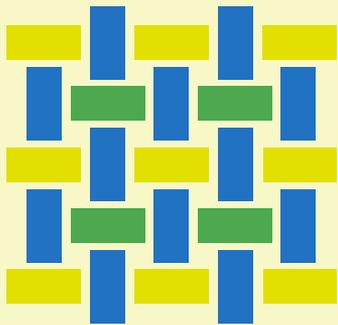




ANNUAL REPORT

2015-2016

nashville.gov/ce

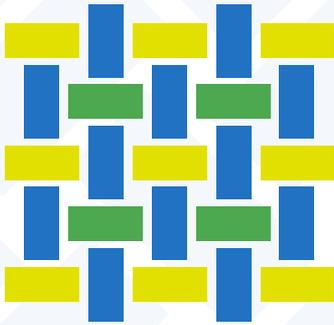


NASHVILLE
COMMUNITY
EDUCATION

Enriching the diverse
fabric of Nashville



Nashville Community Education would like to specially thank Minuteman Press for their work printing our catalogs each session 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:

Thank you for your continued support of Nashville Community Education (NCE). FY16 was a year of great change for the department. New employees, a new look, new classes and a new registration system are all helping improve student, instructor and staff experiences.

First, you may have noticed the new logo: a weaving representing how NCE unites a variety of community members through our educational opportunities, resulting in a stronger Nashville. This new look has spread into all of our collateral material including our catalogs, advertisements and communications. Using fresh, consistent imagery has broadened our audience, appealing to those who may not have noticed us before.

Also new to the office are two staff members: Imelda Alamilla and Joshua Hill. Imelda actually came to the department as our Administrative Officer, but was promoted to Program Coordinator shortly after. We welcomed Joshua as the new Administrative Officer in April 2016. Both Imelda and Joshua bring enthusiasm, experience and great customer service skills to their positions and will be integral in the continued growth of the department.

And to top it off, we introduced a new online registration system that is user-friendly, easy to browse and crisply designed. This new system has provided benefits for staff, instructors and students and streamlined our registration process resulting in improved student satisfaction.

The following pages outline in more detail the growth of the past year. I am proud of the work our team has done and hope you enjoy seeing the outcomes as much as I have. If you would like to learn more about our work or how you can get involved, we would enjoy an opportunity to meet with you to discuss. Remember, our door is always open!

Thank you for helping us continue to enrich the diverse fabric of Nashville,

Mary Beth Harding
Executive Director

staff



Left to right: Joshua Hill, Administrative Officer; Mary Beth Harding, Executive Director; Imelda Alamilla, Program Coordinator



Commission Members

Bernard Pickney
Laura Moore
Karla Coleman Garcia
Dr. Edward G. Hantel, Chair
Dalila Duarte, Vice Chair*
Matia Powell, Secretary*
Doug Renfro*

*not pictured

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

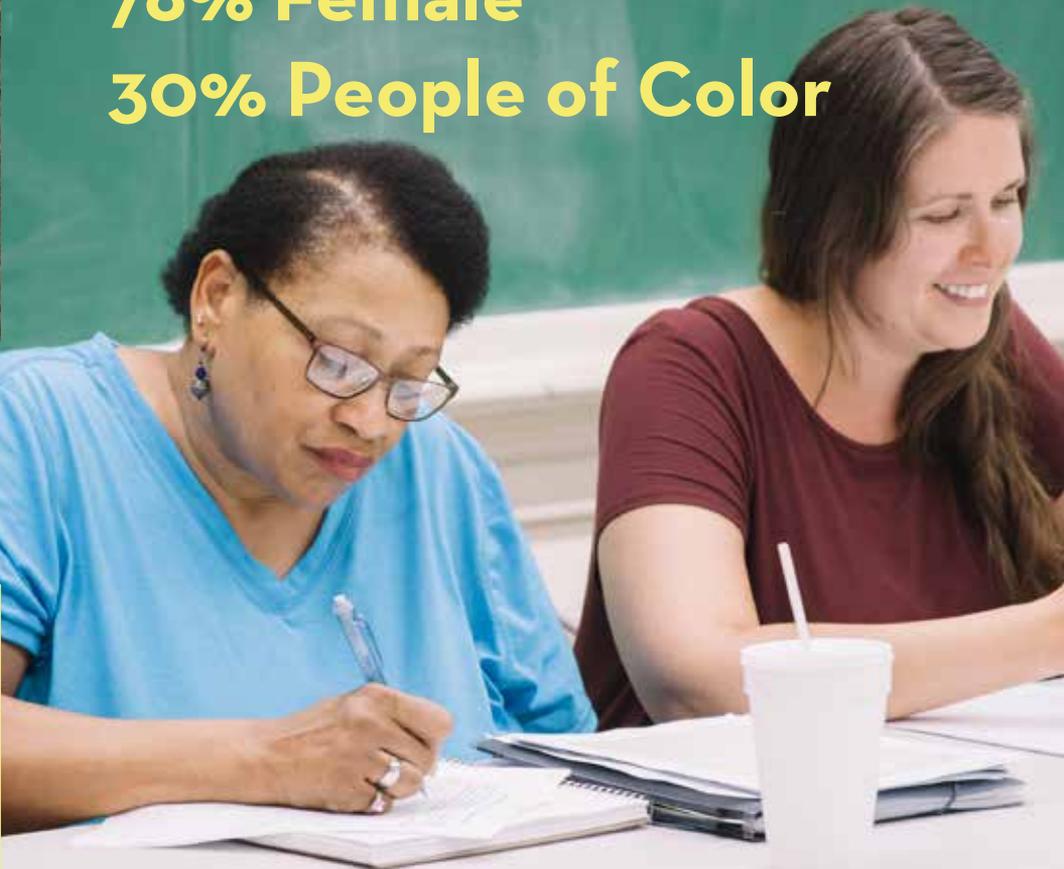
This year, NCE served more students than it has in over 5 years in the Fall and Spring sessions. We know our program is succeeding because many students don't choose to take just one class. Almost 60% of our students took multiple classes during a session.

