

## Continuing Education Committee

October 15, 2008

ATTENDING: Dennis Zeisler, Chariety Brown, Lynnette DeBerry-Williams, Elaine Dawson, Jason McSparren, Derek Harrell, Bill McMahan, Leigh Butler, Mary Swartz, Karen Medina, Mary Dixon, Lisa Temple, Ted Raspiller, Fran Puchalski, Cecilia Tucker, Anita Friedmann (Chair)

Minutes from last meeting were corrected and approved.

Financial data has been requested from Jim Duffy and Anita will share at the next meeting.

Issues/ideas/opportunities were divided up into categories and the committee will discuss as a whole.

### **Infrastructure Issues –**

**Space Issues:** Non-credit programs paid \$65K to rent higher education centers last year. If these are ODU programs, why are they paying for space? Non-credit programs paid \$10 sq. ft. to rent space in the Northern VA Higher Education Center. Summer programs at Virginia Beach were about \$4000 for summer 2008.

There is a distinction between credit and non-credit. Non-credit/continuing education programs are self-supporting and have traditionally paid rent for use of space; these programs are revenue generating and charged a rate similar to outside clients. There has been an issue of space in general. Scheduling is handled both by the Registrar's Office and separately in the colleges for their own programs.

**Parking issue:** Exec Development center incorporates parking into fees for their classes. Separate conferences may not include parking fees. If parking is not included in fees, then unit should request access and passes in advance. Continuing Ed does not pay a lot for parking, but students want a parking map so they can locate closely to building where course is taught. Fran Puchalski's programs include parking in fee structure. Might recommend that Visitor's Pass by email would be simpler or on-line process. See what other schools might be doing.

**Blackboard –** software is not open to non-credit students. Faculty want to deliver content via blackboard and it's very difficult for students to access the course.

**Registration –** Can we use Banner and on-line services for registration of non-credit students? If so, how do we accomplish this?

**Data –** Can we get numbers of students who are enrolling in non-credit courses? Information presented for fall 1996, 21867 indicates headcount. (This number is individual students, but includes purchase of single attendance ballet admission tickets programmed by the College of Arts and Letters.)

1988 was last time CEPS policy was revised until 2003 draft was created. The current procedure booklet includes info about refunds, parking, budget processing information, but not specific program or University policies. Policy and procedure manual should be considered a procedure manual.

The continuing education unit (CEU) is measured by seat-time. With on-line education, seat time may be measured by international education unit (IEU) measured by outcome and not seat-time. This is a proposed, standardized measurement. This would not replace CEU required for some professional continuing education programs.

**Would committee want to have a standing coordinating group that would work on policies and procedures?**

**How do non-degree/continuing education students know they are in Banner?**

We need a standardized admission process for continuing education students. Some departments collect various, different pieces of information or not a standard set of information. We do need to know whether or not the person has ever attended the University. If a standard form is developed, programs might need other, specific departmental information relevant to the program in which the student is enrolling.

**Collection and use of the Social Security Number should be discouraged.** But need of birth date information is useful for matching ID information in Banner and would be good in order to do generational marketing. Alumni Office would like to know whether or not these individuals have graduated from the University.

**Reporting successful completion of courses or CE programs:** Courses can be graded with letter grade or pass/fail, incomplete. There is specialized, non-credit grade reporting. When the grade is reported, the non-credit ops office can produce a transcript. If grades are entered after the term is closed, then grades must be entered by the Registrar's Office. For students who are given incomplete grades, they can be completed, but must be reported to the Registrar's Office. Classes end on various dates.

Production of transcripts and rolling/posting of grades can be helped by better, on-going communication. If we want to encourage students to move to credit side of the University, we will need to systematically inform ourselves about who these students are and what they are doing at the University. Education provides a service to an outside vendor, maintaining records for those students.

Fran Pulchaski is producing a continuing education catalog and marketing College of Education programs. He is evaluating mailers which personalize communications to former students; the marketing pieces create a personalized website and that links to the continuing education website. This process works somewhat like a portal, capturing personal interests.

There is a definite need to use the centralized database as much as possible and to move forward with that need, identifying pro's and con's.

**External communications – We need to define what we mean and who we are referring to when discussing non-credit programming or continuing education programs...**

Is this continuing education, non-credit operations, non-degree programs? At one time, the umbrella covered both credit and non-credit sides with either a certificate package or a non-credit program. There was, at one time, a package of specialized emphasis.

We will continue this discussion for next meeting. Anita will provide an updated calendar for meetings.