the services we offer to the community. Through this concerted effort, the support of the Mayor, the Metropolitan Government of Nashville & Davidson County City Council, and our dedicated Commissioners, we were able to serve over 1600 students during the 2012-2013 year.

## **Impacting our community through teaching**

This past year we offered over 80 classes with the support of more than 50 volunteer instructors. Our instructors made a dramatic impact on the lives of the adults that attend NCE. We were also supported by a number of community partnerships that provided additional volunteer instructors to our program. This allowed NCE to offer more free and low cost classes to the community.

## **Exploring new opportunities**

Many of our students were able to explore new opportunities created by their experience at Nashville Community Education. Students have been approved for home loans, received increased responsibilities at work, and formed lasting friendships. Being a lifelong learner can create new personal and work opportunities that improve the overall quality of life for the student and community. Additionally, during 2012-2013 NCE explored new opportunities in social media, technology, marketing, and business partnerships that led to better outcomes for our students and the department. We plan to continue to push forward with new ideas and thoughtful strategies for continued growth and greater access for more communities in the years ahead.



Lovette Curry, Esq.  
Executive Director

# mission, vision, and more

## mission

Nashville Community Education's mission is to provide adult education opportunities and resources to the Nashville-Davidson County community.

## vision

Nashville Community Education is a place where the community can access a network of education services to improve their quality of life.

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In Winter of 2013 Nashville Community Education began developing a new branding strategy around the slogan "connect, impact, explore." We chose these words to create a fast and memorable way of explaining what community members experience at Nashville Community Education. **Here, Nashvillians connect with information, impact their community, and explore opportunities.**



## connect

We pride ourselves in providing a learning environment that excites and inspires participants so that they return semester after semester. Our students connect with us to learn new hobbies, professional skills, or just build great long-lasting relationships with fellow students and their instructors.



## impact

Nashville Community Education is a place where community members can share their skills and hobbies with fellow Nashvillians and make an impact on their community. Here our instructors build credibility in their field and engage the community with new skills and knowledge.



## explore

Over the last 40 years, Nashville Community Education has touched thousands of Nashvillians who have explored the opportunities of our program and used their new skills to enhance their personal and professional lives.



## Lovette Curry, Esq., Executive Director

Lovette Curry, a Nashville native, earned a Bachelor's in Business Administration from Howard University in Washington, D.C. and a Juris Doctorate from the University of Southern California Gould School of Law in Los Angeles, CA. While working in education reform, government, and law, Lovette has honed her skills in policy development and implementation, as well as community relations and program management.

## Philip Stoecklein, M.P.A., Program Coordinator

Philip Stoecklein brings vast experience in government, community relations, public affairs, and manufacturing. He earned a Bachelor of Science and a Master of Public Administration from Tennessee State University in Nashville, TN. In his role as Program Coordinator, Philip is responsible for managing current and new classes, instructors, and scheduling.

## Lauren Zimmerman, Communications Coordinator

Lauren Zimmerman is a native of Middle Tennessee and a recent graduate of Boston University with a Bachelor of Arts in Linguistics. After graduating in 2011, Lauren served a year as an AmeriCorps VISTA with Nashville Community Education. After her year of service, Lauren joined the department officially as the Communications Coordinator, responsible for managing external communications, social media, department analytics, and program databases.

## Rev. Vernon H. Dixon, Jr., Chair

Vernon H. Dixon, Jr. has served on the Nashville Community Education Commission for four years, serving as chair for two years. A graduate of Fisk University, Vernon has worked for years in the community as an advocate of education and as a United Methodist pastor. Vernon serves with the NCEC because he believes in creating a community of lifelong learners.



Clockwise from left: Hantel, Ray, Dixon, Gilson, and Pickney.

## Brian Gilson

Brian Gilson has served as a commissioner on the NCEC for the past nine months. He is a native of Ohio, a graduate of Denison University, and currently works as the Director of Alumni Leadership with Teach for America in Nashville. Brian serves on the commission because he believes that education is the key to opportunity and the Nashville that we want for our children.

## Edward G. Hantel

Ed Hantel has been a commissioner on the Nashville Community Education Commission for four years. An advocate of lifelong learning, Ed holds a PhD from Peabody College of Education of Vanderbilt University. After working for several years in public and private education, Ed is currently the owner of Hantel Kitchens & Baths. Ed serves with the NCEC to support community education in the Nashville area.

## Bernard Pickney, Vice-Chair

Bernard Pickney has served with the NCEC for four years, serving first as the chair of the commission for one year. With degrees from Aquinas College and the University of Tennessee, Bernard is now retired from working with the state of Tennessee as a Director of Internal Audit. Bernard supports the NCEC because he wants to promote life-long learning to the community.

