



HLC Accreditation 2020-2021

## **Evidence Document**

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Academic Affairs      Workforce, Professional and Community Education

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## **Annual Reports FY2017 and FY2018**

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**Additional information:**

The Office for Workforce, Professional and Community Education (WPCE) has responsibility and provides oversight for Commencement, Community Education, Lifelong Learning, Conferences, the Metropolitan Complex, and Workforce Initiatives including WSU badges. WPCE is tasked specifically with bolstering local economic development by connecting regional business and industry; military and government; community and technical colleges; associations and professional organizations and non-degree pursuing students with University resources that can provide high-quality, cost effective, short-term, career-relevant training solutions, as well as academic programs and certifications that meet their desire for enhanced learning and workforce development.

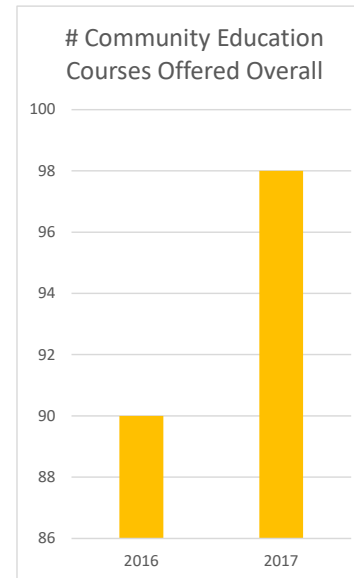
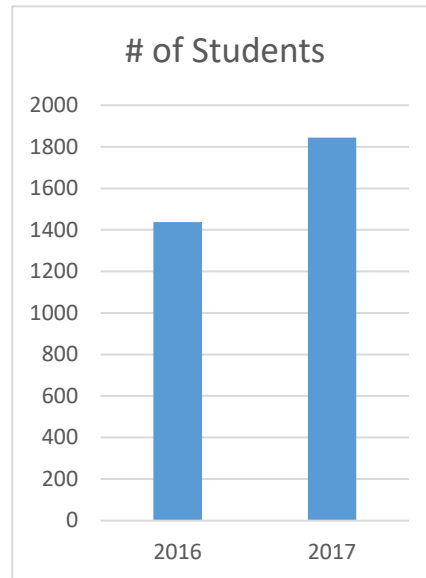


**Workforce Development**

- 4 contract training proposals were developed and 2 were accepted.
- 10 training requests were referred to other content experts.
- Increased the number of badges offered from 16 in the fall of 2016 to 42 in the fall of 2017 representing a 163% increase in offerings.
- Increased awareness of badges. In fall 2016, 98 individuals completed a badge interest form. In fall 2017, 822 interest forms were submitted which was a 738% increase.
- Over saw the implementation of individualized marketing plans for each badge series.
- Launched 17 email campaigns to 101,141 contacts. Emails were opened 14,269 times. page to 348 as of June 2016.



**Community Education**



599 Community Education registrants were new students.



**Eugene M. Hughes  
Metropolitan Complex**

<b>45,002</b>	People who attended events at the Metropolitan Complex.
<b>1,392</b>	Events hosted the Metropolitan Complex.
<b>4,562</b>	Event hours.
<b>1,094</b>	University or University sponsored events held at the Metropolitan Complex.
<b>15%</b>	Increase in people attending events at the Metropolitan Complex
<b>\$144,187.18</b>	Value of complimentary services provided to University Departments.



## Lifelong Learning

Lifelong Learning classes, primarily for students 60+ years of age, were held at five senior centers and residential facilities throughout the city including: Larksfield Place, The Downtown Senior Center, Prairie Homestead Senior Living, Bel Aire Senior Center and Oxford Grand.

5 courses were held in the fall and 3 in the spring with a total of 336 registrants, an increase of 175% over the previous year.

