

The Pathway to the Future NC State University
McKimmon Center for Extension & Continuing
Education FY2018 –FY 2020 Implementation Plan

NC State Continuing Education, through the McKimmon Center for Extension and Continuing Education (MCE&CE) serves the public, the non-traditional student, and the academic community by facilitating access to university knowledge and resources and alternative methods of knowledge transfer, specifically to support non-credit programs for non-degree seeking students. MCE&CE is a \$44 million operation supported primarily by revenue-generating programs. In any given year, MCE&CE has served more than 230,000 participants through more than 2,600 events. During the COVID-19 pandemic, MCE&CE has worked diligently to convert face-to-face program offerings into online learning opportunities wherever possible, and is also in the process of evaluating virtual conferencing as a new product line to continue to effectively support clients and the strategic plan of North Carolina State University.

MCE&CE supports the strategic plan of North Carolina State University by the following efforts in fiscal year 2019-2020, described as Overarching Actions.

Overarching Action: Cultivate Excellence & Continue Investing in Areas of Emphasis

Enhance Opportunities for Interdisciplinary Education, Research and Scholarship

- Explore linkages between mechanisms that support centers, institutes, clusters, initiatives, collaboratives, etc. and refine administrative structures and funding models.

The Center for Urban Affairs and Community Services (CUACS) continues to deliver research and technical services to state and local governments to address issues that affect the citizens of North Carolina through collaborative work with other departments and governmental agencies. CUACS's work with government agencies, campus faculty, and nonprofits help address aspects of society that impact lives—for example, public education, environment, government, and human services. This fiscal year, through eight projects, CUACS continued to deliver high quality, timely research, and technical assistance services to its clients.

The Upper Coastal Plain Learning Council (UCPLC) continues to strive to increase opportunities for student and adult success through program offerings that meet state and national pre-K-16 standards. New programs will be designed and evaluated based on the prioritized goals of each school or program unit such that there will be an increased number of programs that empower learners to be academically successful. In addition, there will be an increased number of partnerships with community stakeholders so more students and adult learners will have access to much needed resources. UCPLC continues to nurture viable programs that meet the needs of Upper Coastal Plain stakeholders.

The Collaborative (TC) continues to foster a strong partnership with both East Carolina University and NC State University in an effort to bring face-to-face university master and doctorate level degree programs to the educationally underserved population in eastern North Carolina. The Collaborative works with local and regional business leaders, government representatives, and area stakeholders to extend current and future program offerings. Support of students of the Master of Social Work and Master of Public Administration cohorts continued this fiscal year. The Collaborative offers convenient quality exam proctoring services to area distance education students to facilitate degree requirements.

The Office of Professional Development (OPD) postponed the 2020 State Energy Conference this year due to the COVID-19 epidemic. However, OPD will continue to work with the North Carolina Clean Energy Technology Center to deliver an annual Energy Conference. The State Energy Conference provides actionable insight into the business of energy. The conference also covers connecting technical innovation, diverse resources and industry opportunity to help drive North Carolina's regional energy economy forward with national impact. OPD also maintains a

relationship with the Shelton Leadership Center to provide marketing services and will be expanding into registration services in the coming year.

Enhance commitment to a diverse and inclusive university

- Promote cultural competency through communication and training:

Twenty-six courses, lectures, and study trips gave Osher Lifelong Learning Institute (OLLI) members the opportunity to develop their cultural competency, and included subjects such as African American history, Native American history, gender studies, and religion. An ad hoc committee, appointed by OLLI's director, identified additional course topics and strategies to advance this work, which will be implemented in FY20-21.

The Office of Professional Development (OPD) offered sixteen courses; 6 in Concord and 10 in Raleigh; in construction management in partnership with the Department of Civil, Construction, and Environmental Engineering, specifically for minority-owned businesses. OPD worked with the North Carolina Department of Transportation (NCDOT) and the North Carolina Office of Civil Rights (NCOCR) to register participants in these two courses that were referred by NCDOT and NCOCR. These registrants were vetted minority-owned companies in North Carolina and represented half of the course's registrations. Minority business owners face many obstacles, including financial matters and professional development. This year OPD coordinated the SMIRT Conference, which had a high number of international attendees from India, China, Australia, Japan, Canada, Switzerland, UK, France and Germany.

Overarching Action: Improve Institutional Effectiveness While Growing & Realigning Resources

Improve Processes for Providing Support to the Research Enterprise

- Identify differentiating and strategic research areas that reflect NC State's competitive expertise and advantages in order to communicate more effectively with external partners.

The McKimmon Center for Extension and Continuing Education's Center for Urban Affairs and Community Services (CUACS) continues to maintain current partnerships with state and local agencies, enhances working relationships with campus departments and individual faculty members, as well as seeks new partnerships. CUACS works diligently to communicate with prospective new clients and deliver marketing materials as needed, to submit proposals to targeted agencies/units, and if approved, successfully meets all contractual requirements/timelines. CUACS is proud of renewing its existing major partnerships with the North Carolina Department of Public Instruction (NCDPI) and the Department of Health and Human Services (DHHS). The employees of CUACS maintain an updated, informative website for use in providing information on the CUACS to potential clients, the university community, and the general public.

