



intelecom LEARNING



Academic and Career
Videos on Demand

FREE 30-day Trial

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What They Say

Featured Collections

Best Education Reference or Search Service



Anatomy



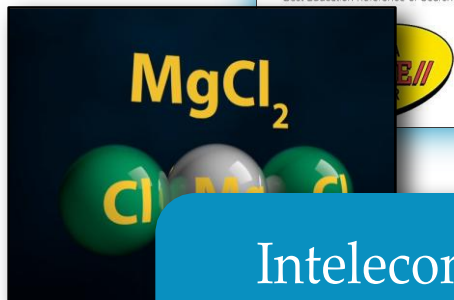
Biological Sciences



Business



Environmental Studies



Intelcom Learning:
A Three Year Vision Plan
2016-2019



Student Success Is Our Focus

Executive Summary



The next three years are going to be pivotal as we re-brand the organization and develop new and innovative learning solutions for our member colleges, for all of California's community colleges, and the students they serve. This Three Year Vision Plan will serve as our roadmap and will be an important part of the organization's continued success as a service of California community colleges.

Branding and Outreach

With new leadership and a plan for the future, the organization will re-brand itself under the name 'Intelcom Learning'. And it is under this name we will reintroduce the organization to our member colleges and to the CCCs. Intelcom representatives have already visited a number of our member colleges, and will continue to do so every Spring and Fall. Additionally, the organization will be reaching out to other agencies of the CCCs - including CCCDECO, 3C Media, PLN and others - with the goal of exploring what synergies or partnerships may exist. And with the help of its Board of Directors, Intelcom will pursue a discussion of possibilities with appropriate staff at the Chancellor's Office in both Academic Affairs and Student Services.

Community Services

Visits by Intelcom to several of its member colleges over the last year have revealed a need for quality online content in support of Community Services programs. A Community Services Advisory Group composed of five colleges representing four college districts was formed. Based on discussions with the group, Intelcom is now pursuing development and production of fee-based online courseware for Medical Billing and Coding. The same visits pointed to content needs in other areas as well, including HVAC and logistics.

Student Veterans

Based upon the recommendation of the Vice Chancellor for Workforce and Economic Development at the Los Angeles Community College District, Intelcom made several campus visits to directors of Veterans Resource Centers. As with Community Services,

a Student Veterans Advisory group was formed representing five member colleges in three college districts. From discussions with the advisory group, as well as attendance at several veterans related events, have come a number of technology-driven ideas for assisting student veterans at the community colleges and a new initiative for the organization: Bringing Resources and Assistance to Student Veterans (BRAVE).

Grant Support

In order to develop new and innovative learning solutions for its community college partners, Intelcom will aggressively pursue grant funding. Proposals and a letter of inquiry have already been submitted to the Walmart and Kaiser Permanente Foundations, as well as to the Ralph M. Parsons Foundation. Pursuing grants in support of development will be an ongoing activity.

Online Education Initiative (OEI)

Intelcom, with support from its Board of Directors, will look for pathways to partnering with the Online Education Initiative (OEI). Our video streaming database, with more than 6,000 high-quality, curriculum-aligned, and captioned videos, is a useful resource that is waiting to be integrated within the OEI.

The Power of Joint Powers

As an established Joint Powers Authority (JPA Consortium), our partner districts are well-positioned to be of help in several ways to community colleges in California. By definition, the JPA allows for pooling of funding resources from the consortium of colleges, such that they are able to provide a service or resource that an individual college cannot.

It is my sincere hope that the Board of Directors will continue to bring their collective knowledge, experience, and connections within California's higher education and political landscape to help position this organization for growth.

Sincerely,

Dr. Allen Dooley
CEO

Production

STRATEGIC OBJECTIVES



The Production department is responsible for all production and development activities of the organization ... our core mission. This includes content and curriculum development, instructional technology, and website development and maintenance.

1.0 INTELECOM Online Resources Network

Launched in 2008, the INTELECOM Online Resources Network remains the organization's flagship product.

- 1.1 Continue to aggregate video for the repository from reputable producers and that is aligned with college courses (e.g. NSF);
- 1.2 Re-purpose Medical Terminology I video clips that were created for the continuing education market for distribution on the repository;
- 1.3 Delete, update or replace inaccurate and/or time-sensitive content;
- 1.4 Provide ongoing maintenance and upgrades as necessary.

2.0 Web and Instructional Technology Services

Production develops and manages various websites for the organization. Current websites include INTELECOM Online Resources Network® and the corporate website. Production also works with technology providers as part of ongoing production and marketing activities.

- 2.1 Continue to maintain and update all features and records on the repository;
- 2.2 Work closely with the Marketing Department to ensure that desired feature sets and functionality are available on the repository;
- 2.3 Develop, maintain and update Intelcom's corporate website to include latest news, new initiatives, new products etc.;
- 2.4 Identify and prepare new online courses for delivery on the Udemy learning platform;
- 2.5 Replace our current video hosting and streaming service.

3.0 Intelcom CourseSpace

Production will develop and launch a new service for hosting online courses and modular content for community services and continuing education programs.

- 3.1 Develop and launch new online course website and service – Intelcom CourseSpace – based on Canvas Catalog by Instructure;
- 3.2 Create marketing front end and e-commerce solutions for Intelcom CourseSpace;
- 3.3 Produce and launch Medical Terminology I online course;
- 3.4 Re-purpose legacy course content for delivery on Intelcom CourseSpace.

