

## NC State Continuing and Lifelong Education FY 2023-2024 Annual Report on Activities Related to Unit Strategic Plan

NC State Continuing and Lifelong Education (NCSCaLE), celebrating its 100 year anniversary in 2024, had another highly successful year in both enrollments and programs. For FY 24, NCSCaLE held 2,098 programs/events (compared to 1,706 offerings in FY 23) with 176,824 participants (compared to 154,706 participants in FY 23). Our FY 24 revenue attainment (not including the Center for Urban Affairs and Community Services) was \$8,582,222, which was the second highest revenue attainment for the division after FY 23's \$8,896,987, but it's important to note (and as explained below) that we would have had another record revenue year (should have been \$9,113,344) in FY 24 if we had received all of the revenue share owed to us from our digital skills bootcamp partner, ThriveDX. We remain committed to contributing to the university's strategic plan goal #1: Empower students for a lifetime of success and impact. The updates in this annual report showcase the work we are doing to provide students with success and impact. In addition, several of our initiatives and overall approach touch upon each of the other university strategic plan goals.

**Office of the Vice Provost:** In its third full-year, our digital skills bootcamps partnership with ThriveDX saw continued success. For FY 24, 1,720 participants enrolled in an introductory one month course, and 450 participants continued on to enroll in 9-month intensive bootcamps. To date, we are aware of 364 individuals who have successfully secured employment either after completing a bootcamp or while still attending a bootcamp. For this fiscal year, we generated \$659,100 in revenues which is a significant decrease due to NC State agreeing to allow ThriveDX to pay us our revenue share in increments over the next year. As such, if ThriveDX meets their contractual obligations, we should see dollars we should have received in FY 24 arrive in FY 25. We are anticipating the remaining amount of FY 24 revenue that we will receive largely in FY 25 to be \$623,604 which if received all in FY 24 would have resulted in \$1,282,703 or only a slight decrease in revenue attainment from FY 23. We also shared \$66,581 with academic departments. We continued in FY 24 to invest in new initiatives and seed funded new positions to grow the division, most notably in our marketing and communications area. We are monitoring the situation with ThriveDX and are cautiously optimistic that they will meet their payment obligations which will allow us to maintain and enhance this ongoing partnership which now runs through December 2026.

The Office of the Vice Provost successfully hired Scott O'Leary, in September 2023, as the division's first project manager. Scott has served as the co-chair, along with Eliza Kiser, director of the Osher Lifelong Learning Institute, to chair the 100 year anniversary committee, which has been a very complex and valuable undertaking, and will culminate with a large university-wide event on August 27, 2024. Scott has also been integral in leading colleagues in an important website redevelopment project.

The division, through the leadership of Hilen Flores, executive assistant to the Vice Provost, ran retreats in this fiscal year for both senior staff and the entire division, with a theme of innovation permeating both retreats.

**The McKimmon Conference and Training Center (MCTC)** saw substantial growth in both revenue and face-to-face events in FY 24. In FY 23 there were 112,356 participants who attended 866 face-to-face events and 6 virtual events for a total of 872 events with total revenue generated being \$1,995,728. In FY 24, MCTC hosted 132,180 participants (17.6% increase) who attended 1,072 face-to-face events and 8 virtual events for a total of 1,080 events (23.9% increase) with total revenue being \$2,208,920 (10.7%) increase.

**The Office of Professional Development (OPD)** had a 6.3% increase in revenue from FY 23 to FY 24 (\$4,768,001 in FY 23 to \$5,070,109 in FY 24). OPD enrolled 3,171 students in 156 professional development courses. In addition, OPD achieved its goal of running 24 conferences in FY 24.

**Customized Training and Development (CTD)** is recognized as a resource by private, public, governmental and military organizations to obtain high-quality customized continuing education for their staff. Under new leadership, CTD secured significant contracts for FY 24 and FY 25, generating \$122,525 in customized training programs in FY 24. Highlights included:

- Engaged in outreach and networking efforts with local Chambers of Commerce and represented at various events.
- Explored targeted advertising opportunities and streamlined the inquiry process through website updates.
- Secured a 5-year contract with DHHS to run the Leadership DHHS Management Development Program from 2025-2029, valued at \$125,000.
- Established an ongoing contract with Hitachi Energy for Technical Writing for Engineers training, expected to continue for an extended period.

**Osher Lifelong Learning Institute (OLLI)** at NC State offered 94 in person courses, 15 Zoom courses, 66 in person lectures, 15 Zoom lectures, 32 study trips, 2 lunch and learns, 10 experiential learning programs (offsite with a hands-on component) and 9 events. Total enrollment for courses and lectures (in person and Zoom) was 8,866. Total enrollment for study trips was 724. Total enrollment for events, experiential learning, and lunch and learns was 1,031. Total enrollment for FY 24 among courses, lectures, study trips and events was 10,621, a 49% increase in enrollments. In addition, OLLI's total revenue for program registrations (courses, lectures, study trips, etc) for FY 24 was \$300,305 (higher than the projection of \$256,000 we started the year with), a 42% increase from the previous year. Total membership for OLLI also increased from 1,179 members to 1,463 members, a 24% increase.