The Upper Coastal Plain Learning Council (UCPLC) continues partnerships in its stakeholder areas and beyond with the National Council of Behavioral Health, the Region 7 Oral Health Alliance, Hometown Hires, the Wisdom Tooth Program, Mental Health First Aid, Eastpointe, Trillium, United Way, NC Oral Health Division, NC State College of Engineering/The Engineering Place, and Wilson Community College. In addition, UCPLC collaborates with business and education partners to develop and support sustainable initiatives that maximize outreach opportunities. UCPLC's outcomes include an increased number of diverse partnerships and expanded multi-faceted, high quality deliverables for all communities in the Upper Coastal Plain sustained by documentation and evaluation of collaborative efforts.

The Collaborative (TC) achieved improved outcomes by increased presence at regional events. Staff attended additional community outreach sessions, seminars, and workshops in an effort to create knowledge of program offerings and positively impact enrollment. The Collaborative engaged with the local chapter of the Chamber of Commerce by attending the annual banquet along with other key community workshops and business forums sponsored by the Chamber.

The Office of Professional Development (OPD) has built new partnerships this year, including the North Carolina Woman, Infants and Children Organization, offering the “North Carolina Woman Infants and Children Annual Conference” (NC WIC). The Special Supplemental Nutrition Program for Women, Infants, and Children is funded by the United States Department of Agriculture. It is commonly referred to as the WIC Program. County health departments, community and rural health centers, and community action agencies provide WIC Program services. The theme of this year’s conference was *Creating A Culture Of Excellence*. OPD works with several other state agencies including the North Carolina Department of Transportation, NC Community Colleges, North Carolina Department of Administration, NC State Purchasing Department, NC State Board of Elections, NC 911 Board, and the Wake County Local Emergency Planning Commission.

OPD Technology Training created new relationships with many of the organizations in our area, using employees from these entities as speakers for monthly Lunch and Learn sessions.

Enhance private support to the university

- Develop and foster a culture of philanthropy campus-wide among students, faculty, and staff

The Osher Lifelong Learning Institute received challenge funds from last year’s Day of Giving, and was poised to participate in this year’s Day of Giving before it was canceled. OLLI solicited donations from its members, which helped cushion some of the lost revenue/cancellations due to COVID-19.

Overarching Action: Enhance Student, Faculty and Staff Success

Promote a culture of entrepreneurship in support of NC State students, faculty, staff and alumni

- Provide structure and resources that promote campus collaboration and community outreach

The Center for Urban Affairs and Community Services (CUACS) continues to support faculty research as requested and to provide work experience opportunities for NC State students. CUACS offers ongoing work opportunities to students in social science, education, statistics, and/or computer science curricula. Its students gain tangible experience in applied research. Upon the completion of their academic program, students will have gained practical experience in applied research, education, and/or computer science.

The Office of Professional Development (OPD) collaborates with the NC State Extension office Agricultural & Resource Economics to deliver training for tax preparers throughout North Carolina. OPD also hosts the North Carolina State University’s Teaching English to Speakers of Other Languages (TESOL) certificate program, which is designed for individuals who want to teach English abroad or in their local community.

Create a culture of continuing professional development for staff and faculty

- Develop ongoing education programs and compliance communications for staff, faculty, and administrators to enable them to do their jobs more effectively.

The McKimmon Center for Extension and Continuing Education was certified at the gold level as a Well Wolfpack Certified Organization. As such, we provide programs, training, and an environment that fosters a culture of wellness for our employees. Activities include monthly wellness lunch and learn sessions that touch on the six elements of wellness (purpose, financial, community, physical, emotional, and social), walking meetings, daily walk breaks, participation in walking challenges, and offering healthy and dietary-specific options during division-wide social activities. In addition, this year’s division-wide in-service workshop focused on leading a healthy lifestyle. “A Well-PACKed Lunchbox” featured presentations by Alexis Steptoe and Katie Belusa, from Wellness and Recreation, and a cooking demonstration from R&D chef Leslie Schatz. Employees received copies of the recipes and enjoyed a lunch of the items that were prepared.

The Upper Coastal Plain Learning Council offers a Mental Health First Aid program. This training will be presented again to colleagues within The McKimmon Center for Extension and Continuing Education. Mental Health First Aid is an eight hour workshop that teaches lay people, educators, and others, a five step process to help a person who is experiencing a mental health issue.

The Office of Professional Development (OPD) offers a variety of professional development opportunities available to staff, faculty, and administrators such as project management, construction management, facilities engineering management, maintenance and reliability management, energy management, and professional coaching. Several conferences offered include professional development/continuing education credits through an accrediting association or body. The "Energy Management Conference", for example, offers credits for engineers through the Institute for Engineers (IEP).

Customized Contractual Education is recognized as a resource by public, private, governmental and military organizations to obtain high-quality customized continuing education for their staff. Throughout the year Customized Contractual Education offers teaching opportunities to all levels of faculty who teach continuing education and professional development to the many organizations we work with in North Carolina. These teaching opportunities provide instructors with "outside" contacts to refine and develop their intellectual capital.