## Dr. Kecia Ray, Secretary

Dr. Kecia Ray has served on the NCEC for five years, serving as the secretary for two of those years. With a master's degree from Tennessee State University, she currently works as the Executive Director of Learning Technology with Metro Nashville Public Schools. She serves as the Director of Schools appointed commissioner and is committed to increasing overall access to education and opportunities in Nashville.

## Wendy S. Tucker

Wendy Tucker has served as a commissioner for the NCEC since the Fall of 2012. She holds a B.A. and J.D. from Tulane University and currently works as the Senior Advisor on Education to Mayor Karl Dean. She is the Mayor appointed commissioner on the NCEC.

# major accomplishments

This year NCE increased media presence in local media outlets, resulting in more than 10 high visibility stories and articles.

Nashville Community Education students can pay for classes using credit cards.

Metro Nashville implemented a new website design, giving NCE a more efficient and user-friendly website.

The annual department Open House event in August 2012 brought in over 300 participants and \$3,000 in revenues.

NCE exceeded the goal of 10 new classes for the year, offering over 20 new classes.

NCE doubled its estimated revenues for the 2012-2013 year.

Nashville Community Education worked to develop strategic community partnerships with local community businesses and organizations, resulting in over 20 free classes.

Students may register and pay for classes online from the NCE website.

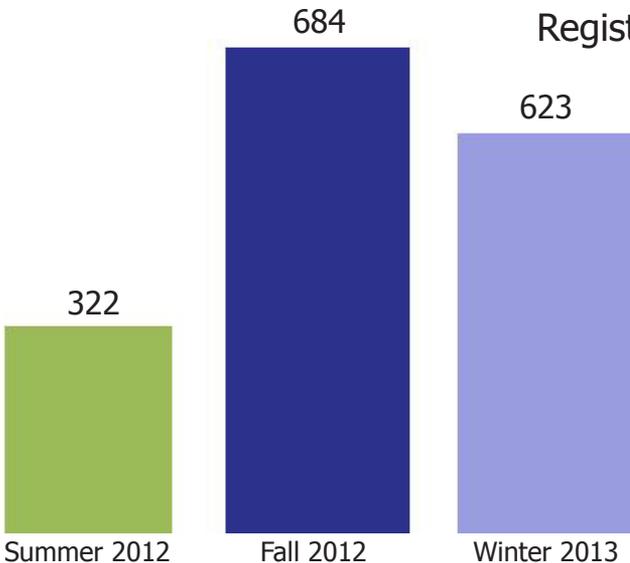
Over 1,600 students took classes at the Cohn School location this year.

At Nashville Community Education our students come from all over the Nashville-Davidson County area and from all walks of life. This past year we served a record number of students since the creation of the Nashville Community Education Commission in 2010, serving over 1,600 Nashvillians in our classrooms at the Cohn School location. This is a 50% increase over the previous year's student enrollment.

Our 2012-2013 year consisted of three semesters: Summer 2012, Fall 2012, and Winter 2013. Our summer semester is an abbreviated semester each year with fewer classes and a shorter schedule. In Summer 2012 we served 322 students, more than doubling the previous summer's enrollment. In Fall 2012 684 students attended classes at Nashville Community Education. Finally, the Winter 2013 semester served 623 students.



## Registrations by Semester

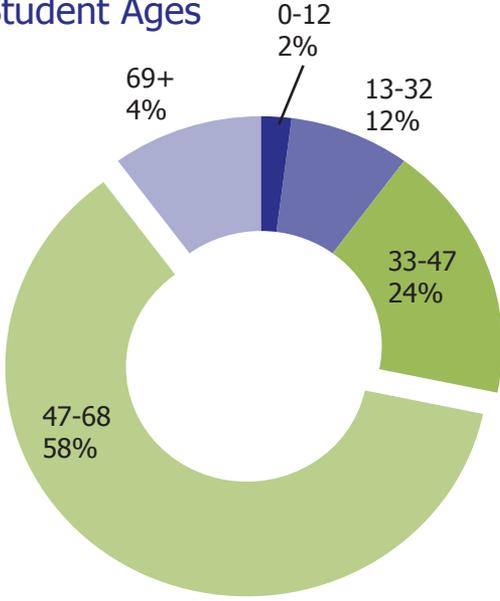


In Fall 2012 Nashville Community Education saw almost 700 students attending class at Cohn.

# demographics

Our students come from all age groups and include both men and women. The majority of our students come from the 47-68 age range, but we began pushing a new campaign this year to broaden our base to include a younger demographic. Our marketing strategy for a younger enrollment has resulted in a 6% increase in the 13-32 age group.

