Continuing Education

Strategic Plan

2010-2015

**Mission**

Continuing Education provides educational programs and services that link the needs of lifelong learners with the resources of the university.

**Vision**

Continuing Education is recognized as a valuable contributor to and resource for the university and communities. We are dedicated to providing access to educational opportunities that will shape individual lives, professions, and societies.

**Guiding Principles**

•*Partnerships and Collaboration*

We are receptive to all, specifically academic units, businesses, community organizations and individuals. We are dedicated to honest and open dialogue, the development of solid relationships and meaningful educational programming efforts and projects.

•*Diversity*

We are conscientious in our efforts to include differing perspectives and individuals in dialogue. Differences in social, economic and academic backgrounds enrich our own views and broaden our opportunity to meet the programming needs of our constituents. We encourage participation from those who are often absent from discussions.

•*Meeting specific needs*

We are committed and conscientious in our efforts to define and meet the educational needs and expectations of our constituents through dialogue, research, assessment, and evaluation.

•*Linking real world with academics*

We recognize the world is in constant change and individuals and organizations seek educational opportunities to expand their understanding of themselves, their professions, and the world. We seek to connect the larger community with the academic environment to engage in the creation of a shared and mutual understanding through various programming efforts.

•*Responsive Service*

We value our relationships with our constituents - the learners, the instructors, and the internal and external community we serve. We recognize the importance of a positive learning environment and we seek to respond appropriately to the needs and concerns of our constituents in an open, collaborative and professional manner through timely action and referral.

•*Fiscal Responsibility*

We understand the importance of fiscal responsibility and understand our role in contributing to the financial health of the university. We are conscientious in our efforts to provide quality programming in a manner that is fiscally effective and efficient.

**Regional Campus and Locations**

The shared mission of the regional campus and sites is to be integral members of the community, demonstrating a commitment to existing students, prospective students, alumni, faculty and the general community.

**Professional Development**

Professional Development aims to address the workforce development and leadership needs of local industry, professionals, organizations and individuals. The focus is to appropriately assess the training and professional development needs of the community and provide quality educational workshops and professional development experiences.

**Community Engagement**

Community Engagement seeks to reach beyond the traditional educational experience in an effort to build connections between students, faculty, and staff with individuals and communities outside of the institution. The express purpose of community engagement is intellectual exchange and discovery.

Strategic Plan Grid

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| University | Brooks College | Goals | Objectives | Metric | Baseline | Timeframe | Strategies | Responsible | Resource |
| 2.74.78.1 | 2,4,7 | **Goal 1:** Expand and broaden target audiences and offer degrees, certificates, and programs that meet the needs of new students. | One new certificate is developed | Certificate is developed | 2 certs. in the UCC queue | Fall 2013 | Identify trendsDiscuss with academic unitsNeeds assessment | BC  |  |
|  |  |  | Course enrollments in HT program are increased by 5% | Enrollment data | What’s enrollment as of XTBD | Summer 2012 | Increase marketing effortsIdentify new topic areasReview evaluations Explore online  | LB  |  |
|  |  |  | PDP net revenue is increased by 5% | Enrollment data | NEED #”sTBD | Summer 2012 | Identify new partnerships | LB |  |
|  |  |  | SWCE net revenue is increased by 5% | Budget data | Need #’s TBD | Summer 2012 | Increase offerings and marketing efforts and identify new community partners , geography and topics  | LB |  |
|  |  |  | One graduate program is added to the Holland Meijer Campus offerings | Program is offered | Currently no graduate programs and 1 certificate | Summer 2012 | Identify new opportunities | BC & LM |  |
|  |  |  | ZS Early Childhood Education endorsement for graduate level teachers in Upper Michigan is implemented | Program is offered | NO program Interest has been expressed and currently no ZS available in UP | Fall 2012 | Define scope and instrument – conduct studyWork with EUP ISD | ML |  |
| 4.78.1 | 2,4,7 | **Goal 2:** Collaborate with internal and external entities to provide new programming. | Two professional networking opportunities are offered each semester for faculty teaching in Holland | 2 programs are offered and well attended | No gatherings  | Summer 2012 | Meet with faculty Identify interests | LM |  |
|  |  |  | At least two new PDP partners are added | 2 new partners are added | Currently have X partnersTBD | Summer 2012 | Identify potential partners | LB |  |
|  |  |  | One additional advising pathway is developed with NMC leading to the Liberal Studies program in Traverse City | Pathway is developed | Currently one pathway: Fresh Water Studies/Env. Minor | Summer 2012 | Meet with NMC admin and faculty | ML/SJ |  |
|  |  |  | A major in English/Language and Literature is established in Traverse City | Major is developed | Have courses no full degree completion | Fall 2012 | Confirm interest areas and demand | ml |  |
|  |  |  |  |  |  |  |  |  |  |
| 2.75.3 | 2,3,4,7 | **Goal 3:**Utilize new and existing technologies to offer appropriate programs and services  | Electronic delivery of at least 2 student services is piloted | 2 services are piloted | Have explored use of OOVO and piloting CISCO phones | Summer 2013 | Evaluate new technologies and their potential and feasibility | ML |  |
|  |  |  | Mechanism for supervision of graduate students in the UP is developed | Mechanism is explored | No mechanism at present.TBD | Summer 2013 | Understand needs and expectations of students.  | ML |  |
|  |  |  | Additional sections of online, hybrid, and enhanced courses at regional locates are piloted to Liberal Studies students. | No systematic approach developed  | Potential “shared” courses have been identified | Fall 2012 | Find common courses that could be shared to better use resources and continue to offer sufficient courses to students. Identify faculty interested in online learning | ML/LM |  |
| 2.4.22.52.78.1 | 2,4 | **Goal 4:** Expand university partnerships with Michigan Community Colleges | Agreement for specific curricula with at least one community college partner is established | Agreements are developed and implemented | No agreements | Fall 2013 | Develop process and internal communication mechanismsIdentify need and potential | SJ |  |
|  |  |  | Additional degree completion cohort with at least one community college partner is established | Develop new degree completion program | Have several programs at regional locations | Fall 2013 | Identify need and demand | SJ |  |
|  |  |  | At least one new practice for advising and pre-admission is implemented at our regional locations | One new practices is implemented | Have some joint advising options  | Fall 2013 | Explore best practices and examine potential | SJ/KV |  |
|  |  |  | At least one specific activity or event involving faculty to faculty collaboration with at least one community college partner is implemented | One activity is offered | No formal programming or events | Winter 2103 | Identify areas for mutual collaboration  | SJ |  |