

EM Continuing Education Committee Meeting & Recommendation Summaries

- Enhanced coordination of marketing.
 - Centralized Web site.
 - Brochures/other materials
- Identify an ideal model for CEP
- Reporting/tracking of CE course/program completions.

Recommendations:

1. Creation of University-wide coordinating committee of continuing education directors and Administration representatives to meet at least quarterly – the Continuing Education Coordination Committee (CECC). Potential topics may include:
 - a. Infrastructure issues such as classroom space, parking, food options, etc.
 - b. Enrollment opportunities such as development of a plan to promote opportunities for strategic professional-education programs to offer academic credit to encourage enrollment in for-credit programs following Continuing Education program
 - c. Marketing opportunities such as the incorporation of a charge on each enrollment to create a shared fund for marketing and new course development
 - d. Program growth opportunities such as shared funding to encourage program growth – i.e. First x% of tuition goes to University Administration and all tuition dollars above this amount go to Colleges (University-level portion would pay for coordinator, shared marketing, shared curriculum development)
 - e. Salary and bonus structure for Continuing Education program staff, faculty, etc.
2. Creation of a unified registration form and ensure all enrollees are in Banner.
3. Revise the centralized Procedures Manual for all CE programs
4. Request Eduventures study of Continuing Education best practices of universities similar to ODU in relationship to Enrollment Management that will maximize profits and enrollments. The study should include an examination of the following:
 - a. Most productive administrative structure – centralized, de-centralized or hybrid model including senior leadership level and appropriate staffing
 - b. How to encourage but also manage enrollment/program growth
 - c. What is focus of Continuing Education? A) Profit-oriented, B) Enrollment-oriented, C) Bridge to for-credit programs, etc.?
 - d. What are best types of programs and success rates? Such as the following: A) Professional and work force development, B) K-12 and Retirement Life-long learning, C) Personal growth programming, D) Academic conferences and institutes.
 - e. What are the best marketing approaches?
5. Analyze ODU's Continuing Education structure in relation to best practices (using Eduventures report) to maximize profits and enrollments.
6. Make appropriate administrative structure recommendations to achieve greater profitability and enrollments.

7. Create new umbrella name for Continuing Education programs – way to brand overall ODU Continuation Education for marketing purposes.
8. Short-term – create umbrella web link for all Continuing Education program websites onto one University-level webpage.
9. Long-term - Creation of a collective Continuing Education website that incorporates all Continuing Education programs into a user-friendly structure regardless of where program is housed that additionally will collect user information and be interactive.
10. Inclusion of Continuing Education link onto ODU homepage.
11. Compilation folders of current Continuing Education marketing brochures to be placed strategically around most-used campus buildings such as Rollins Hall, Webb Center, and campus buses.
12. Upload of enrollment data between Banner and Alumni database to add Continuing Education activities on to alumni records for shared use of Development and Alumni programs and furthering marketing efforts for Continuing Education programs.
13. The identification of a formal liaison in the Office of Distance Learning to coordinate Continuing Education program growth opportunities through the increased use of distance learning delivery modalities.
14. The identification of a formal liaison in the Office of Military Affairs to coordinate Continuing Education program growth opportunities through the increased visibility with potential military-related students.
15. To include Continuing Education in a prominent role in the upcoming 2010 – 2015 University-wide strategic plan that recognizes the following impacts of Continuing Education:
 - a. Increased and consistent revenue for the Colleges and University
 - b. Recognition of broad range of student participation from across the Hampton Roads community
 - c. Broadening of ODU's community outreach through the diversity of Continuing Education programs