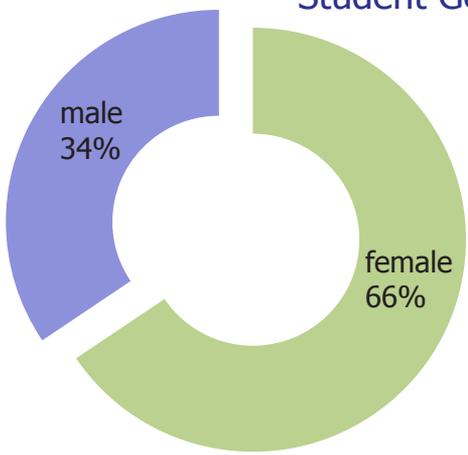
## Student Ages



The majority of our students are ages 47-68. The 13-32 age range grew the most over the previous year, doubling last year's percentage.

Note: We do not offer many classes for youth, as our classes are generally for adults. However, we have offered a few classes for youth due to instructor interest. This year we offered three classes for youth: fencing, finance, and pottery.

## Student Gender



More women than men take classes at NCE, but the split has become more balanced over the past year, with male participation increasing by 8%.

Many students take classes at Nashville Community Education for the positive interactions they have with their neighbors and community members. Students return semester after semester for these fruitful interactions and to learn more skills and hobbies at NCE. One of our most active students is Kristal Jones.



A native of Nashville, Kristal has been taking classes with Nashville Community Education for over a year. However, in just this short amount of time, she has taken more than seven classes. Kristal first heard about Nashville Community Education while reading an article by Ms. Cheap in the Tennessean. Intrigued by our affordability and wide variety of classes, her support for Nashville Community Education started with Beginning Italian.

**“I keep coming back to take classes because I really do like connecting with new skills and people.”**

“I keep coming back to take classes because I really do like connecting with new skills and people,” says Kristal. Since Beginning Italian, Kristal has taken Grant Writing, German, Beginning Sewing, Dutch Oven Cooking, and Mortgage Qualification 101. After taking her Mortgage Qualification class, Kristal became the course’s first success story by qualifying for a home mortgage. In the final semester of the year, Winter 2013, Kristal took our Story Writing and Reading and Writing Poetry classes.

As for the skills that she’s learned at Nashville Community Education, they have been put to good use. After taking our Beginning Sewing class, Kristal has made pillows like those learned in class as gifts for friends and family. She put her German to use at the local Gerst House in East Nashville with her fellow German students, and began writing her own short story after learning the basics of story writing. Through the use of her new skills in the community and for herself, Kristal exemplifies the passion our students have for lifelong learning

This year we offered over 80 different classes to the Nashville community. Our classes focus on eight categories: technology, career, fitness & health, home, language, create, specialty, and arts. We pride ourselves in providing a learning environment that excites participants so they come back semester after semester. Whether you are interested in learning how to repair a lawnmower, need to understand the basics of using a computer, want to speak conversational Spanish, or would like to sew a stylish handbag, we offer something for everyone. Nashvillians [connect](#) with us and learn new hobbies, professional skills, and build great long-lasting relationships with fellow students and instructors.

## 2012-2013 Classes

Ancient Sacred Sites of TN	Family Law: Self Help	Microsoft Outlook
Badminton	Fencing for Youth	Microsoft Word 1
Ballroom Dancing	Fencing: Advanced	Microsoft Word 2
Bank On It & Check It Out	Fencing: Beginning	Mortgage Qualification
Basic Home Repairs	Fencing: Skill Building	Oil Painting
Basics of Adv Care Planning	Fiddle	Orientation to Grant Writing
Basics of U.S. Immigration	Finding Your Passion	Nursing Home & Home Care
Basketball	Food & Wine	Penmanship Plus Phonics
Beginning Computer	German 1	Picture Framing
Beginning Computer 55+	Guitar, Beginning	Pottery By Hand & Wheel
Beginning Sewing	Guitar, Intermediate	Quilting Traditions
Bird Watching	Handmade Books	Renter's Rights
Blogging	Health Care Reform	Social Media Basics
Borrowing Basics	Homemade Soaps	Small Business Social Media
Bourbon & Whiskey	Inspired Arts Dance K-4	Social Security Options
Budget Business	Inspired Arts Dance 5-8	Spanish 1
Canning	Internet Money Making	Spanish 2
Ceramics	Italian 1	Stained Glass Creations
Cocktail Mixing	Italian 2	TN State Government
Concrete Countertops	Know Your Banking Rights	The Grilling Chef
Consumer Bankruptcy	Small Engine Repair	Tiny Bubbles
Country Line Dancing	Lightweight Backpacking	Understanding Credit
Couponing	Me and My Old House	We Bud(get) Money
Credit Unions	Microsoft PowerPoint 1	Women's Volleyball
Dealing with the IRS	Microsoft PowerPoint 2	Woodworking
Debt Collection	Microsoft Excel 1	Zumba
Dutch Oven Cooking	Microsoft Excel 2	
English Country Dance		



# instructors

Our instructors are community members who volunteer to share their expertise about their careers, hobbies, and passions. They teach the community how to preserve summer vegetables for the pantry, sew new pillows for the couch, polish a resume for the job hunt, and more. Our instructors span a wide range of ages and backgrounds, from graduate students teaching foreign languages to chefs teaching their food fare to IT programmers teaching fencing. All of our instructors come to Nashville Community Education to make an **impact** on their community.