**The Collaborative at the Gateway Technology Center** was able to serve over 800 people during FY 24, which was a 33.3% increase from the previous year's 600 people served. The Collaborative continued partnerships with NC-MSEN, NC State College of Education, and NC State College of Veterinary Medicine for various programs; introduced new initiatives such as the K-2 Literacy & STEM pilot program, Camp Finance, Circuit Design Camp, and Textile Design Print Camp; and supported the NC Principal Fellows Program (formerly NELA) with the Wolf/NELA 2025 Cohort of 11 administrators.

**The Upper Coastal Plain Learning Council (UCPLC)**, through the Wisdom Tooth Program, served 19,183 participants in 491 education sessions and secured \$7,000 in grant funds to support its growth. In addition, the UCPLC continued its collaboration with Wilson Community College and NC State's The Engineering Place to offer the NCSU Wilson Engineering Camp; and provided professional development in robotics and 3D printing to 23 teachers from Nash and Edgecombe counties.

**Print Services** increased the number of internal NC State partners by 58% and served 69+ customers holding events at MCTC. It streamlined processes, revamped its pricing model, and expanded service offerings.

**The Center for Urban Affairs and Community Services (CUACS)**, as of June 1, 2024 successfully generated a total of \$11,867,476 in contract funding that supported its important initiatives including its ongoing work with the NC Department of Public Instruction (partnership since 1982) and the NC Department of Health and Human Services (partnership since 1984).

**The Office of Finance and Administration (OFA)** provided tremendous financial and human resources support to all NCSCaLE units. Featured highlights include:

- [NCSCaLE](#) had 10 new hires/rehires, 5 internal reclassifications, 4 retirements, and 7 transfers or separations.
- NCSCaLE Retention Rate is above the university benchmark of 90%!
- NCSCaLE certified GOLD for the 2024 Well Wolfpack Workplace certification period. The University Wellness team hosted an annual wellness banquet on April 11, 2024, where we were awarded with a certificate.
- Construction on a new NCSCaLE Break Room and Wellness Room, along with a revamped Business Office Suite, were successfully completed and were under budget.

**Marketing Communications (MarComm)** partnered with a new higher education marketing agency, Visionpoint. Our internal team worked with Visionpoint to develop messaging and creative assets. We aimed to develop a campaign to grow brand awareness of NCSCaLE across North Carolina as well as program specific campaigns for the Project Management Certificate and the Leadership Coaching for Organizational Performance Certificate. In addition to continuing to support OPD programs and conferences, the MarComm team also supported marketing needs for Customized Training and Development, OLLI and division-wide projects like the 100th Anniversary and the website redesign project. Despite being understaffed for the majority of FY 24, the MarComm team supported over 100 course offerings and 8 conferences.

### **Staff: Major New Appointments, Kudos, Professional Activities and Recognition**

**Appointments and Reclassifications:** [NCSCaLE](#) had 10 new hires/rehires, 5 internal reclassifications, 4 retirements, and 7 transfers or separations.

1. New Appointments/Staff Hired into New Positions FY 2024
  - a. Scott O'Leary, University Program Manager (Project Manager) 9/5/23
  - b. Jordan Flynn, University Program Associate III (Event Coordinator), 11/27/23
  - c. Emily Holloway, University Program Specialist II (Marketing Specialist), 1/8/24
  - d. In addition we also hired Anjul Singhvi on 4/30/24 as a Digital Marketing Manager with this position being split 50% between NCSCaLE and DELTA.
2. New appointments, names and dates into existing positions
  - a. Marin Bordinger 7/17/23 Social/Clinical Research Assistant
  - b. Tiffany Sheppard 8/15/23 Program Assistant
  - c. Vatsal Rathod 10/17/23 IT Analyst/Programmer I
  - d. Alison Davies 11/13/24 Educational Consultant II
  - e. Stephen Orange 1/2/24 Finance and Budget Analyst II (working title: Finance and Budget Analyst)
  - f. Tiera Edmonson 1/29/24 Educational Consultant II
  - g. Suman Mondal 3/4/24 IT Analyst/Programmer I
  - h. In addition to the above, we also hired Roger Sequeira on 2/27/24, as an IT Web Designer/Developer (working title: Senior Multimedia Web Designer) who is split 50% between NCSCaLE and DELTA
3. Internal reclassifications, names and dates
  - a. Christopher Heggie 12/1/23 University Program Associate - Journey (working title: Business Operations Assistant)
  - b. Colleen Taylor 1/1/24 Public Communications Specialist - Advanced
  - c. Daniel Hackney 4/1/24 Business and Technology Applications Technician
  - d. Sevante' Bishop 5/1/24 University Program Specialist (working title: Support/Logistics Manager)

- e. Jordan Flynn 5/1/24 University Program Associate - Advanced (working title: Event Coordinator)

### **Professional Activities**

Mark Bernhard, Vice Provost for Continuing and Lifelong Education, and Dan Gerger, Director of Continuing and Professional Education, were active participants on the Non-Degree Credential Task Force. They also presented, along with colleagues from NC State and the University of Central Florida, on the university's non-credential work at the 2024 UPCEA Annual Conference held in Boston from March 26-28, 2024.

