

NASHVILLE
COMMUNITY
EDUCATION

ANNUAL REPORT

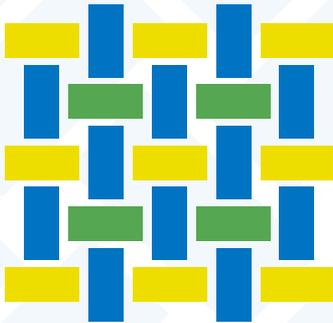
2016-2017

nashville.gov/ce

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). We experienced another fantastic and successful year and couldn't have done it without each and every one of you. This year we moved into Metro's General Fund, won a LERN Award and welcomed more students into the program than ever before!

For years the Community Education Commission had operated as a Metro Enterprise Fund. However, this past year the Commission was encouraged to move into the Metro General Fund, becoming more integrated in Nashville's budget. This move allowed NCE to dedicate more funds to initiatives that directly affect our participants and help sustain our growth in the coming years. We are grateful for the support of Mayor Barry, her administration and the Metro City Council who made this transition possible.

The many changes in our program during the last two years are resulting in vastly improved enrollments and revenue. During this fiscal year we saw our enrollment **double** from FY16 and **revenue increase by 50%**. These improvements are a direct result of the dedication and hard work of our staff and volunteers as well as strategic plans to rejuvenate the department.

This year we were rewarded for that hard work by the Learning Resource Network (LERN), our industry's professional association, who recognized our outstanding programming with an award at their annual conference. Read more about this recognition on page 14!

This report outlines the growth and our team's hardwork during the past year. I am proud of the accomplishments we have achieved 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

Commission Members

Bernard Pickney

Laura Moore

Karla Coleman Garcia

Dr. Edward Hantel, Chair

Dalila Duarte, Vice Chair*

Matia Powell, Secretary*

Jennifer Douglas

Doug Renfro*

Molly Sehring*

Allison D'Aurora*

*not pictured



In FY17 NCE had three full-time staff members and two part-time contract employees:

Mary Beth Harding, Executive Director

Imelda Alamilla, Program Coordinator

Joshua Hill, Administrative Services Officer

Part-time Site Coordinators:

Tamara Obradovic; Nayele Alamilla

Nashville Community Education serves students from all over the mid-state area. This year we welcomed almost **2,000 new students** to our program. Our Spring session had the greatest increase of students with over 1,000 new participants.

This year, NCE's enrollment doubled from the 2015/16 year. Students didn't limit themselves to just one class - over 70% of our students took multiple classes during a session.

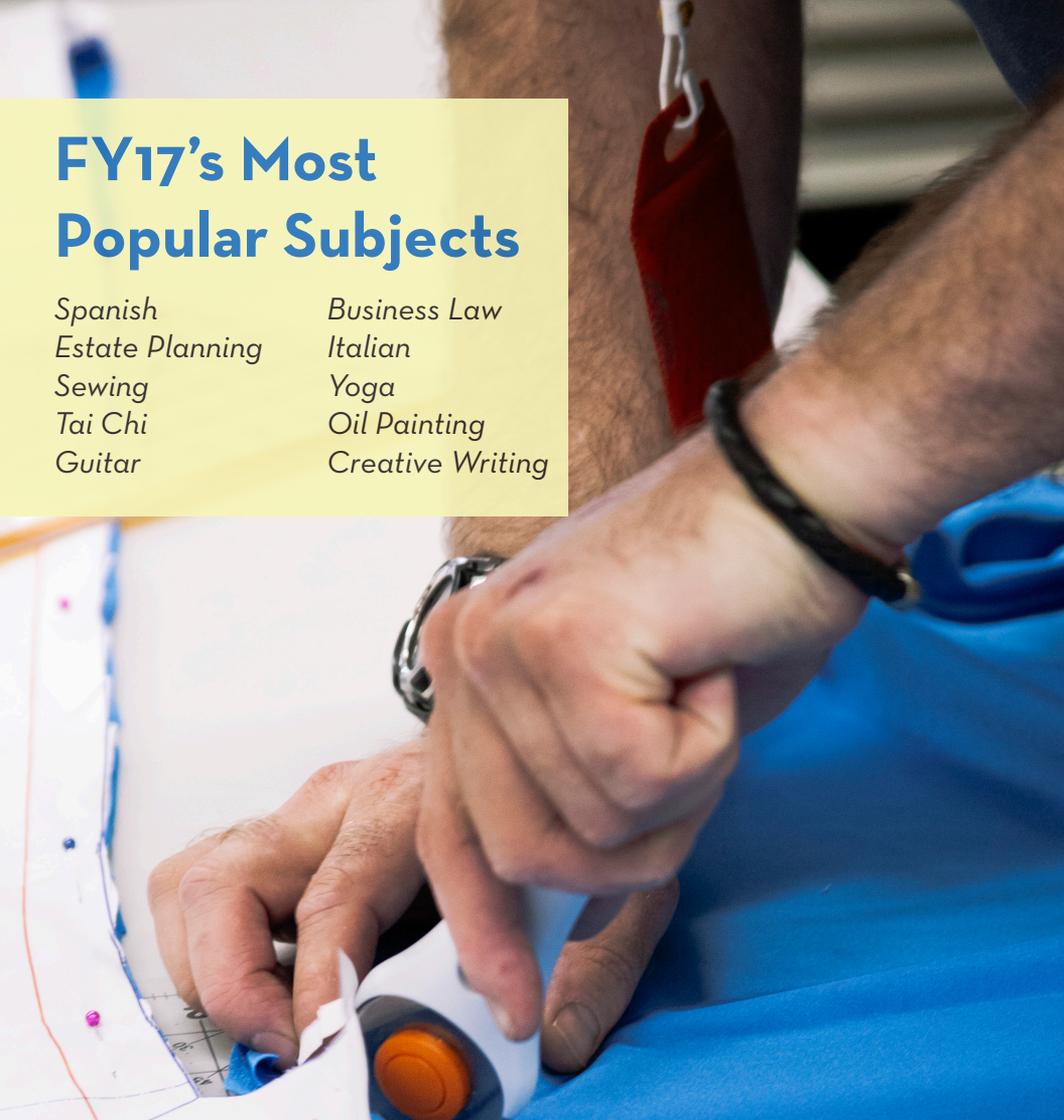
Our students come from diverse backgrounds, age groups and a variety of experiences. The majority of our students are ages 28 - 37 or 58+, although we have succeeded in diversifying all age ranges. We strive to reach all communities through marketing and programming efforts including partnerships.