## 2012-2013 Instructors

Al Baran  
Martha Berry  
Monika Bourgeois-Moore  
Liz Briers  
Javen Bupasiri  
Kelcey Casson  
Amy Cate  
Lovette Curry  
Lisa DiVirgilio  
Cary Freeman  
Deneen Gault  
Courtney Hale  
Tony Hurt  
Russell Kirchner  
Bert Knupp  
Terry Kornman  
June Lusty  
Lynn Lusty  
Jim Matheison  
Donald Menchise  
Aaron Miles  
Chip Moore  
Rich Moore  
Norma Nidiffer  
Chalmer Nidiffer  
Janet Nielsen  
Lacheka Phillips  
Jennifer Quier  
Warren Ray  
Adinah Robertson  
Heidi Sauer  
Jessica Spradlin  
Helen St. Germain  
Lori Thomas  
Kristen Thomas  
Melissa Watkins  
Monica Wilder  
Lauren Zimmerman  
Chin Zue-Chen

Grant Writing  
Woodworking  
Couponsing  
Volleyball  
Zumba  
Fencing  
Spanish  
Beginning Computer  
Social Media  
Stained Glass  
Nutrition  
Youth Finance  
Basketball  
Canning  
German  
Handmade Books  
Pottery & Ceramics  
Handmade Soaps  
Ballroom Dancing  
Italian  
Concrete Countertops  
Fencing  
Guitar, Fiddle, Dutch Oven  
Oil Painting  
Framing  
Volleyball  
Blogging, Internet Money  
Book Club  
Spanish  
People's Law School  
Youth Dance  
Italian  
Country Line Dancing  
Microsoft Office  
Youth Fencing  
Resume Strategies  
Mortgage Qualification  
Beginning Sewing  
Badminton

Consultant and grant writer  
Berry & Patrick, owner  
Author, consultant  
Housewife  
YMCA, Global Education Center  
TN State Comptroller's Office  
Metro Nashville Public Schools  
Nashville Community Education  
WyckWyre Food & Hospitality  
Craftsman  
UTK, Nashville  
Vanderbilt Medical Center  
Griffin Technology  
Holtkamp Greenhouse  
Metro Nashville, retired  
Catholic Charities  
Leather, Bones, & Clay, owner  
Artisan  
Matheison Insurance Company  
Tennessee State University, retired  
Art Utility  
City of Hendersonville  
Metro Nashville Public Schools  
St. Joseph's School, retired  
The Coca Cola Company, retired  
Juvenile Justice Center  
The Go 2 Chic  
Nashville Public Library  
Belmont University, student  
The Legal Aid Society  
Bellevue Dance Center  
Belmont University, student  
Health, Wellness, & Fitness  
Thomas Training, Inc., owner  
Metro Nashville  
Job Corps  
RealEstateAuctions.com  
Nashville Community Education  
Austin Peay State University

# instructor spotlight

Foreign language classes have always been a staple of Nashville Community Education programming. Offerings have ranged over the years from Spanish to American Sign Language. For the 2012-2013 year, we offered Spanish and Italian at our Cohn location. The rosters of Spanish and Italian bring a crowd to NCE each week. We'd like to think that high quality instructors are a big part of what brings students to our classes.

Nashville Community Education started working with Dr. David Julseth of the Belmont University Department of Foreign Languages to find young, enthusiastic language students looking to gain teaching experience. "Nashville Community Education offers a unique opportunity

for Belmont students to gain experience teaching adult learners, who are not the traditional focus of university education programs," says Dr. Julseth.

Both Ray and Spradlin came to NCE looking for the opportunity to **impact** the community and share their love for language.

In Fall 2012 we welcomed to the NCE team Spanish instructor, Warren Ray, and Italian instructor, Jessica Spradlin. Ray, a graduate of Belmont in December 2012, had been tutoring and teaching Spanish for several years prior to joining NCE. Spradlin, also a December 2012 graduate, joined the team this Winter to teach Italian. Students return because they like our passionate and knowledgeable instructors and are eager to learn more from them. Of Ray, Spanish students say, "Learning is

easy when it's fun. Our instructor [Ray] made class fun for us, and I enjoyed coming every Wednesday to class". Italian 1 students shared that Spradlin is enthusiastic, always cheerful, and supportive of her students. Her students enjoyed the class so much that they petitioned her for a level 3 Italian class.

