

Old Dominion University

Strategic Enrollment Management
Continuing Education-Non-Credit Committee
Wednesday, October 29, 2008

Meeting Minutes

The Continuing Education-Non-Credit Committee met on Wednesday, October 29, 2008, at 11:30 a.m. in the Development Office Conference Room on the Norfolk campus. Present from the committee were: Anita Friedmann, Committee Chair, Jason McSparren, Fran Puchalski, Lisa Temple, Lynnette DeBerry-Williams, Mike Dugan, Cecelia Tucker, Ted Raspiller, Elaine Dawson, Karen Medina, Jerry Robertson, Dennis Zeisler, Chris Davis, Clair Dorsey, Mary Dixon, Chariety Brown, Leigh Butler, and Toni Cawley.

Discussion & Questions Raised

Welcome by Anita Friedmann and distribution of meeting agenda and minutes from the previous meeting. Anita pointed out one clarification adjustment to the previous meeting minutes and those minutes were approved by the committee.

Data Review

Elaine Dawson provided summary data for Non-credit enrollments from 1998 to 2007 by college and department. She suggested that it might be possible to provide more information about revenue and fees if they could work with someone in the finance office. Copies of a detailed report by course were passed around for committee members to review and the report and summary will be posted on the website. The detail report provides data by course but it could not be built to link the courses to specific programs.

Question Raised – Leigh Butler wants to further discuss how to count/identify students in the programs (specifically in the non-degree, for-credit programs). This discussion was tabled until the next meeting because Anita mentioned that Mary Swartz expressed an interest in being involved in a discussion on that topic.

Question Raised – There was also a question about the summary data and the coding that displays on the reports. On the report there is an NC College Code which has college codes underneath, but many have no numbers. Elaine indicated that this is how the data were coded in Banner and she could not draw conclusions about why it was entered that way. The assumption was that at one point the courses were listed under the NC college code but was later broken out under the individual College codes.

Anita indicated that the discussion about numbers for revenue and expenditures would be tabled until the next meeting because Bill McMahon needed to be involved in that discussion.

SEM Plan Template – Drafting Recommendations

Anita suggested the committee work toward drafting recommendations. The committee had discussions about establishing a standing committee, parking, catering/food, and facilities. The recommendations discussed were as follows:

1. Establishing a standing Continuing Education/Non-Credit Operations Coordination Committee that would at minimum include a representative(s) from each of the CE/NC operations.
2. Development of a Procedures Manual
3. Establishing a central location for information on the University website
4. Parking: Ability to request/purchase/print one-day parking passes online (need to invite Parking to a meeting)

Issues that were discussed as part of the recommendations conversation:

Parking: Committee members from the various CE/NC programs indicated that they typically incorporate the parking fees into the program fees and then provide the parking passes. The committee expressed the need to have a conversation with parking services about operations and potential solutions to parking issues for the CE/NC programs.

Food/Catering: The committee discussed the importance of providing meals for some programs and how to address issues and complaints about catering. It was mentioned that there could be some changes coming related to catering, but nothing official.

Facilities

The committee discussed facilities issues and what arrangements each program has for arranging use of facilities/classrooms/etc.

Career Switcher Program: Spent approximately \$65,000 last year to rent classroom space at the Higher Education Centers. In addition to renting the space, they are also charged various fees for supplies, technical support, etc. They teach all of their classes off-campus due to the logistical issues with having classes at the main campus in Norfolk.

English Language Center: They built a dedicated classroom in their building-Dragas (formerly Hughes Hall). They offer their courses at the main campus in Norfolk and use the university classroom request procedures to get space; however, they indicate they are only allocated space after credit operations. Due to space limitations, they often have class sizes of 25-26 and those should be much fewer (10-15).

SeaCamps: Operates in the summer only and uses rooms in the Oceanography building for teaching.

Teacher Ed: They offer regular credit courses so they are able to get classrooms on-campus.

College of Business: They have 2 dedicated classrooms in Constant Hall, but they also rent space at VBHEC for programs. However, at VBHEC there are time restrictions and issues

with classroom setup. Their programs often have to end by 4-4:30pm to make room for the credit courses. Also, they cannot schedule space too far in advance because credit courses get higher priority so if they do reserve the space it can be taken back and reallocated for a regular credit course.

Engineering: Has a dedicated classroom at the Peninsula Center for the Northrop Grumman program. They also have dedicated classrooms in the Research Building at the main campus and currently that space is underutilized; however, they are planning to increase utilization of those rooms. They are not certain of exact costs for renting space but indicated that the costs vary by location. They also mentioned that the rental of the space is passed along to the students because the expenses are incorporated into the class fees. They would like to offer more programs at VBHEC because of the convenience to the students who live in VA Beach and because of parking at the main campus.

There are published fees in the Schedule of Fees for renting space, but those fees have ranges. Some members of the committee indicated it might be good to get a better understanding of the costs at each center and to compare costs charged to different programs.

Dance/Music: Use dedicated space in the Diehn Center but they share space with the Governor's Schools so space can be limited at times. An addition is being built onto the Diehn Center which will help add more space. They also added that most of their programs only operate during the day so there are often many rooms available after 5pm.

Community Programs (Lamber's Pointe): They request one class and one computer lab each summer for a 4 week period. Those rooms are usually provided by the College of Education.

Community College Leadership: This is a credit program offered via distance education so although they can get classroom space on-campus, they have trouble getting broadcast rooms to offer classes. Currently, they have to share time slots by alternating courses each week. One week a course is broadcast and the next week that class is conducted on Blackboard. However, they are now starting to use Adobe Connect to offer courses using web-based delivery and it is working much better.

Distance Learning

The committee then discussed how continuing education and non-credit programs could use distance learning. Based on the limited availability of time slots and space, web-based options like Adobe Connect were suggested.

The committee then mentioned some issues related with Distance Learning programs. First, the committee mentioned the issue of students not being invited to attend the open forum discussion of distance learning. International students were also mentioned because that population cannot, by law, enroll in distance learning courses. Students were mentioned as a good source of information because they know in what programs they are interested and how they would like to complete those programs.

It was mentioned that the Praxis Prep program used to be broadcast from WHRO and this was done for 5-6 year and worked very well.

Anita tabled the discussion and suggested that Rusty Waterfield be invited to the next committee meeting to further discuss Distance Learning.

Issues/Needs/Suggestions for Future Discussion/Consideration

1. Invite a representative from Parking Services to the next committee meeting to discuss parking issues for the CE/NC programs.
2. Invite a representative from the Customer Service Committee (Chair: September).
3. Invite Rusty Waterfield to discuss CE/NC and distance learning.
4. For the next meeting, each CE/NC program was asked to share marketing approaches and strategies used.

Next Meeting Date & Time

Agenda for Next Meeting