

Continuing & Professional Education (CPE)

Office of Professional Development (OPD)

- I. PROGRAMS:** Over the past fiscal year, OPD hosted 464 seminars, conferences, and certificate programs for 16,938 noncredit students, while generating revenue sufficient to cover all direct and indirect costs. OPD marked the 15th straight year of operating without a financial deficit in 2016-17.

In FY 2016-17, OPD shared a total of \$503,877.27 with clients who hire OPD for events management services, including clients on and off campus, an increase of \$45,734. Overall, OPD's revenue increased this year by \$830,117.

OPD has been hired by 5 new clients during the fiscal year, including departments and units on campus, including the Virginia Asset Management; Stantec; Institute of Transportation Engineers; Forestry and Environmental Outreach Program (FEOP); and the Department of Educational Leadership, Policy, and Human Development. 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:** The DestinyOne database was moved from OIT on campus to Destiny Solutions. All websites have been reformatted to conform to university branding standards, while providing our customers with websites that are more user friendly.

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:

- Julie Talton was hired as a Program Assistant, promoted from serving as a temporary office assistant.
- Beverly Thompson is working as a “shared” employee between Marketing Services and McKimmon Conference and Training Center. Beverly assists with new marketing and sales initiatives.

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 464 events with a total participation of 4,510. These numbers doubled the numbers in preceding years, with the upsurge due to our new Lunch and Learns on the first Friday of each month, our first New Technologies Expo 2017, and customized corporate courses. TTS’s overall revenue was about the same as the previous fiscal year in spite of the increase in numbers served. This is partially due to the fact that the Lunch and Learns and Expo are free to the public and considered a way to give back to both the NC State community and members of business and industry in the NC State University geographic region.

The most successful of TTS's new offerings are the Microsoft Excel course series, including the courses on the new Power Business Intelligence (Power BI) tools. The "Excel Power BI" overview, "Excel Power Query," "Excel Power Pivot," "Excel Power View," and "Excel Power Map" courses were offered for the first time this year and were very well received. There were 96 Excel events held this fiscal year. The Excel course series served 906 people and brought in revenue of \$163,636.

Technology Training Solutions added dozens of new courses this year: "Excel Power BI," "Excel Power Query," "Excel Power Pivot," "Excel Power View," "Excel Power Map," "Pre-production for Video," "Communication Skills for Professionals," "Coping with Difficult Co-workers," "Creating and Managing Cross-Functional Teams," "Creating Successful Work Relationships," "Email Writing Skills for Professionals," "Emotional Intelligence for Professionals," "Encouraging Creativity and Innovation in the Workplace," "Energizing, Engaging, and Motivating the Professional," "How to Stay Relevant," "Juggling Multiple Responsibilities Successfully," "Recruiting and Retaining Talent," "Successful Networking," "Successfully Managing a Remote Staff," "Successfully Supervising an Intergenerational Team," "The Art of Delegating Projects," "The Changing Workplace Demographic," "The New Workplace: Thriving in an Intergenerational Environment," "Timeboxing: Staying in Your Project Window," "Unbeatable Management Skills," "Working Within a Cross-Functional Team," "Tableau Level 1," and "Tableau Level 2."

TTS partnered with the Kramden Institute this year to offer three new courses: "Drone Piloting Workshop," "Internet Security and Privacy Workshop," and "Drone Flight Camp."

TTS also held its first six Lunch and Learn workshops, offered free to the public. The workshops included, "Bitcoins," "Android Security," "iOS Security," "Top Security Threats to Watch," "Geocaching," and "User-Level User Security." These workshops are held the first Friday of every month.

- 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, and is utilizing the electronic campus bulletin board system to reach NC State employees and students. TTS is planning to hold their first New Technologies Expo in October of 2017. A great deal of planning time in FY 2016-17 has gone toward making this first expo a success.
- III. **DIVERSITY:** TTS 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:** Technology Training Solutions TTS continues to operate as a staff of three, which represents the volume of courses and participants the unit administers. Many of the administrative duties are now being conducted by shared job staff who serve both TTS and the Office of Professional Development. 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.

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 2016-17 fiscal year, MCTC continued to maintain growth in educational events. Overall, MCTC hosted 1822 programs for approximately 189,000 people. Of these events, 1,234, or 66%, were campus events; 372, or 22%; were government or non-profit events, and 216, or 12% were private sector. Eleven percent or \$166,426 of MCTC's revenue was generated from equipment rental, a significant amount considering MCTC does not charge for the use of lcd projectors and screens.

II. INITIATIVES: This year, MCTC made the following improvements:

Preliminary work for digital signage project with programming, setup and three complete units consisting of monitors, media players and mounts at an initial cost of **\$8,446**.

Replaced three of our oldest high lumen projectors in rooms 1B, 1C and 2C with 12000 lumen Pro Laser 4K digital projectors (incl. programming & installation) at a cost of **\$64,660**.

Installed an HD/4K connection ourselves for use in room 2C until the room can be upgraded to fully accommodate the new digital projectors.

We are also replacing the remaining 4 high lumen projectors with identical Pro Laser 4K digital projectors for rooms 1A, 1D, 2A & 2B (incl. programming & installation) and an one additional projector for future room 2C improvements at a cost of **\$103,435**.

These are to be installed the first week of January.

Upgraded one Mediasite RL streaming recorder that is covered by a co-terminus agreement with DELTA, annual cost **\$2,990** (saving replacement costs of \$3,500 over 4 years)

Added 4 IP webcams in rooms 7B, 8B, 10 & 11/12 for monitoring classroom issues and also discovered 4 additional IP webcams in TTS area (Hunter's office) which are being installed in rooms 13-16 in late December, cost **\$160** + Comtech fees.

Added a fifth card reader with alarm for entry at the handicap courtyard entry doors, cost **\$3,771**.

Added a Meeting Owl All-in One video-conferencing system to our AV services equipment at a cost of **\$800**.

Acquired and installed a Sirius XM satellite radio system for use in the public areas of the McKimmon Center, cost \$493.75 with an annual user renewal fee of \$335.

Added 4 additional headset microphones, cost **\$320**.

Added a monitor for use in Client Relations during set-up meetings, no extra cost.

Acquired a new 60" monitor for use in the room 100 conference room, cost **\$760**.

The MCTC staff performed 165 streams using the Mediasite recorders this year.

III. DIVERSITY: MCTC 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:

- Madison Walsh was hired as the Front Desk Lead in June 2017.

- Three staff members earned a Pride of the Wolfpack award this year: **Sevante Bishop** (left), Support Services Supervisor for the McKimmon Conference & Training Center, received recognition for his initiative in the implementation of a new diagramming software that has enabled the McKimmon event coordinators to serve their clients better through more efficient planning, communicating, and executing of event set-ups. **Bill Frothingham** (right), Print/Document Services Technician in Print Services, was acknowledged for his dedication to his position and the pride he takes in his work. Bill's selflessness and willingness to tackle all challenges make him an asset to the McKimmon Center. **Carrie Bjorkquist**, Event Coordinator/Systems Specialist for the McKimmon Conference & Training Center, received commendation for always giving 110 percent—demonstrated by her willingness to step in and assist other areas when needed and the great pride she takes in her work, resulting in her clients and co-workers always getting her best efforts.
- The following credentials were earned by staff members:
 - Renewal of CTS credentials for Rob Chapman and Ben Garner
 - Attainment of CTS credentials for John Grant
 - Attainment of A+ certification by Rob Chapman
 - Start of Extron certification by Ben Garner (for programming expertise to be used in automation of rooms 13-16).

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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.