Both Ray and Spradlin came to NCE looking for the opportunity to impact the community and share their love for language. "I like trying to communicate something to someone and seeing their eyes light up when they finally get it," Spradlin explains. For Ray, it's the experience teaching all kinds of learners that makes NCE a great teaching experience. Both instructors agree that it's inspiring to see adult learners studying foreign language.



## Exploring the Opportunities

The mission of Nashville Community Education is to provide adult education opportunities and resources to the Nashville-Davidson County community. We hope that our students take these resources and learning experience further and explore new opportunities for themselves. We want our students to take their new skills and enrich their professional lives, personal lives, and community.

This year an entire class of people explored opportunities open to them after attending classes at Nashville Community Education. Our Senior Women's Volleyball class has been using class time at NCE for team practice for almost ten years. The team, self-titled "The Hot Sets" for competitions, practices every Monday night of each semester for two hours, totaling over 70 hours of practice throughout the year.

After these hours of hard work, our Senior Women's Volleyball class participated in the 2013 Greater Nashville Senior Olympics. The Senior Olympics began in 1985 as a way to promote healthy lifestyles for adults through education, fitness, and sport. The competition is held at several levels, starting with regional events, state-wide events, and finally, national games. The region for Nashville is the Greater Nashville District, which includes 13 surrounding counties. This year's Greater Nashville Senior Olympics were held September 23rd through September 28th.



NCE Senior Women's Volleyball class in uniform for the Senior Olympics competition.

While our team of NCE students did not place, they were thankful to have the opportunity to explore higher level volleyball competition within their community.

## The LERN Conference

At Nashville Community Education, we ensure that not only our students are exploring professional development opportunities, but also our staff. Each year, two staff members attend the annual Learning Resources Network (LERN) Conference. LERN is an international association of lifelong learning programming, offering information and resources to providers of lifelong learning programs. LERN provides these resources to a variety of programs, including business classes, conferences, contract training, certification programs, community education, and more.

This past year in Fall 2012, the conference took place in Washington, D.C. November 19th through November 21st. Nashville Community Education's Executive Director, Lovette Curry, and Program Coordinator, Philip Stoecklein, attended the conference.



"The LERN conference is a wonderful opportunity to connect with peers in our industry and gain valuable knowledge from industry leaders," says Curry.

Staff members divide up the series of sessions for each to attend and meet at the end of each conference day to discuss new information, ideas, and network opportunities. "It is great to explore the various programs and institutions throughout the country and to bring back some of those programming ideas to NCE," reports Philip.

Some of the things that our staff learned at the LERN Conference were incorporated into NCE programming the very next semester. These included Ugot Class, an online learning program that allows our students greater access to technology learning and expert knowledge from around the nation, and Boston Reed, an on-site and online healthcare career training program.



It is important that Nashville Community Education staff are given the same opportunity as our students to explore personal and professional development. We are excited to send staff to the LERN Conference each year and use what is learned to contribute to the growth and development of adult enrichment programs in our own community.

# partnerships

Strategic partnerships with community businesses and organizations enable us to offer more classes to the community by providing NCE both instructors and support staff. Partnerships provide us with support to offer more classes at little to no cost to participants. This year we partnered with several community businesses and groups. Through these partnerships, we were able to offer over 20 free classes throughout the year, ranging in topics from popular legal issues to financial literacy and nutrition classes, and procure a summer intern for the Summer 2012 semester. Other partnerships enabled us to offer high quality classes with organizations who teach as part of their mission.

## Partnerships 2012-2013

Metro Nashville & Davidson County City Council  
The Mayor's Office  
Metropolitan Nashville & Davidson County Government  
Metropolitan Nashville Public Schools  
The Cohn School  
The Senior Renaissance Center  
Minuteman Press  
Legal Aid Society of Middle Tennessee and the Cumberland  
Belmont University  
Tennessee State University  
University of Tennessee Extension School  
Nashville Career Advancement Center  
Cumberland D'Escrime Fencing Club  
New Horizons Technology of Nashville  
Thomas Training, Inc.  
Sunset Grill  
Regions Bank  
First Tennessee  
Pinnacle  
US Community Bank  
Fifth Third Bank

# partnership spotlight

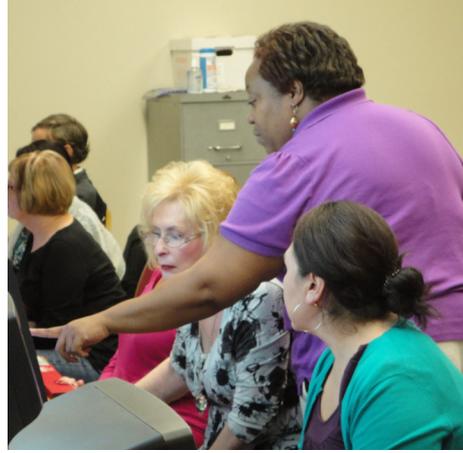
Each semester at Nashville Community Education, it is our priority to expand the number and type of classes that we offer. One way we do this is through partnerships with community organizations who also provide opportunities and resources for adult learners. In Fall 2012 we began a partnership with the New Horizons Computer Learning Center Nashville branch, established in 1992 to bring computer training to the community.

