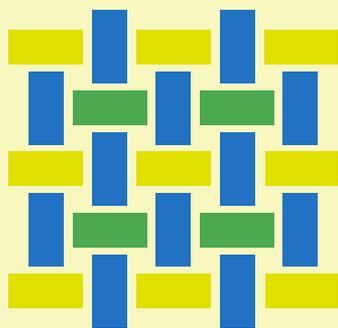


*Enriching the diverse
fabric of Nashville*



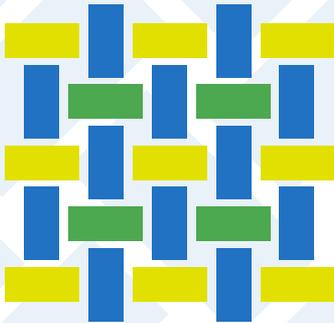
NASHVILLE
COMMUNITY
EDUCATION

ANNUAL
REPORT
2014-2015

nashville.gov/ce



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



NASHVILLE COMMUNITY EDUCATION

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mission

Provide personal and professional enrichment for adults in the Nashville-Davidson County community.

vision

A service that enriches the diverse fabric of Nashville through affordable education opportunities.

letter from the executive director



Dear NCE Partners:

Over the past five years Nashville Community Education has experienced great transformation. Beginning with my tenure in 2010, the department underwent a complete staff restructure, the development of a new business model, a comprehensive strategic marketing implementation, and a dramatic increase in technology. Throughout all of these changes your support has been vital to our continued success. In this annual report, we proudly celebrate Nashville Community Education's accomplishments.

Connecting Students with Skills

The number of students we serve has more than quadrupled due largely in part to our strategic marketing and public relations strategy. Our campaign included annual community events, producing our first ever annual report, improving website design, as well as print, radio, and online advertisements. This comprehensive approach to marketing and PR has allowed us to reach more of the Nashville community and significantly increase our student participation.

Providing a Valuable Network of Instructors

Thanks to the phenomenal support of our volunteer instructors we have been able to expand our class offerings from 40 classes to almost 350 classes per year. Instructors are the backbone of the program and provide high-quality classes week after week. Through their support coupled with our valuable community partners we are able to provide classes that are rarely found in the city and enhance our student's skills. New partnerships with local community businesses allowed us to provide free and low cost classes in a variety of areas.

Internal Goals Support External Growth

Over the past five years, we have also made some tremendous internal changes that would ensure our growth over many years to come including:

- A much needed online registration system. This new software afforded us the opportunity to improve the student experience, become a more efficient department, increase and improve our data reporting, and create a more sustainable revenue model.
- New locations providing greater access to our services for students.

NCE has experienced an impressive period of transformation and growth thanks to the support of our students, volunteers, community partners, and city officials. I am proud of the great work the NCE team has accomplished thus far, and I look forward to supporting the great things that are to come for Nashville Community Education.

With Sincerest Thanks,

Lovette Curry, Esq
Former Executive Director
2010-2015

staff



NCE Partners:

Lovette Curry was an amazing force for this department. Her dedication over the last five years transformed Nashville Community Education into the successful service it is today and her presence will be missed. As the new Executive Director at NCE, I am eager to continue developing the program and working side-by-side with all of you to guarantee its growth.

Enriching the diverse fabric of Nashville

You may have noticed our new logo, a weaving, representing how NCE strives to unite and strengthen Nashville through our accessible, diverse enrichment opportunities. In order for NCE to continue enriching the diverse fabric of our city, we must continue appealing to, and welcoming, a broad swath of Nashvillians. We hope this modern and dynamic logo conveys that message, attracting more Nashvillians to our program.

I'm equally excited and grateful for the opportunity to provide Nashville with the chance to learn new skills and develop long lasting connections through our classes.

