Old Dominion University

Strategic Enrollment Management
Continuing Education-Non-Credit Committee
Wednesday, December 3, 2008

Meeting Minutes

The Continuing Education-Non-Credit Committee met on Wednesday, December 3, 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
Mike Dugan
Elaine Dawson
Karen Medina
Dennis Zeisler
Bill McMahon
Veronica Finch
Claire Dorsey
Leigh Butler

Minutes taken by: Chris Davis

Discussion & Questions Raised

The topic of discussion for this meeting was to identify strengths, weaknesses, opportunities, and threats (S.W.O.T.) related to growing continuing education programs. The S.W.O.T. analysis and discussion resulted in the following list:

Current Strengths

- We have existing programs to grow
- Diverse economy in this region
- A decentralized C.E. structure often allows greater flexibility
    - Can brand individual programs
    - Potential for "ownership" and/or cooperation by college and/or faculty
- 100% self-supporting – always thinking about the bottom line and what programs will be successful
- Potential revenue increases for colleges and/or university
- Can employ current faculty for additional personal revenue
- C.E. gives opportunities to work with corporations and businesses

- Provides "real world" experiences and education
- Increased bond with ODU Alumni
- Ability to benefit from ODU's reputation (halo effect)

Current Weaknesses

- Using a C.E. decentralized structure limits the ability to identify and track program participants and more difficult to determine program growth.
    - Decentralized C.E. means decentralized information and data
    - Decentralized C.E. may limit non-credit as a whole as it might be more difficult to develop new programs – limiting the ability to expand.
- Students required to go to multiple offices
- Variety of different procedures
- Lack of parking, cost of parking, how to offer parking
- No C.E. group presence within ODU
- Lack of chain of command regarding C.E. as a whole
- 100% self supporting but lack of some control
- Don't know ODU's commitment to C.E.
- Branding of C.E. as a whole
    - How do potential customers find classes or information about the various C.E. programs?
- ODU Website – lack of connectivity and information
- Continuity of leadership can impact the focus of C.E.
- Lack of communication between C.E. units
- Lack of online course/program offerings
- Lack of classroom space
- Food services (esp. Va. Bch.)
- Registration process and how that information is maintained/stored in the database(s)
- Accessing Blackboard and working with OCCS

Opportunities

- Potential to share resources
    - Example: 10% off top goes into a shared fund for marketing, course start-up costs, revenue balancing
    - Interdisciplinary programs – cross market and share revenues
- Centralized C.E. could improve involvement & support from colleges & faculty
- Improve and increase connection with Alumni
    - Advertise to recent graduates as a group to notify them of CE programs and how they can benefit their career goals, etc.
- Increase for credit-students by developing policies where students who take non-credit courses could get credit for some coursework if they end up enrolling in an academic program
- Include C.E. in University Strategic Plan
- To offer more online courses and programs
- Economy change could increase demand for workforce and/or professional development opportunities

- To get funding from Workforce Investment Act for career transitions to create/support programs
- Partnerships with other University areas (CMC, etc)
- Marketing within ODU to reach faculty/staff/students (in the Courier, Mace & Crown, etc)
- Job fairs (local & online)
- Work more closely with OCCS & CLT for online offerings
- Availability to use Blackboard for courses
- Purchasing software/hardware designed to support CE programs & courses
- Coordinating C.E. communication (between CE units and to the university in general)
- Create/coordinate marketing efforts with a website and/or other sources of information
- Branding C.E.
    - Create a new name for C.E. (maybe a contest?)
    - Work more closely with Inst. Advancement (Jennifer Mullen) on marketing efforts and using the strengths of ODU marketing
- Standardize forms and processes (i.e. registration)
- Create an overall mission for C.E.

Threats

- Limited space for classrooms
- Economy – changes can impact corporate and government sponsorship, support, and involvement with programs.
- Organizations & Government cutting support to pay for non-credit courses
- Competition: TCC, UVA, GWU, Adult Learning Centers, online programs, etc
- Federal Laws (ex. those limiting participation of international students)
- Diminishing University resources
- Online mentality of students who want and expect programs to be available to fit their schedule
- Concerns of "territory" within in the University

Questions Raised:

Anita asked that committee members review the S.W.O.T. analysis and use that information to develop ideas for recommendations that support the strengths and opportunities and help limit the weaknesses and threats.

Next Meeting Date & Time

Wednesday, December 10, 2008 @ 11:30AM in Development Office Conference Room

Agenda for Next Meeting