**8**  
Credit Courses

**389**  
Registrants

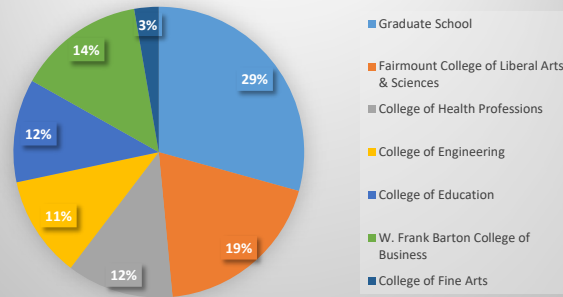
## Key Accomplishments

- ➔ Developed and launched a nationwide marketing initiative for all workforce related credit programs at WSU.
- ➔ Surveyed area employers to identify their training needs.
- ➔ Facilitated the development of new badges.
- ➔ Requested Fall '18 Badge Students complete an evaluation.
- ➔ Regionally expanded the Lifelong Learning program.
- ➔ Increased duplicated badge enrollment by 2,403% and unduplicated enrollment by 1,986%.
- ➔ Increased Fall 2017 Community Education enrollment by 50% from 791 to 1,183.

## Improvement Opportunities (Year 3)

- ➔ Work with the Colleges to create badges based on employer survey results.
- ➔ Identify additional opportunities to utilize market-based tuition and educate faculty, staff and employers on the benefits of it.
- ➔ Increase the visibility of WPCE both within and outside the University.
- ➔ Expand WPCE's role in credit hour production.
- ➔ Implement virtual EMS for scheduling of facilities.

# of Students Participating in 2016-2017 Commencement Ceremonies by College/School



## Conference Office

**1,211**

Social workers and nurses received continuing education toward relicensure through our conferences.

**11,383**

Contact hours awarded to social workers and nurses who attended our conferences.

**4,528**

Individuals who attended our conferences.

**47,982**

Educational programing hours provided by the conference office.

## FY18 Goals

- ➔ Meet or exceed SEM Goals 5.2 and 5.3.
- ➔ Develop a Business to Business marketing strategy for workforce education programs, including contract training.
- ➔ Survey area employers to identify their training needs.
- ➔ Market and increase enrollment in online non-credit community education and workforce education programs.
- ➔ Work with WSU faculty to develop badges that can stack towards meeting the requirements of one or more certificate programs
- ➔ Facilitate the development of two new badges per college.

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**Workforce Development**

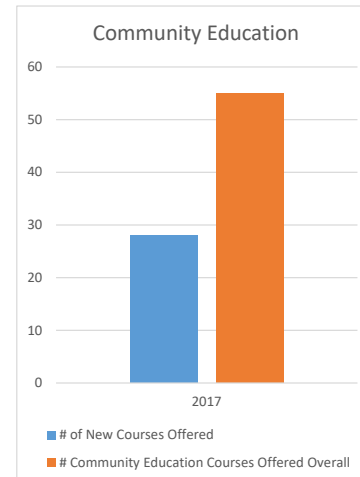
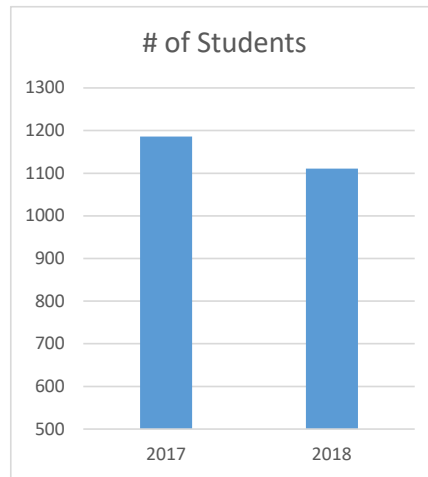


**Community Education**

**MX**

**Eugene M. Hughes  
Metropolitan Complex**

- 3 contract training proposals were developed and 2 were accepted.
- Expressed interest in badges increased by 15.5% from 822 fall 2017 to 950 fall 2018.
- Increased the number of badges offered from 42 in the fall of 2017 to 64 in the fall of 2018 representing a 50% increase in offerings.
- Increased awareness of badges. In fall 2016, 98 individuals completed a badge interest form. In fall 2017, 822 interest forms were submitted which was a 738% increase.
- Badge enrollment increased 44% from 726 enrollments in fall 2017 to 1,045 enrollments in Fall 2018.
- Expanded badge course offerings for high school students from 2 - 12.