3,355 Enrollments

78% Female

28% People of Color



FY17's Most Popular Subjects

Spanish
Estate Planning
Sewing
Tai Chi
Guitar

Business Law
Italian
Yoga
Oil Painting
Creative Writing

This year we offered 374 classes including 90 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.

Over 60 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, write a resume, and turn a book into a work of art. Around 20% of our instructors came to our program as students, before deciding to lead a class themselves. We are fortunate many of our instructors return session after session to share their skills and knowledge with our students.

instructor spotlight



Richard Moore, Guitar and Spanish

Rich Moore has taught a plethora of Nashvillians how to play guitar, fiddle, and more through NCE. We are grateful for Rich's years of dedicated, reliable, quality instruction. Rich's guitar classes are consistently full and we rest easy knowing students are in capable, supportive hands. We also appreciate Rich's positive demeanor and easy-going attitude. He makes students and staff feel at ease even on the most stressful of days.

This year Rich also retired from Metro Nashville Public Schools as a long-time Spanish teacher and spent much of his childhood growing up in South America. We worked closely with Rich to produce our pilot *Spanish for Educators* courses (check them out on page 11!). Thanks to his work many MNPS teachers now feel more comfortable approaching Spanish-speaking parents and students. The amount of time and energy he spent on this class did not go unnoticed by us and we appreciate all he did.

Every day we get to work with Rich is an honor, but we wanted to give him special praise by naming him the 2017 Instructor of the Year for his devotion to our program, our students, and our city.

community advocate award

Kia Jarmon, MEPR Agency

Almost ten years ago, our program transitioned from a division of Metro Nashville Public Schools into a department of the Metropolitan Nashville Government, becoming the Community Education Commission. Shortly after this time, Kia Jarmon of MEPR Agency was contracted to help rebrand and rebuild what we now call Nashville Community Education.

While our relationship started as a professional agreement, we know that Kia's commitment to seeing this program prosper has gone above and beyond any terms of contract. She actively seeks to promote NCE outside of her business and has even taught a few classes. She offers honest feedback that keeps us moving in the right direction and savvy support during stressful circumstances. And she has always encouraged us to try innovative methods to reach potential students.

Our professional relationship will change with our team's addition of a full-time Community Engagement Coordinator. However, we know that Kia's support for our service will not waver. We look forward to a new relationship with Kia and MEPR and thank her for all of her hard work.