4.0 BRAVE

Production will research, produce and launch online tools and resources in support of student veterans as part of the organization's BRAVE initiative.

- 4.1 Research mobile app developers with experience in the education market;
- 4.2 Produce a mobile app specifically designed to assist student veterans master the college experience;
- 4.3 Produce online content and courses that assist student veterans' transition to college and/or to the workplace.

5.0 Infrastructure

Production is responsible for content creation and delivery for all digital education products.

- 5.1 Update existing edit bays with new computers and edit software;
- 5.2 Upgrade onsite servers in order to host a variety of learning management systems for testing and deployment.

6.0 Professional Development

- 6.1 Provide training and professional development to the Production staff in new edit software and media management;
- 6.2 Take advantage of the knowledge and expertise of instructional designers, faculty, administrators, etc. at our member colleges;
- 6.3 Attend PD workshops, seminars, conferences..

Administration & Finance

STRATEGIC OBJECTIVES



The Administration and Finance department provides accounting, treasury, human resource, and operational support as efficiently as possible. While ongoing responsibilities are the staff's major focus, in recent years we have coordinated a move into a smaller office at a reduced cost per square foot, organized and funded a VEBA trust for post employment medical benefits, managed a fifty-percent staff reduction, introduced a new accounting system, and simplified the chart of accounts.

1.0 Financial Holdings

- 1.1 Based on market conditions, explore towards converting our company Schwab holdings to ultra short bonds, which would reduce yields but conserve assets;
- 1.2 Maintain VEBA trust investments and allocations;

2.0 Technology

- 2.1 Continue to leverage Sprint spectrum license credits to reduce phone and Internet costs;
- 2.2 Maintain and upgrade CYMA accounting system as necessary to support new initiatives, grant-supported programs.

Marketing & Member Services

STRATEGIC OBJECTIVES



Marketing and Member Services is responsible for all sales and distribution of company products and services to local, national and international markets. The department is also responsible for consortium-related activities and events, market research and product development, and outreach.

1.0 Corporate Re-Branding

Marketing will launch and promote the organization's new corporate name and brand – Intelecom Learning.

- 1.1 Develop, launch and maintain new corporate website;
- 1.2 Update all social media sites at YouTube, Facebook, and LinkedIn to reflect new corporate name;
- 1.3 Update all trade show booth and promotional materials;
- 1.4 Update all organizational signage, stationery, email signatures, business cards, and phone VRU;
- 1.5 Develop and distribute new company e-newsletter and corporate promotional video;
- 1.6 Communicate new brand identity to all member colleges;

2.0 INTELECOM Online Resources Network

Marketing will continue to market and sell this video streaming service to the higher education and continuing education markets.

- 2.1 Continue focused sales activities that target distance learning programs, academic libraries, Nursing, and CTE programs;
- 2.2 Develop and implement marketing and sales campaign to AEBG consortia for select video streaming collections (e.g. Adult Education, Career Development);
- 2.3 Identify and aggregate new video content for the repository based on customer feedback, demand and availability;

- 2.4 Develop strategy to integrate the repository with the Online Education Initiative.

3.0 Udemy Online Courses

Marketing will test and launch targeted marketing campaigns for its self-paced online courses on the Udemy learning platform.

- 3.1 Test-market Anatomy and Physiology to faculty nationally as an online course supplement for students;
- 3.2 Develop and implement OER strategy for making Intelcom online courses available at no cost to member college and/or all CCCs.
- 3.3 Create and publish new Udemy courses in Earth Science, College Algebra, and Civic Education.

4.0 Licensing and Distribution

Marketing will continue B2B licensing and distribution activities for existing and new content.

- 4.1 Finalize distribution agreement with Mackin Educational Resources for video streaming integration with Mackin VIA K-12 content management system.
- 4.2 Expand distribution through Infobase Publishing to include Intelcom content on their Access Video on Demand video streaming service for public libraries;
- 4.3 Maintain and expand content licensing relationships with publishers including Cengage MindTap, Cengage Gale and McGraw-Hill;
- 4.4 Explore distribution partnership for new online courses through LERN.

5.0 New Initiatives

Marketing will work with Production to research, develop, test, and launch new products and services for community education programs and student veterans.

- 5.1 Schedule regular meetings with Community Services and Student Veterans Advisory groups comprised largely of member college representatives;
- 5.2 Coordinate with Production on development and testing of feature sets for Intelcom CourseSpace;
- 5.3 Support ongoing grant writing activities of the organization;
- 5.4 Create foundation and grants database on Salesforce CRM;
- 5.5 Reintroduce the organization to CCCCCO and CCC organizations and explore partnership or other synergies (e.g. OEI, PLN, CCCDECO, ACCE);

- 5.6** Research, identify online content and/or course needs in high demand areas and in cooperation with CCC organizations (e.g. ELAC Logistics, MiraCosta “blue tech”, HVAC).

6.0 Annual Meeting

Marketing will continue to plan and coordinate an annual meeting of the Consortium Council, as stipulated in the Consortium Bylaws.

- 6.1** Conduct required business, including elections of the Executive Committee and any other items requiring Consortium-wide action;
- 6.2** Provide member college attendees with updates on Intelcom projects and initiatives, and other relevant organizations and initiatives (e.g. CCCCCO, CCCDECO, OEI);
- 6.3** Explore the idea of an expanded meeting (e.g. half-day or full-day) to include best practice presentations that spotlight member college faculty and staff.



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