

Continuing & Professional Education (CPE)

Office of Professional Development (OPD)

- I. PROGRAMS:** Over the past fiscal year, OPD hosted 440 seminars, conferences, and certificate programs for 14,721 noncredit students, while generating revenue sufficient to cover all direct and indirect costs. OPD marked the 14th straight year of operating without a financial deficit in 2015-16.

In FY 2015-16, OPD shared a total of \$458,143.23 with clients who hire OPD for events management services, including clients on and off campus. Overall, OPD's revenue increased this year by \$307,407.

OPD has been hired by 6 new clients during the fiscal year, including departments and units on campus, including the North Carolina Department of Information Technology, the North Carolina Department of Transportation, NCSU Libraries, the NC Department of Environmental Quality, SSI Guardian, and Campbell University Law School. Some of OPD's best clients are state government departments, such as the NC Community College System office, the Department of Public Instruction, and the State Board of Elections. Many nonprofits, campus departments and state government agencies are continuing to downsize and have fewer staff to manage non-credit activities and they are realizing that they can outsource the work of managing programs without giving up control of the content.

- II. INITIATIVES:** In addition to working with other division units to move the DestinyOne database from OIT on campus to Destiny Solutions, OPD is working to expand its customer base to add more state government agencies, associations, and businesses, in addition to its campus clientele. As an effort toward that, a new conference management services brochure was created by Kerrie Cave with an updated look and services.

III. DIVERSITY: OPD encourages staff to become fully engaged in the challenging issues of diversity within the unit and the broader university community. Staff are involved in university committees, division committees and outside organizations, which promote the training and diversification of staff.

IV. STAFF:

- Carolyn Howard was hired as a Program Assistant, promoted from serving as a temporary office assistant.
- Iyana Porter moved to another position on campus at the end of the fiscal year. Iyana served as co-chair of the McKimmon Center Activities Committee and received the Pride of the Wolfpack Award for her dedication to customers and co-workers.
- Janice Sitzes, Kerrie Cave and Ashley Schwed were nominated for the university's staff senate. Janice Sitzes was also nominated for the University Awards for Excellence.

Technology Training Solutions (TTS)

I. PROGRAMS: Technology Training Solutions (TTS), expanded course offerings to include new technologies and has been revamping existing courses to better meet the technology needs of our participants.

This year, TTS held 283 technology courses with a total participation of 1,911 (both numbers similar to the previous fiscal year). TTS's overall revenue and participation stayed about the same as the previous fiscal year.

The most successful of TTS's new offerings include a new emphasis on the social media technologies that have changed the way we communicate and conduct business around the globe. Our Certificate of Social Media Management has sold out each of the six times it has

been offered, and participants report gaining new employment and/or advancing in their current position due to this certification program. The program had 82 participants this year with \$43,090 in revenue.

TTS has expanded its technology training in Spanish. In addition to “Intro to PCs,” TTS now offers “Facebook” also taught in Spanish.

Technology Training Solutions added dozens of new courses this year: “3D Printing,” “Using Windows 10,” “Google Hangouts,” “Google+,” “Excel: Charts and Graphs,” “Excel: Lookups,” “PowerPoint PechaKucha,” “Python,” “Windows Server 2012 R2 (70-410),” and “Drupal Essentials.” Three new certificates were also developed that also feature other new courses: “Certificate of Digital Marketing Competency,” “Certificate in Professional Development for Information Technology Professionals,” “Certificate in Professional Development for Information Technology Leaders,” “Certificate in Digital Photography for Business,” “Certificate in Videography for Business,” and “Mobile App Development.”

TTS also has partnered with the Kramden Institute and offers four new courses through that partnership: “Drone Flight Camp,” “Computer Basics,” “Image Editing with GIMP,” and “Animated GIFs WITH GIMP.”

II. INITIATIVES:

Since the local adult learning community is our primary audience, TTS has been restructuring our marketing to better reach those we are strive to serve. Technology Training Solutions has embraced social media as a marketing tool, has begun to use online press releases to inform the community of our offerings, is utilizing the electronic campus bulletin board system to reach NC State employees and students, and is planning a Lunch and Learn series to keep our participants abreast of new technological trends. TTS is also developing customized training for

the Poole College of Management, which will ensure that the college's graduates will have a certain level of Excel expertise entering the workforce.

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IV. STAFF:

Technology Training Solutions TTS downsized to a staff of three, which better represents the volume of courses and participants the unit administers. Many of the technical duties are now being conducted by MCTC personnel.

Several new subject matter experts have been placed under contract as instructors with Technology Training Solutions. TTS now holds contract instructor meetings twice a year to make sure these individuals represent TTS with the highest levels of professionalism and instructional expertise.

Holly Sullenger, Assistant Director of Technology Training Solutions, was nominated for the University Awards for Excellence by the director of Continuing and Professional Education and the department heads of Statistics and Plant Pathology.

McKimmon Conference & Training Center (MCTC)

I. PROGRAMS: As it has since 1976, education remained the primary focus of the activities of McKimmon Conference & Training Center over the past fiscal year. In the face of continued daunting economic circumstances, MCTC has maintained a steady level of diversified

activity providing an environment in which educational event planners are successful and their programming could flourish.