Mark Bernhard, Eliza Kiser, Director of the Osher Lifelong Learning Institute, and Scott O'Leary, NCSCaLE Project Manager, all served on the Engagement Operations Council for the University.

Eliza Kiser and Scott O'Leary have served as Co-Chairs of NCSCaLE's 100-year anniversary planning efforts since August 2023. This has been a major undertaking above and beyond their regular job responsibilities and is worthy of recognition in this report.

Hilen Flores, Executive Assistant to the Vice Provost, is an active member of the International Association of Administrative Professionals (IAAP) and was recently elected to serve as the DEI Generations Member Resource Group (MRG) Lead for a term of one year.

### **Awards**

- Susan Varnell, Assistant Director for the Upper Coastal Plain Learning Council and The Collaborative, was nominated for and was a winner in the Public Service category for the Executive Vice Chancellor and Provost Awards of Excellence, and the NC State University Awards of Excellence. Susan is now one of the nominees for this year's Governor's Awards of Excellence.
- Carolyn Howard, Program Coordinator for the Office of Professional Development, was nominated for and was a winner in the Customer Service category for the Executive Vice Chancellor and Provost Awards of Excellence. She also was a nominee for the NC State University Awards of Excellence. Carolyn also won NC State Continuing and Lifelong Education's annual Mary Frances Hester Service Award which goes to an employee each year who exemplifies the traits/characteristics of dedication, loyalty, commitment and quality in effectively addressing constituency needs, providing a supportive work environment, and contributing to the goals of NCSCaLE and the land grant mission of NC State University.
- Kim Little, Assistant Director for the Osher Lifelong Learning Institute, was nominated for a Provost's Unit Award for Excellence in the Human Relations category for her substantial efforts to assist OLLI members and new staff through leadership changes.
- Kim Mahl, Business and Communication Coordinator for the Osher Lifelong Learning Institute, was nominated for a Provost's Unit Award for Excellence in the Customer

Service category for the prompt and excellent service she provides to OLLI members on a daily basis. It's worth noting that five OLLI members assisted in writing this nomination.

- NCSCaLE received 4 Pride of the Wolfpack Awards in FY24. Our award winners were:
  - Ryan Hancock, Administrative Support Associate, Center for Urban Affairs and Community Services
  - Chad Simon, Business and Technology Applications Analyst, Center for Urban Affairs and Community Services
  - Kevin Stover, IT Manager II, Center for Urban Affairs and Community Services
  - Stacie Varner, Business Officer, Center for Urban Affairs and Community Services
  
- James McDonald, Public Communications Specialist, Center for Urban Affairs and Community Services, won a Head of the Pack award from University Staff Senate I in recognition of his leadership efforts with this year's Prison Book Drive, and his part in Staff Senate District 2 for helping to have the largest turnout for the Meet Your Senator events for two years running.
  
- Maureen Deis, who has served in a variety of capacities over the past 13 years in shaping OLLI's programming, was recognized with the William L Turner Award for Outstanding Contributions to Extension and Continuing Education in April 2024.

### **Professional Certifications**

Scott O'Leary, Project Manager, completed the PMP certification and the ICAgile Certified Professional-Agile Coaching certification.

### **Recommendations and Concerns:**

While NCSCaLE overall had a highly successful year, one area of focus that continues to see more moderate growth is in our programming collaborations with the colleges and academic departments. Significant outreach to colleges and departments was made in FY 24 but progress in implementing new programs has been slow. This will continue to be a major focus for the division in the coming year and beyond.

Our continued success with the digital skills bootcamps has afforded us the opportunity to grow the capacity of our marketing and communications team, and to consider other investment opportunities. However, as stated above, ensuring that our partner ThriveDX meets its contractual obligations to pay us our revenue share consistently and on time is paramount to our continued success. We are monitoring this situation closely and being conservative in any future investments for the moment. We also are exploring new revenue streams to mitigate our risks.

Despite our revenue successes, we will be exploring new business models for some of our units to allow us to minimize our risk and maximize our cash flow, leading us to better sustainable business practices.

We are excited to work closely with OIP leadership and others to commence work on proposed new or revised multi-year university implementation plan initiatives that currently are 2.4: Develop a branding strategy that positions NC State Continuing and Lifelong Education as the gateway through which learners can easily access and navigate non-degree opportunities offered by colleges; and, 2.5 Establish collaborative models between NC State Continuing and

Lifelong Education and colleges for the creation of innovative and financially sustainable non-degree programs.