❖ **57 Community Education classes were new offerings.**

<b>40,939</b>	People who attended events at the Metropolitan Complex.
<b>1,702</b>	Events hosted the Metropolitan Complex.
<b>6,077</b>	Event hours.
<b>1,339</b>	University or University sponsored events held at the Metropolitan Complex.
<b>18%</b>	Increase in events hosted at the Metropolitan Complex
<b>\$180,651.38</b>	Value of complimentary services provided to University Departments.



### Lifelong Learning

Lifelong Learning classes, primarily for students 60+ years of age, were held at fourteen senior centers and residential facilities throughout the city including: Larksfield Place, The Downtown Senior Center, Prairie Homestead Senior Living, Bel Aire Senior Center and Oxford Grand.

9 courses were held in the fall and 5 in the spring with a total of 942 registrants, an increase of 70% over the previous year.

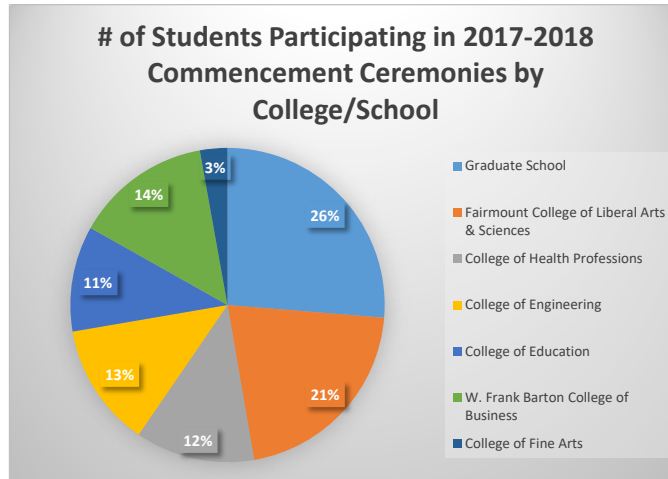
**14**  
Credit Courses

**942**  
Registrants



### Conference Office

<b>1,186</b>	Social workers and nurses received continuing education toward relicensure through our conferences.
<b>10,987</b>	Contact hours awarded to social workers and nurses who attended our conferences.
<b>4,497</b>	Individuals who attended our conferences.
<b>46,865</b>	Educational programing hours provided by the conference office.



### Key Accomplishments

- ➔ Developed and emailed a survey to 2,195 badge students to evaluate their experience taking a badge course and to determine areas of improvement. 155 individuals/7% responded.
- ➔ Evaluated WSU's Commencement processes and ceremonies to create a more student focused experience.
- ➔ Facilitated the development of new badges.
- ➔ Initiated changes to the Community Education program that resulted in the highest fall and spring enrollments in program history. The combined 2017 fall/spring enrollment was 2097. The combined 2018 fall/spring enrollment was 2364, which was an increase of 12.7%.

### FY19 Goals

- ➔ Develop Badge courses that are endorsed by one or more international and/or national professional associations/organizations, which prepare the workforce for certifications.
- ➔ Implement centralized scheduling of non-academic University space.
- ➔ Meet or exceed SEM Goals 5.2 and 5.3.
- ➔ Market and increase enrollment in online non-credit community education and workforce education programs.
- ➔ Develop a marketing brochure for the Metropolitan Complex and distribute it accordingly to increase awareness regarding space rentals and what the building has to offer the community and campus.

### Improvement Opportunities (Year 4)

- ➔ Convert all paper documents to electronic documents utilizing ImageNow.
- ➔ Develop uniform policies and procedures relating to summer youth programs on campus.
- ➔ Increase the visibility of WSU Conference Office both within and outside the University.
- ➔ Create a draft youth program handbook.
- ➔ Update the Metropolitan Complex's technology.
- ➔ Research alternative methods of advertising the Community Education programs.
- ➔ Continue to expand Lifelong Learning Programs and increase the number of senior citizens served.