Academic Affairs  Workforce, Professional and Community Education

HLC Accreditation 2016-2017

Evidence Document

Academic Affairs  Workforce, Professional and Community Education


Additional information: Former name: Division of Continuing Education. The responsibilities and name has changed in April 2015.
The Division of Continuing Education was renamed the **Office for Workforce, Professional and Community Education (WPCE)** in April 2015. In addition to the existing offices, the responsibility for workforce initiatives were added and WPCE’s role within the University changed. Our office serves a range of customers. From youth attending WSU summer camps and senior citizens wanting to continue their education with our new credit courses to those seeking professional training and development, our customer base spans many generations.

The Workforce Office has been tasked 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.

**Conference Office**

- **1,096** Social workers & nurses who received continuing education toward relicensure through our conferences
- **11,630** Contact hours awarded to social workers & nurses who attended our conferences in FY15
- **4,134** Individuals who attended our conferences in FY15
- **49,136** Educational hours provided by our conference office in FY15

**Metropolitan Complex**

**10,887**

Reserved Hours for FY 2014-2015

**Est. Attendance:** 29,578

**Actual Attendance:** 38,934

NEW in 2015:

**Workforce**

Connect all the pieces...

Academic Year 2014 - 2015
Community Education

11 Completely new courses offered for FY15
78 Community courses offered
1,248 Number of registrants in community education classes

67 Audit students (60+ years of age) helped us pilot a new credit course at Larksfield Place Spring 2015 (due to the success, five NEW courses launching Fall 2015)

Key Accomplishments
• Developed and began implementation of a plan to expand and rebrand the Office of Continuing Education into the Office for Workforce, Professional and Community Education, including a budget and timeline for program expansion.
• Surveyed all University offices to identify University training initiatives.
• Developed a Badge Pilot Program.
• Facilitated the development of a credit workshop for senior citizens.
• Evaluated the current marketing plan for community education classes. Implemented new short term initiatives to boost course enrollments.

Improvement Opportunities - Year 1
• Hire staff to support new initiatives. A Workforce Coordinator was hired and began work on July 8, 2015. Based upon available funding, future plans include hiring administrative support for this position.
• Constitute internal and external advisory committees to identify key contacts and training and professional development opportunities in the marketplace.
• Expand the WPCE’s role in credit hour production. During the fall 2015 semester, the WPCE is facilitating digital badge pilot programs which consist of a series of six badges worth 0.5 credit hours each. The WPCE will also be working with NIAR and the University Colleges to explore credit options for short courses and conferences.

Goals for FY16
• Develop a strategic plan.
• Conduct market research on pricing structures.
• Develop and implement a marketing plan for each office.
• Implement a badge pilot program.
• Develop a ticketing system for tracking training requests and referrals.
• Develop a Web-based master calendar and catalog of all workforce training and professional development offerings.

Commencement

Individuals who assisted with Commencement ceremonies:
85 Fall 2014
127 Spring 2015
*Does not include MRC, Performance Facilities, UPD or Arena Staff.
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

- 5 contract training proposals were developed and 3 were accepted.
- 7 training requests were referred to other content experts.
- Launched the Care of Populations Badge Series.
- Worked with the WSU Colleges on development of 16 additional badges for Fall 2016.
- Hired a Marketing and Workforce Education Coordinator.
- In 2016, WPCE engaged in social media including Facebook and Twitter. The office increased “likes” on the Facebook page to 348 as of June 2016.
- WPCE hired LinDigital to create a digital marketing campaign for the WSU badges.

### Community Education

#### # of Students Enrolled in Community Education

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<thead>
<tr>
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<th>2015</th>
<th>2016</th>
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<tbody>
<tr>
<td># of Students</td>
<td>1200</td>
<td>1350</td>
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### Community Education

- People who attended events at the Metropolitan Complex: 38,186
- Events hosted the Metropolitan Complex: 1,184
- Event hours: 4,380
- University or University sponsored events held at the Metropolitan Complex: 1,005
- Increase in building reservations: 22%
- Building user satisfaction rate: 94.29%
- Value of complimentary meeting room space provided to University Departments: $113,191.90

#### Participants represented 29 of 33 City of Wichita zip codes. An additional 41 zip codes outside the City of Wichita were also represented.

#### 360 Community Education registrants were new students.
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, The Kansas Masonic Home, The Regent and Reflection Ridge.

5 courses were held in the fall and 3 in the spring with a total of 191 registrants, an increase of 185% over the previous year.

126 of Lifelong Learning registrants were new students.

Key Accomplishments

- Restructured spring Commencement reducing the number of ceremonies from 6 to 3.
- Developed a strategic plan.
- Conducted market research on pricing structures.
- Re-branded Noncredit Programs to Community Education.
- Developed and implemented a new long-term marketing strategy/plan for Community Education.
- Oversaw the development, marketing and implementation of the Care of Population Badge Series.

Workforce, Professional and Community Education / 1845 Fairmount, Wichita, KS 67260 / 316-978-3258 facebook.com/WSUwpce