Last Fall our Executive Director, Lovette Curry, connected with New Horizons through CABLE, Tennessee's largest and most established network of diverse professionals committed to connecting women and opportunity. A later meeting between Nashville Community

Education and New Horizons determined that a partnership would be beneficial to both organizations, allowing New Horizons to build goodwill in the community and share their services with a different constituency, while giving NCE the opportunity to provide affordable, quality training to more students. "The need for computer training is constantly changing, so it is important for the community to have the opportunity to learn. NCE and New Horizons is a natural partnership," explains Sonya Komar, the Senior Account Executive at the Nashville New Horizons branch.

**"The need for computer training is constantly changing, so it is important for the community to have the opportunity to learn. NCE and New Horizons is a natural partnership."**

During Fall 2012 and Winter 2013, New Horizons took over the NCE Computer Essentials evening class—a beginning computer class for students with little to no experience with using computers. As part of the partnership, students who take Computer Essentials with New Horizons at NCE receive a 10% discount on further computer and technology classes with New Horizons. NCE Executive Director, Lovette Curry, explains "This is a wonderful partnership. We hope to offer more classes as we increase and improve our technology. We hope our students will take advantage of the discount offered from New Horizons to further their computer studies."



New Horizons leading the Beginning Computer class.

## Financials: 2012-2013 Budget

### Expenses

Employee costs	\$219,600
Advertising	\$63,100
Professional Development	\$6,500
Instructors & Class Materials	\$5,000
Administrative costs	\$134,200
<b>TOTAL BUDGETED EXPENSES</b>	<b>\$428,400</b>

### Revenues

Metro Subsidy	\$346,500
Reserve Fund Allocation*	\$52,000
Budgeted Class Revenues (class fee collection)	\$30,000
<b>TOTAL BUDGETED REVENUES</b>	<b>\$428,500</b>

\*This was a mid-year budget request from the reserve fund for additional funds for the central office relocation

## Financials: 2012-2013 Actuals

### Expenses

Employee costs	\$178,259
Advertising	\$65,023
Professional Development	\$5,902
Instructors & Class Materials	\$24,733
Administrative costs	\$122,864
<b>TOTAL ACTUAL EXPENSES</b>	<b>\$396,781*</b>

### Revenues

Metro Subsidy	\$342,500
NCE Reserve Fund Allocation	\$52,000
Actual Class Revenues	\$51,733
<b>TOTAL ACTUAL REVENUES</b>	<b>\$448,199</b>