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

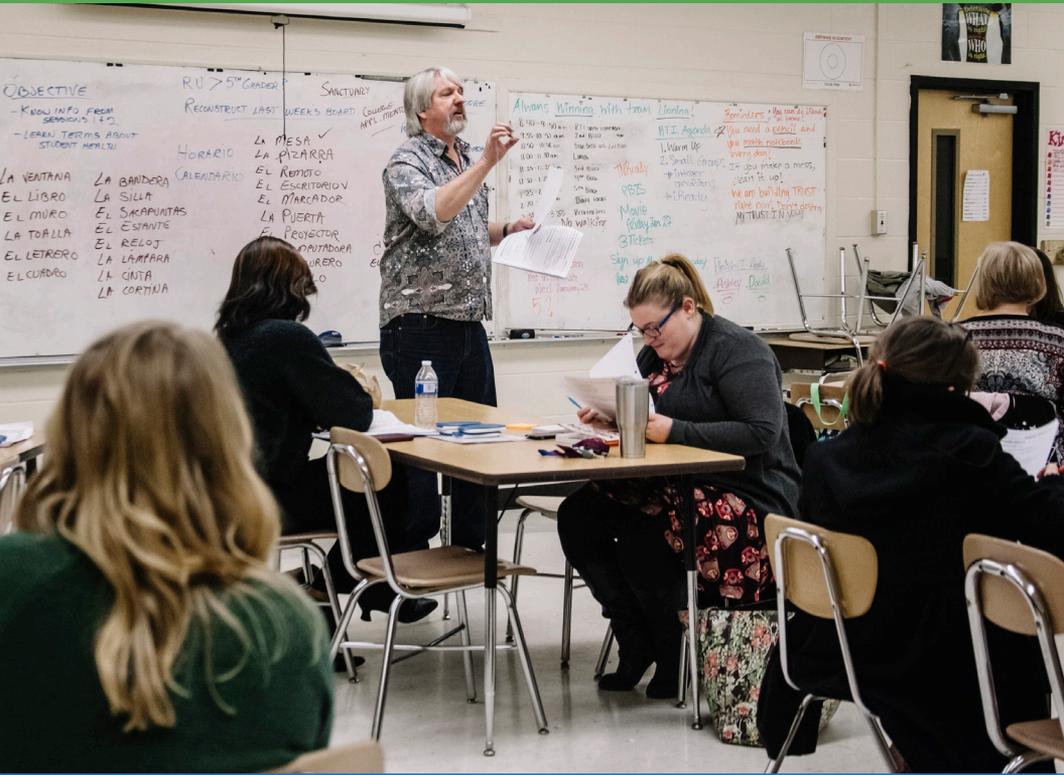
Partnerships 2016-2017

Belmont University
Bridgestone ICD/USW Learning Center
Carnegie Writers
Center for Nonprofit Management
Country Music Television
Cumberland D'Escrime Fencing Club
Martha O'Bryan Center
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
Paddle Up Nashville
The Office of the Public Defender
The Senior Renaissance Center
UT/TSU Extension



spanish for educators



This Spring we teamed up with the Metro Nashville Public Schools Office of English Learners to provide six, 6-week *Spanish for Educators* courses at no cost to over 150 MNPS teachers and staff. NCE Instructor of the Year, and retired MNPS teacher, Rich Moore taught MNPS employees basic Spanish grammar and vocabulary specific to classroom use. A majority of the program was funded by MNPS. This successful pilot program sought to educate our teachers so they could better communicate with Spanish-speaking parents and students, resulting in an improved educational environment for immigrant families. Responses from teachers have been overwhelmingly positive, with many saying they are putting their new language skills to use in the classroom and during communication with parents.

We have continued our partnership into FY18 with four more 6-week classes planned for the 2017/18 school year.

marketing

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. Analysis of our student zip codes enables us to provide a more targeted approach when reaching students. Over 4,500 catalogs are mailed to potential students, with another 3,000 distributed throughout the city.

Top Zip Codes 2016 - 2017

37209

37211

37221

37206

37013

Top Marketing Tools 2016 - 2017

Printed Catalog
Printed Ad

Online
Radio

Friends & Family
Community Event



Community Events

Neighborhood Association Monthly Meetings
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
Nashville Neighborhoods Celebration
and many more!

Media Coverage

NCE received over 10 spotlights from various outlets including:

- The Tennessean
- Nashville Business Journal
- Talk of the Town
- StyleBlueprint
- Ms. Cheap
- Urban Outlook

2016 - 2017 Year in Review

Expense Budget: \$443,300
Expense Actuals: \$408,566

Revenue Budget from fees: \$65,000
Revenue Actuals from fees: \$118,544
Reserve Fund Available: \$330,000
Reserve Amount Spent: \$7,855

Instructor Pay & Materials Cost: \$70,731

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. Around 20% of our classes are offered at no-cost. 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.

LERN Award



Nashville Community Education was awarded an International Learning Resources Network (LERN) Award for Excellence in Programming. LERN is an international association specializing in lifelong learning and continuing education, founded in 1974.

The award recognizes the efforts of NCE for developing classes and programming that appeal to the needs of diverse Nashvillians. LERN received hundreds of applications for these competitive honors and was impressed with NCE's ability to adapt to changing needs with little resources specifically through the use of partnerships, bilingual instruction, and appeal to younger audiences.

NCE previously won a LERN Award for our website in 2013. Program Coordinator, Imelda Alamilla and Administrative Services Officer, Joshua Hill accepted the award at the Annual LERN Conference in Baltimore, Maryland in November 2016.

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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