I look forward to working together,

Mary Beth Harding



Top: Mary Beth Harding, Executive Director

Bottom: Imelda Alamilla, Program Coordinator

the commission



Rev. Vernon H. Dixon, Jr., Chair
Brian Gilson
Edward G. Hantel
Bernard Pickney, Vice-Chair
Dr. Kecia Ray, Secretary
Dalila Duarte
LaRhonda Magras*

*not pictured

students

Nashville Community Education serves students from all over the mid-state area. This year we welcomed almost 900 **new** students to our program. Our Winter semester had the greatest increase of students with over 400 new participants.

In the last 5 years, NCE has served almost 8,000 students. In 2011-12, 801 students were enrolled in our classes. That number has grown by **184%**

REGISTRATIONS BY SEMESTER

2014-15

539
Summer

789
Fall

946
Spring



REGISTRATIONS BY YEAR



student spotlight

Each semester Nashville Community Education welcomes new and returning students. We are always delighted to meet our new students and greet our loyal returning fans. Meet one of our newest students, Casimir Grabowski.



Casimir comes from Detroit, Michigan. However, before coming to Nashville he made a brief stop in Los Angeles where he found out what it's really like to be a broke, literally starving, artist. A great opportunity at a local TV station has introduced Casimir to some wonderful people and has given him a crash-course on everything Middle Tennessee. A job in news has introduced new ingredients to his writing recipes. Casimir became a student at NCE to meet other local writers who he can turn bounce ideas off and turn to for feedback, and so far so great, everyone in his creative writing class has been absolutely fantastic. NCE has introduced Casimir to some very talented Nashville writers, who he hopes will continue to join him in NCE classes.

This year we offered 359 classes including 69 new classes. Topics covered include:

- Language
- Arts
- Create
- Fitness
- Legal
- Career
- Technology
- Life
- Finance

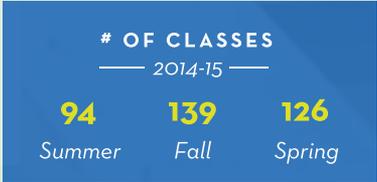
Whether you want to learn a new language, improve your computer skills, take control of your finances, or improve your health, NCE has something for everyone. These classes allow our students and instructors the opportunities to impact their community, connect with others, and explore new opportunities in their personal and professional lives.

2014-15 MOST POPULAR

- Oil Painting*
- Estate Planning*
- Your Rights with the Police*
- Spanish I*
- Microsoft Office Quick Start*

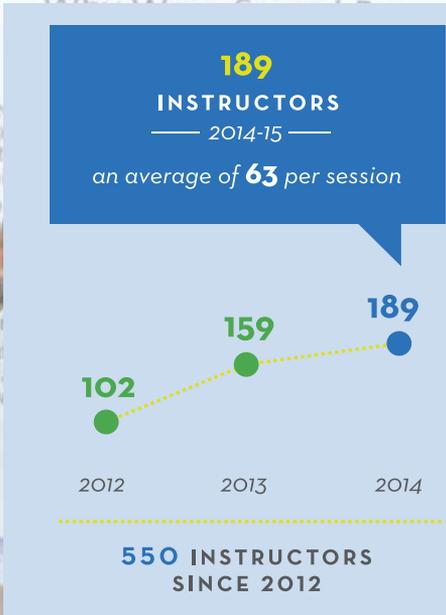
MOST POPULAR OVER LAST 5 YEARS

- Oil Painting*
- Introduction to Computers*
- Basic Estate Planning*
- Internet Money Made Easy*
- Raising Backyard Chickens*



OF CLASSES PER YEAR

instructors



THESE INSTRUCTORS HAVE TAUGHT FOR OVER 5 YEARS:

Norma & Chalmer Nidiffer

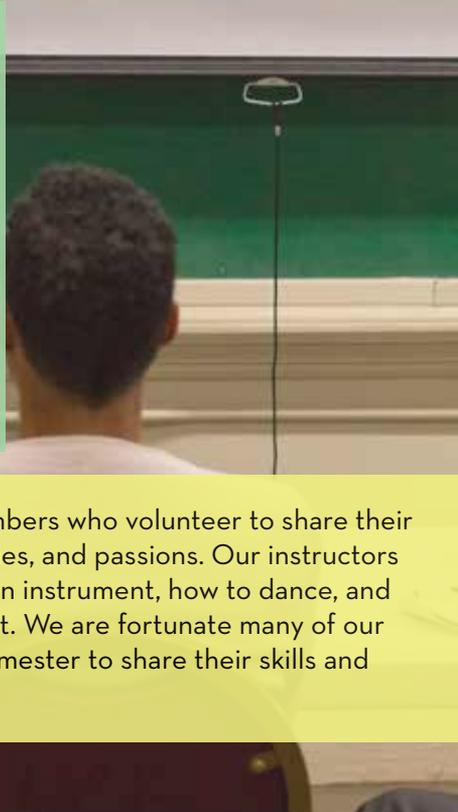
Peggy Elliot

June Lusty

Kelcey Casson

Mary Moore

Judy Jacobs



Our instructors are community members who volunteer to share their expertise about their careers, hobbies, and passions. Our instructors teach everything from how to play an instrument, how to dance, and how to turn a book into a work of art. We are fortunate many of our instructors return semester after semester to share their skills and knowledge with our students.

instructor spotlight

Cori Gonzalez, Spanish Instructor

Growing up, Cori's home was a magical mix of English and Spanish. Her mother (a native Colombian) and her father (a Kentuckian enamored with Hispanic culture) accepted a challenge when they decided to not only master each other's language, but also raise two daughters in a bilingual home. With both parents as devout teachers, Cori grew to truly enjoy languages, with their funny misunderstandings and the epiphany of clear communication. Cori believes that the notion of shared ideas and feelings, of reaching a deeper level of understanding of another person's intent, is a joy that every person should savor.

This year we honored Cori Gonzalez with the Instructor Appreciation Award. Cori joined us this Winter as our new Spanish instructor and dove into things immediately by developing a full Spanish curriculum for our program. In the words of her students, "Cori is an excellent instructor. She is willing to meet extra on her own time to help." We are proud to have Cori as part of our program.



community advocate award



Executive Director, Lovette Curry with
Community Advocate Honoree, Tuwanda Coleman

We hosted the Volunteer Appreciation Dinner to properly thank instructors who have taught with us over the past year. Each year at this event, we recognize an instructor for their dedication and service to NCE, along with a community member who has been a tireless supporter and advocate for our program.

You have probably heard Tuwanda Coleman's name for her work at News Channel 5, but did you also know she has been a longtime supporter of NCE? If you learned about our Rug Braiding class on Talk of the Town, you have Tuwanda to thank. Through her work with Talk of the Town, Tuwanda has helped us spread the word about NCE and reach new students. We cannot say enough how much we appreciate her.

demographics

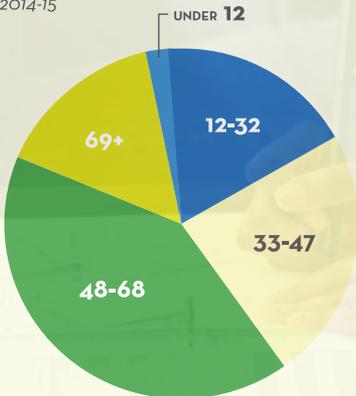
Our students come from all age groups and a variety of experiences. The majority of our students are between 48-68 years old. However, our goal is to reach as diverse a population as possible. Thus, during the 2014-2015 fiscal year, we developed a focused strategy to increase participation from 25-47 year olds. This strategy included:

- expanded catalogs
- partner networks
- diversifying class topics to include professional development