\*Remaining balance goes back to department reserve fund

## Revenues Summary 2012-2013

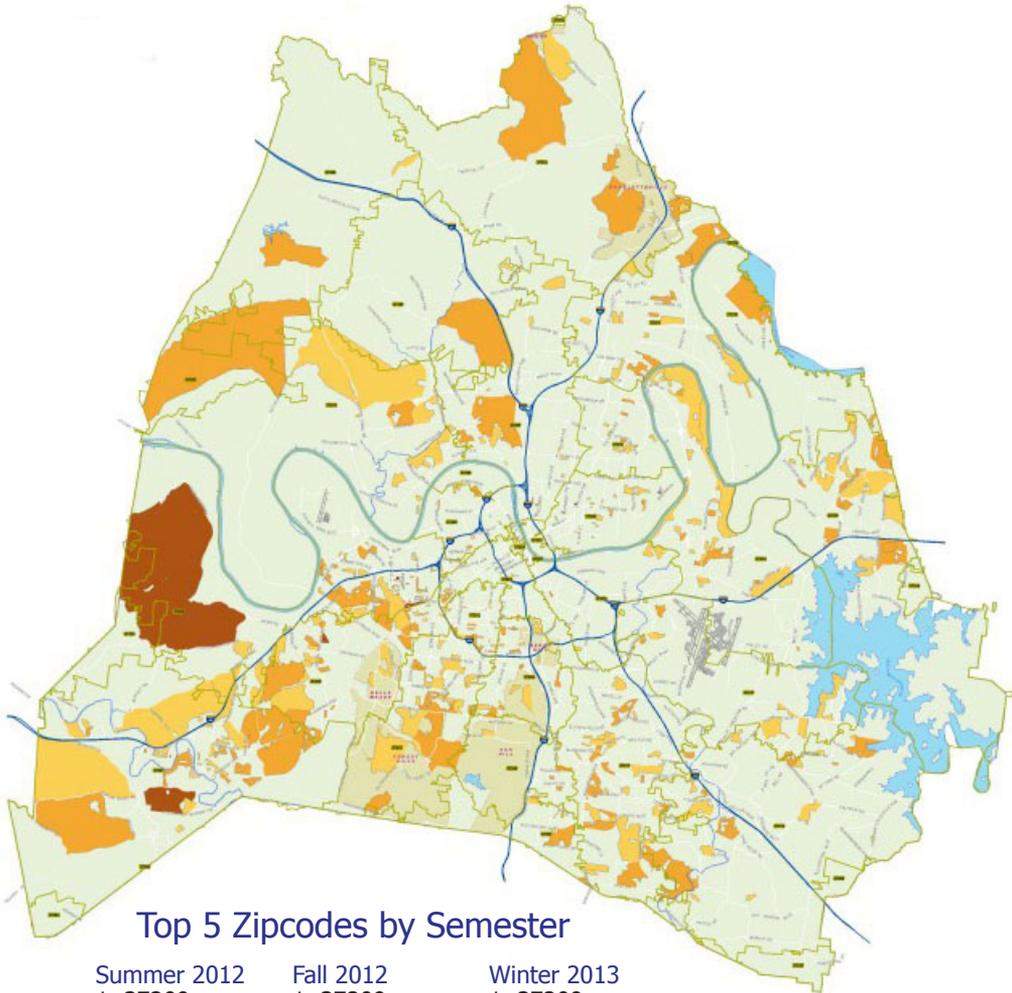
	Summer 2012	Fall 2012	Winter 2013
# of students	322	684	623
# of classes	46	70	70
# of instructors	31	36	35
revenues	\$12,526.40	\$21,148.00	\$18,059.00
instructor pay	\$3,083.00	\$6,504.70	\$6,236.76
materials cost	\$1,051.15	\$1,421.87	\$1,032.42
net balance	\$8,392.25	\$13,221.43	\$10,789.82
% of revenue instructor & materials cost	33%	37%	40%

Our classes are offered at a wide range of price points, as low as no cost up to \$105. The average class fee is \$35. Some classes require that students purchase additional supplies, while others require that we purchase specific materials for the class or classroom. All of these factors are taken into consideration in class fee revenues.

Revenues includes all money that comes from registration fees. Materials cost includes the cost of all supplies required to put on a class, for example, sewing machine repairs for the sewing class or miter saws for the framing class. Instructors are paid out a percentage of the revenue that their classes makes. This payment structure encourages instructors to advertise for their classes among their own networks in order to increase the revenue that their class brings in.

# student distribution

The map below shows the distribution of enrolled students from Fall 2012 and Winter 2013. Our students are concentrated in the West areas of the region. However, there is a growing representation of students in the East and South Nashville areas. Nashvillians are coming from all corners of the county, as far away as Hermitage and Goodlettsville, to our single location at the Cohn School. When we look to expand into the community in the next few years, we will use this data to direct our efforts.



## Top 5 Zipcodes by Semester

Summer 2012	Fall 2012	Winter 2013
1. 37209	1. 37209	1. 37209
2. 37221	2. 37221	2. 37221
3. 37205	3. 37205	3. 37205
4. 37215	4. 37211	4. 37211
5. 37211	5. 37013	5. 37215

# marketing

At NCE, we work hard to spread the word about our program using several different communication and advertising methods. Our primary form of information distribution is our semester class catalog, which we distribute three times during the year. Additionally, each month we connect with students on our email list with email blasts that include instructor and student spotlights, upcoming event information, recent media coverage, and semesterly newsletters. We advertise with several local radio and print media outlets, and have also been featured in a number of local news stories. Finally, our staff members make it out to several community events throughout the year, including school events, neighborhood fairs, city-wide events, and more to talk with the community about our learning opportunities and share our resources.

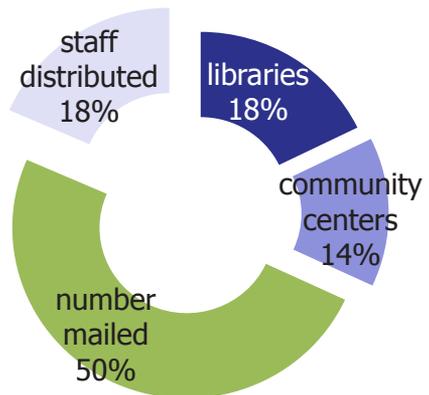


## Catalogs

	Summer 2012	Fall 2012	Winter 2013
Number printed	4000	4000	5000
Total cost	\$4,118.01	\$4,523.95	\$5,102.21
Cost per catalog	\$1.03	\$1.13	\$1.02
Number of pages	20	20	20
Staff distributed	910	370	1,120
Number mailed	2,000	2,100	2,350
Libraries	630	840	840
Community centers	460	690	690