Our students come from diverse backgrounds, age groups and a variety of experiences. The majority of our students are ages 28 - 37 or 58+, although we have succeeded in diversifying all age ranges. We strive to reach all communities through marketing and programming efforts including partnerships.

2,107 Students

78% Female

30% People of Color



FY16's Most Popular Classes

Spanish

Estate Planning

Tai Chi

Introduction to Computers

Oil Painting

This year we offered 334 classes including 80 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 students and instructors the opportunities to impact their community, connect with others, and explore new opportunities in their personal and professional lives.

instructors

**Over 50 instructors each session
with more than 50% teaching
multiple classes**



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 write a resume, 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



Lea Johnson, Estate Planning

This year we celebrated Volunteer Instructor, Lea Johnson, who has taught Estate Planning with NCE for over 5 years! NCE is grateful for Lea's years of dedicated, reliable, quality instruction. We know that students recognize Lea's efforts in class, but she is also amazing to work with administratively. We are so appreciative of her organizational skills and commitment to the program. To celebrate we took Lea to lunch at Coco's Italian Market and gave her some items to commemorate our gratitude. Lea continues to hold multiple sections of her popular Estate Planning workshops each session.

community advocate award

Mary Hance, aka Ms. Cheap, *The Tennessean*

Each year, we recognize a community member who has been a tireless supporter and advocate for our program. Mary Hance, aka Ms. Cheap, has touted our program as a great deal for years through her column in *The Tennessean*. Therefore, we named her the 2016 Community Advocate. We are so appreciative of her commitment to our city and her cheerleading of our efforts. Without voices like Mary's speaking positively for our program, we would not be able to experience the growth we have. Mary helps us reach audiences throughout the city because she recognizes the program's potential to serve our community through educational opportunities.



NCE Staff with Community Advocate Honoree, Mary Hance in *The Tennessean* offices

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 as well as new instructors and spaces. The partnerships this year provided classes on topics ranging from finance, law, seasonal eating and more!

Partnerships 2015-2016

Belmont University
Bridgestone ICD/USW Learning Center
Carnegie Writers
Center for Nonprofit Management
The Cohn School
Country Music Television
Cumberland D'Esgrime Fencing Club
The Mayor's Office
Metro Nashville & Davidson Co. City Council
Metropolitan Nashville Public Schools

Middle Tennessee AARP
Minuteman Press
Nashville Career Advancement Center
Nashville Farmers' Market
Nashville Public Library
New Horizons Technology of Nashville
The Office of the Public Defender
The Senior Renaissance Center
Tennessee State Museum



To increase community awareness for our programs, NCE focuses efforts in areas such as 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. Over 4,000 catalogs are mailed to potential students, with another 2,000 distributed throughout the city.

Top Zip Codes 2015 - 2016

37209

37211

37221

37205

37013

Top Marketing Tools 2015 - 2016

Printed Catalog

Online

Friends & Family

Printed Ad

Radio

Community Event

Community Events

CNAP Monthly Meetings
Sylvan Park Neighborhood Association
LERN International Conference
Richland Park Market Festival
Tennessee Latin American Chamber of Commerce
Wright Middle School Open House
Annual Fall Open House
Celebrate Cultures: Metro Village



marketing

Social Media

- Over 1,400 Facebook fans
- Daily Facebook posts receive regular interaction
- Almost 300 Twitter followers
- In the Spring 2016 session we added Instagram and currently have over 200 followers

Other Social Platforms

- Email newsletter subscribers increased 20% to over 4,000
- Developed regular blog content to complement our social media pages and e-mail newsletter
- Continued using YouTube to connect instructors and students through interview spotlights

Media Coverage

NCE received over 10 spotlights from various outlets including:

- The Tennessean
- Nashville Business Journal
- Talk of the Town
- StyleBlueprint
- Ms. Cheap
- NECAT
- Suburban Turmoil
- Fox 17 News

2015 - 2016 Year in Review

Expense Budget: \$551,400

Expense Actuals: \$475,823

Revenue Budget from fees: \$60,000

Revenue Actuals from fees: \$79,471

Revenue Subsidy from

General Fund: \$349,500

Revenue Subsidy from

Reserve Fund Supplement: \$104,600

Instructor Pay & Materials Cost: \$34,942

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, our budget is supported by the city's general fund. We are only able to offer our high-quality, low-cost enrichment classes due to this funding. Our classes are offered at a wide range of price points, as low as no-cost up to \$149, with the average cost around \$35. When deciding class fees, our department tries to stay below market while accounting for any additional student fees for materials, instructor cost, and student demand.

Revenue includes all money that comes from registration fees, supply fees, and gift certificates. Most volunteer instructors do receive a percentage of class fees as a stipend for their time and expertise. In FY16, these stipends were paid from revenue collected by fees. Funds from the General Fund and the Reserve Fund Supplement were used to cover all other operating expenses. In FY17, NCE moved from an Enterprise Fund to the General Fund, which will be reflected in future budgets.



Teach with NCE

Are you interested in sharing your passion with the community? Join our team of talented volunteer instructors and help adults of all ages explore affordable, diverse enrichment options.

Email cecinfo@nashville.gov for more information.

Or visit nashville.gov/ce to fill out a course proposal form today!





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