During the 2015-16 fiscal year, MCTC continued to maintain growth in educational events.

Overall, MCTC hosted 1613 programs for 177,536 people.

Private Sector business continues to increase: 221 private business reservations were made, 14% of all reservations. Some of this increase can be attributed to MCTC's growing reputation within the private sector. MCTC held events for School Dude, Keller Williams Realty, Raleigh Wealth Solutions, Food Lion, Verizon Wireless, Heritage Insurance, and Volvert.

\$17,627 more revenue received this year over last year from meeting space and equipment rental.

- II. INITIATIVES:** This year, MCTC installed fiber optic cabling, new sound reinforcement, new digital media equipment, touch panels and HD remote-controlled cameras in nine classrooms. Integration of wired and wireless VLAN sub-networks linked together with a central control room and server room was also accomplished. The two phases completed thus far enable us to observe and control the AV systems in each room, record any program using up to three Mediasite recorders or external recording devices and integrated audio and video-conferencing into the network. We also have the capability to transmit any content from the classrooms, the control room and room 1 to any of the networked classrooms. New digital AV inputs and outputs have also been added to the classrooms. We plan to expand these upgrades and network services to rooms 1, 2 and 10-16 in the near future as revenue funds permit.

Total cost to-date: \$475,000

Our event management software was upgraded to include mobile device capabilities and now have access to events and setup sheets electronically using four notebook/tablet devices. Cost: \$5,000

HD video, recording and editing services are now available for on-site and off-site clients.

Conference room 232 was upgraded with new sound system, larger HD display monitor and video-conferencing capabilities. Cost: \$1500

Seven HD display monitors for client usage. Cost \$4500 total.

The set-up sheet is now accessible by computer. Four tablet computers were purchased for the set-up crew to use to see set-up requirements up-to-the-minute.

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IV. STAFF:

- Ben Garner, Juanita Lanning, and Ryan Lawrence were nominated for the University Awards for Excellence.

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University Goal #1: Enhance the success of our students through educational innovation

Objective for CPE: “Follow the Technology” and strive to offer courses in the latest technology and techniques.

University Goal #2: Enhance scholarship and research by investing in faculty and infrastructure

Objective for CPE: Keep equipment used by instructors and students up-to-date, using the latest technology and versions of software.

University Goal #3: Enhance interdisciplinary scholarship to address the grand challenges of society

Objective for CPE: Seek to expand and diversify training opportunities reflecting the areas of academic expertise throughout the university.

Strategy: 1) Analyze the areas of expertise within the various colleges and identify activities within the colleges offering the greatest potential for training via continuing education methodologies; and 2) seek cooperation from faculty and staff within the colleges to develop and implement training packages designed to meet customer need.

Outcome: Gain more faculty/staff involvement with Continuing & Professional Education (CPE) related activities in better serving a diverse constituent base.

Performance Measure: Volume of well-attended and highly-evaluated new training initiatives offered annually in collaboration with academic, research, and extension units.

University Goal #4: Enhance organizational excellence by creating a culture of constant improvement

Objective for CPE: Gauge the effectiveness of the training and other services provided through Continuing & Professional Education (CPE) .

Strategy: Gather and analyze both short and long-term evaluation information through assessment not only of in-class benefits of training from the participant perspective, but also to measure the impact when applied to real experiences and/or on-the-job through follow-up survey of both the participant and his/her organization: and 2) create and adopt enhanced assessment methods and continually improve evaluation instruments.

Outcome: A better understanding of the impact and effectiveness of services and programs on the user, and where applicable, on their respective organizations that will be used as a guide for future planning.

Performance Measure: 1) Participant satisfaction with training received and the change in perceived value of the participant to his/her organization as measured through end-of-course as well as longitudinal evaluations; and 2) customer satisfaction with events coordination and meeting space facilitation services obtained through short-term evaluation procedures and the level of repeat business.

University Goal #5: Enhance local and global engagement through focused strategic partnerships

A. Objective for CPE: Expand and enhance the provision of events management services to campus, non-profit/government, and private-sector partners

Strategy: 1) Identify potential organizations on campus, in the non-profit/government, and in the private sectors in need of events management services through direct contact and informal interaction; and 2) reinforce relationships with existing partners.

Outcome: An increased number of organizations taking advantage of these Office of Professional Development (OPD) services.

Performance Measure: An annual increase in the number of new and repeat clients.

RECOMMENDATIONS AND CONCERNS for the FUTURE:

It remains our recommendation that McKimmon Conference & Training Center (MCTC) continued to be viewed primarily as an educational resource worthy of the historic level of state funding and that the facility and operational staff remain a part of umbrella organization known as Continuing & Professional Education (CPE) and a part of the university division known as McKimmon Center for Extension & Continuing Education (MCE&CE) reporting directly to the Provost.

Another recommendation is for the Office of Professional Development to be the resource for all conference management for faculty on campus, rather than continue to have a decentralized non-credit effort with data managed in several different databases.