

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.