## Community Events

- Live on the Green
- Cockrill Elementary Open House
- Economic Council on Women
- Sylvan Park Neighborhood Association
- Fifty Forward Day at the Fair
- Nashville Paw Cover Dog Search Fair
- Crossings Nashville Action Partnership
- MNPS Parent University
- More Wood for the Hood
- Urban Residents Association



## Website

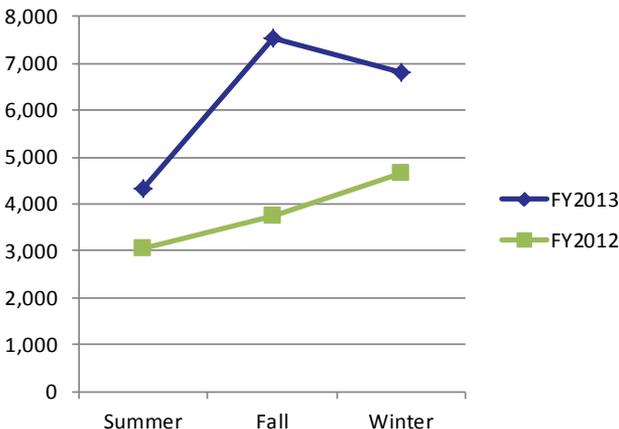
In Winter 2013, Metro Nashville transitioned all Metro websites to a more responsive, consistent, and user-friendly portal that allows our customers greater opportunities to interact and find pertinent information, faster and with greater ease. This platform also allows for department customization whenever needed. We are able to create our own content and update as frequently as necessary.

Our main goals were to provide website functionality, ease of use, and effectiveness. Because we serve many audiences, we outlined a more functional and user-friendly layout and navigation. Feature functions of the site include:

- Flickr photo integration
- Real-time Twitter feed with a follow capability
- Staff LinkedIn hyperlink and a click-to-email function
- Content arranged so that all domain pages open within the same browsing window and all outside links and PDFs open in a new browsing window
- Mobile and tablet adaptability (responsive web design)
- Emergency messaging for critical updates



## Website Visits



The site has received great feedback from students, instructors, partners, and even from the developer of responsive web design (RWD) in New York City. Additionally, we have seen an increase in our website traffic of over 50 percent. Overall, the site has proven to be comprehensive, responsive, and interactive for easy viewing on any computer or mobile device.

## Facebook

Nashville Community Education opened a Facebook account in the Spring of 2012; however, we made a concerted effort over the 2012-2013 year to grow this platform and develop our Facebook page into a center for information and communication with students, instructors, and the community.

By the end of the fiscal year, our business page had garnered over 500 page likes, increasing our audience by more than double! 21% of our students use Facebook to keep in touch with updates, and 2% check Twitter for NCE news.



## Twitter

Twitter is still an advanced social media platform for our community, but over the past year, we have worked to grow our followers and make this a source of the most up-to-date news available about the department. Twitter now accounts for 2% of our communications.

## Other Social Platforms

The majority of our students hear updates through our monthly email blasts. In addition to email blasts, Facebook, and Twitter, Nashville Community Education employs Youtube and Wordpress for department video pieces and the NCE blog. We have worked to incorporate the most widely know and used social media platforms that also give us a large range of media: video, photo, news updates, and long-form pieces. Over the past year, we produced several videos of instructor interviews, as well as class video.



NCE Blog



NCE Email blast



NCE Youtube



NCE Twitter

## SUMMER

News Channel 5+ Plus Side interview  
Vanderbilt Paper Freedom Forum interview with Cara Ball "Nashville Offers Community Development"  
Nashville Ledger feature on entrepreneurship learning opportunities

## FALL

Tennessean interview with Tony Gonzalez "Classes Make a Comeback"  
760AM The Gospel interview with Lady Shaunte  
News Channel 5 Talk of the Town interview on fencing  
News Channel 5 Talk of the Town interview with Coupon Queen  
Mix 92.9 interview  
Tennessee Tribune.com "NCE welcomes fall classes"  
880FM WFSK interview with Ron Wynn

## WINTER

Nashville Business Journal Lauren Zimmerman Music City Achiever  
The City Paper Lauren Zimmerman On the Move  
Tennessean New Hires Column, Lauren Zimmerman  
WZTV Fox 17 Save You Money on-site feature  
Ms. Cheap Blog "Winter community classes at NCE"  
Ms. Cheap column "Expand your horizons with community classes"  
News Channel 5+ Urban Outlook interview  
Belmont University Achiever's Blog featuring NCE instructors





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