OPD Technology Training offered technology and professional development courses at 20% off for NC State University faculty, staff and students. The Office of Professional Development (OPD) is recognized as a resource for professional development and conference management services. OPD continues to work with the North American Association of Summer Sessions (NAASS) to provide conference management and membership management services. Assisting the NAASS organization allows OPD the opportunity to support the goals of NC State University, particularly "enhancing student success and investment in faculty." NAASS identifies emerging trends, promotes best practices, and facilitates the exchange of information among leaders in higher education in order to continually increase academic quality, student services, and fiscal success of summer and special sessions. NC State is a member of NAASS and offers Summer Session to the NC State students. We are supporting the continued growth of this programming for NC State students and the professional growth of faculty by providing association management services to NAASS.

Improve student success through improved admissions, enrollment, and retention

The Collaborative (TC) provides convenient quality exam proctoring services to area distance education students to facilitate degree requirements. This service is provided at no additional cost to university students. The proctoring environment is vital to student success. A quiet, private space is ready upon arrival. Documents are downloaded and reviewed prior to student arrival to anticipate and resolve any issues in advance. Test materials, supplies, and technology required are gathered before the student arrives to assure a smooth transition to exam delivery.

The Office of Professional Development (OPD) has a partnership with Princeton Review to offer students Test Prep courses in GMAT, MCAT, ACT, GRE, and LSAT.

Enhance institutional pride

- Reinforce the University's "Think and Do" Brand to continue to elevate institutional reputation:

Engagement with OLLI gave NC State faculty the opportunity to educate members of the general public about the importance of the University's mission and research impact. In 23 of the OLLI offerings, NC State faculty described their research on a wide range of subjects such as crop science, biodiversity, forestry, genetic engineering, animal science, and astrophysics. Despite COVID-19 disrupting OLLI's Spring Second Term and Summer Term, membership tracked slightly ahead of last fiscal year, with a total of 1,705. Staff moved quickly to convert 11 spring courses to Zoom (second term classes were already underway when face-to-face classes were suspended), and 50% of the summer classes/lectures were converted to Zoom. During this crisis, staff engaged members through weekly emails, blog and

Facebook postings, and Zoom coffee hours. Members were enticed to try Zoom through practice sessions given in advance of eight free Zoom lectures, generously offered by OLLI instructors (with an average attendance of 95 in each lecture).

OPD Technology Training (TTS) enhanced the reputation of NC State University by creating and offering quality educational programs in the areas of technology and professional development. On a regular basis, alumni who are at the top of their fields in business and industry used TTS for training because they acknowledged the TTS reputation for instructional excellence.

The McKimmon Conference & Training Center (MCTC) continues to live up to its reputation of being the premier conference and training facility in North Carolina by providing excellent resources and support for all clients and staff. This past year laser LCD projectors in the two largest multi-purpose rooms were upgraded to 4K/Ultra High Definition Laser models. A fourth screen and projector was added in the second largest space and there were upgrades to current projectors to make them fully digital. The McKimmon Center also installed and programmed a network of digital signage encompassing all the classrooms, hallways and lobby areas to enhance communication with our visitors. Our digital signage control system has been upgraded from a virtual server to include a rack-mounted server with many more capabilities and much higher processing speeds to enable us to make changes that are almost immediately reflected in the current messages displayed and those scheduled for future viewing. These displays can be quickly converted to emergency messaging and directions, should the need arise. Our three computer labs and a fourth multi-purpose room which were previously manually operated have been upgraded to fully digital user-operated systems with 98" LED/LCD monitors (to replace projectors and screens), digital operator controls and full sound reinforcement systems. These will be integrated into our remote control system in the near future with a web interface. In addition, due to the current pandemic situation, we have been integral in moving many face-to-face classes to Zoom classes and meetings, thus recovering some much needed revenue.

The Office of Professional Development (OPD) has enhanced the reputation of NC State by creating and offering quality educational programs and professional development opportunities in a variety of methods such as face-to-face, online, and conferences. OPD staff strive to offer premier conference management services to NC State faculty and government agencies by attending professional development training, studying best practices and new strategies, attaining professional certifications, and developing relationships with professional associations such as the Government Meeting Planner Association, Certified Program Planning, and Certified Meeting Planning. OPD staff also has accredited relationships with professional associations that allows us to offer continuing education credits such as the Project Management Institute, Certified Financial Planning, Human Resources Certificate Institute, and the Land Grant University Tax Education Foundation.

Promote graduate student and postdoctoral success

- Offer co-curricular professional development and skills building to enhance the academic experience of graduate and postdoctoral students.

The Office of Professional Development (OPD) works with the Graduate School to develop the manual for the Graduate Student Research Symposium, held each March. This manual includes poster presentations from more than 200 graduate students from NC State University. Posters are judged by faculty, and students receive recognition for top posters. The goals are to showcase the outstanding quality and diversity of graduate-level research at NC State, in addition to providing students the opportunity to practice and enhance their communication skills with those outside of their discipline.