



HLC Accreditation 2020-2021

Evidence Document

Academic Affairs

W. Frank Barton School of Business

Center for Management Development Annual Report FY 2020

Additional information: More information available at the Center for Management Development website: <http://www.cmd.wichita.edu/>



CENTER FOR MANAGEMENT DEVELOPMENT

History

The Center for Management Development (CMD) plays a key role in the Wichita State University's, W. Frank Barton School of Business. Creating unique and useful learning programs specifically tailored to the needs of the regional business community, the CMD harnesses the knowledge base of Wichita State University to produce educational training programs that help make businesses and their employees more successful.

CMD has been providing leadership and management training to the regional business community since 1969 and typically serves between 3,500 and 4,500 unique participants annually from more than 300 companies.

CMD offers one of the largest, most comprehensive training resources in the region – drawing from experts in fields ranging from information technology to copywriting; from business to engineering.

CMD works as a long-term partner in education to the business community developing custom services and solutions to help them realize their unique mission. Every step of the way, CMD will help to translate their challenges into their **institution's opportunities** – from idea to implementation, from measurement to evaluation.

Annual Report – FY20

Regular daytime Programs

60 sessions of training
2,029 participants attended
611 unique participants

Certificate Series

46 sessions of certificate classes
1,360 participants attended
126 unique participants

Customized In-House

99 sessions of training
5,850 participants attended
1,690 unique participants

CMD "On-the-Road"

The following is a list of cities and/or states CMD instructors traveled outside the City of Wichita to present customized in-house training:

KANSAS: Winfield, Solomon, Wellington, McPherson, Hutchinson

Participants, in the following locations, participated virtually in CMD programs:

VIRTUAL PARICIPANTS: McPherson, Hutchinson, El Dorado, Manhattan, Hesston, Hays, Clay Center, Great Bend, Topeka, Kansas City, and Detroit, MI



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As FY20 was significantly disrupted by the COVID crises, to give a better perspective of CMD activities, the data for calendar years 2019 and 2020 appear below.

| Calendar Year 2019 | Calendar Year 2020 |
|---|---|
| <p>79 sessions of public training classes 58 sessions of Certificate classes 136 sessions of In-House classes</p> <p>817 total participants in public training classes 150 total participants in certificate classes 2,910 total participants in In-House classes</p> <p>Certificates Awarded 18 Project Management 11 Management 4 Leadership 2 Other</p> <p>On the Road in Calendar Year 2019 KANSAS: Hesston, McPherson, Hutchinson, Winfield, Solomon, Wellington</p> | <p>41 sessions of public training classes 39 sessions of Certificate classes 74 sessions of In-House classes</p> <p>678 total participants in public training classes 156 total participants in certificate classes 760 total participants in In-House classes</p> <p>Certificates Awarded 5 Project Management 5 Management 2 Leadership</p> <p>On the Road in Calendar year 2020 KANSAS: Wellington, McPherson, Hutchinson</p> <p>Virtual Participants from other cities McPherson, Hutchinson, El Dorado, Manhattan, Hesston, Hays, Clay Center, Great Bend, Topeka, Kansas City, Detroit, MI</p> |



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Looking back on this year:

FY20 activities were significantly curtailed as the CMD was shut down for six months from March through August of calendar year 2020. Most of our clients did not allow employees to travel nor attend in-person events. Still, the CMD adjusted and introduced new initiatives, including:

- ✚ The formation of an CMD advisory board, consisting of 26 professionals
- ✚ Very extensive use of social media for promoting programs
- ✚ Significant overhead reduction by downsizing 3.0 staff positions
- ✚ The conversion of most programs to a virtual delivery option
- ✚ A sound financial position due to a strong first-half

Looking forward:

Goals for the immediate future include recovering from the COVID crises by expanding programming and sales; addition of new programs including **"Managing a Remote Workforce," "Inclusion and Diversity for Managers;"** expansion of project management certificate programs; increased digital marketing presence, and preparation for moving into Woolsey Hall where the staff and training facilities will be co-located.

Staff:

Gerald Graham, Interim Director
Paula Seiwert, Associate Director

Melissa Donham, Director of Operations
Wilma Hart, Program Coordinator