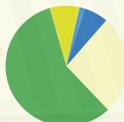


AGES OF STUDENTS

2014-15

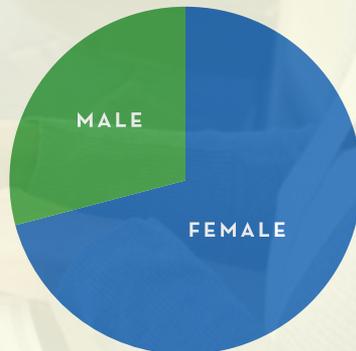


Last 5 Years

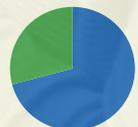


GENDER OF STUDENTS

2014-15



Last 5 Years



partnerships

Over the years, Nashville Community Education has built valuable partnerships with local businesses and non-profit organizations in order to provide an array of class topics for our students. Our partnerships within the community enable us to provide free or low cost classes. The partnerships this year provided classes on topics ranging from finance, law, and technology.

Partnerships 2014-2015

AIG	New Horizons Technology of Nashville
Metro Nashville & Davidson Co. City Council	Regions Bank
The Mayor's Office	Suntrust Bank
Metropolitan Nashville Public Schools	First Tennessee Bank
The Cohn School	Pinnacle Bank
The Senior Renaissance Center	US Community Bank
Minuteman Press	Fifth Third Bank
Belmont University	Eating Disorder Coalition of Tennessee
University of Tennessee Extension School	The Office of the Public Defender
Nashville Career Advancement Center	Nashville Public Library
Cumberland D'Esclime Fencing Club	



One of our most valued partnerships this year was with the Nashville Public Library. Staff from the Library led classes in Digital Books, Digital Entertainment, The Joy of Reading and more! We appreciate the time NPL staff took to offer these free classes, even providing tablets for class use.

In order to increase community awareness for our programs, NCE focused efforts in areas such as the course catalog distribution and community events in order to reach specific demographics. The analysis of our student zip codes will enable us to provide a more targeted approach when reaching students.

TOP ZIP CODES 2014-15

37209

Sylvan Park

37211

Bellevue

37211

Glenclyff

37213

Antioch

37206/37216

East Nashville

TOP ZIP CODES FOR THE LAST 5 YEARS

37209, 37211, 37013, 37221, TIE: 37205, 37206, 37216



Community Events

CNAP Monthly Meetings
Woodbine Neighborhood Association
Sylvan Park Neighborhood Association
Glenclyff Neighborhood Association
LERN International Conference
Hillsboro Neighborhood Association

TNLA Chamber of Commerce
Antioch Open House
Belmont Neighborhood Association
Wright Middle School Open House
Antioch Night Out Against Crime
Cohn Open House

marketing

Social Media

- Nashville Community Education opened a Facebook account in the Spring of 2012, and fiscal year 2014 witnessed a 54% growth rate in fans.
- Twitter followers grew by 52%
- At the end of 2012, we had 113 Facebook fans. Currently we have over 1,000.

Other Social Platforms

- The NCE Email list increased 19%, reaching almost 3,000 subscribers
- Our e-mail blasts serve as the main form of communications
- Developed regular blog content to complement our social media pages and our e-mail newsletter blasts
- Continued using YouTube to connect instructors and students through interview spotlights

Media Coverage

NCE received over 10 media spotlights from various outlets including:

- Weekends With Dad
- Immigration News Network
- The Tennessean
- Nashville Business Journal
- Tennessee Loves Libraries
- FYI Magazine
- Activa
- Talk of the Town

YEAR IN REVIEW 2014-15



Nashville Community Education is a department of the Metropolitan Government of Nashville & Davidson County. Thanks to the support of the Mayor's Office and City Council, 80% of our budget is subsidized from the city's general fund. We are only able to offer our high-quality, low-cost enrichment classes due to this subsidy. Our classes are offered at a wide range of price points, as low as no-cost up to \$105. When deciding class fees, our department tries to stay below market, account for any additional student fees for materials, instructor cost, and student demand.

Revenue includes all money that comes from registration fees. Materials cost includes the cost of all supplies required to put on a class. For example, art students pay a supply fee to cover their materials. Instructors are paid out a percentage of the revenue that their classes make.



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