

Continuing Education Workshop
President's Dining Room
January 27, 2006
8:30 a.m.-4:30 p.m.

Observations

Mission/Brand/Office Identifier

Establishing a mission statement, brand tagline and PVAMU office name is off to a great start! I was impressed to see how such a diverse group of individuals could coalesce and come to consensus around these areas so quickly.

Suggestions:

1. Tweak the mission statement and brand and begin to build a website framework /graphic images that incorporate the message. Graphic images that reflect the mission but are still in alignment with the overall university mission of teaching, research and service will be critical. Present the final statement, brand and office identifier on a website image to the strategic planning team. I would caution you on getting to far away from faculty because without them you will not have validity and authenticity in your program development. You will be seen as just another fringe operation that has no central core value. I cannot stress this enough. I learned this the hard way with our faculty.

2. Goals: This area needs to be worked on but I think the goals should be fairly general but measurable (approximately 4-6 max). A good example would be, (1) to serve the diverse educational needs of the professional community through active market research and interaction with community partners.... (2) To aid faculty in practitioner based program outreach efforts... (3) To be a revenue generator for the university...

Marketing/Customer Relations Plan

Define our audience/stakeholders? I think we have a better idea of who these audiences include (i.e. social workers, psychologist, juvenile officers, small/mid sized businesses, educators, professional architects/engineers/nurses/health care professionals). At this point I see 4 key internal target areas for program and marketing focus:

- o **Nursing School**
- o **Architecture**
- o **Small Business Development**
- o **Juvenile Justice & Psychology**

** All of these areas of a high degree of economic growth and visibility in the grant/funding arena.

Suggestions:

1. I would have the strategic planning team process through a SWOT Analysis. Mark Hurt is an expert in this area and would be available to conduct a session on this and market research (1/2 day). If you are interested in visiting with him, I can see if he can be available on our next visit to provide you with an overview.

2. You will also need to consider hosting a kick-off or some type of media relations event for this new endeavor. This is down the road a bit but best to start planning for this early. I think some type of press release that announces the office, mission, brand and perhaps several signature/cash cow programs would be appropriate.

Business Process Plan

This area will require some due diligence by a support person. You will need to establish a mechanism for registration, payment system and tracking/fund distribution for programs. The template forms/systems are available for this from our staff.

Suggestions:

1. We probably need to sit down with a budget/business management person and perhaps or contract/legal administrator there at PVAMU and find out where the land mines are and how best to get around them. This is by far the stickiest area that I have encountered in the academic setting. New ideas and old rules don't go well together without prior planning. I would not have the strategic planning team get involved in this area. They need to focus on bring programs to the table and being a stakeholder. This area is truly an administrative area.

2. Establish a service sheet of what you will provide – Albeit limited right now, you will set the parameters for your office and avoid misunderstanding and confusion later.

Curriculum and Program Design Plan

I think "hot button" programs came to surface at the meeting on Friday to include:

- Nursing School
- Architecture
- Small Business Development
- Juvenile Justice & Psychology

A dedicated team working on these areas to develop and/or launch existing programs will be critical over the first 2 years. I would suggest perhaps starting with 2 really great signature programs this year with some smaller cash cow programs (test prep – GRE, TExES PPR online, assessment and evaluation, etc.) to boost your revenue. The cash cow support programs will give you monies to invest in the larger programs.

Suggestions:

1. Get a commitment from team members to begin laying out the program design for 2 signature efforts. Bring these proposals to the whole team for approval and then look at setting a timeline for promotion and launch.
2. Work with us on establishing the cash cows that we already have in CS as transportable units to PV.
3. Begin to solicit faculty from all the colleges for ideas on outreach programs. It might be a good suggestion to get in front of new faculty teams at orientations or during department meetings to pitch your plan and the benefits for them as faculty. The sooner you talk about the CE enterprise as having a real presence the quicker you will build it as a viable enterprise. You do not want faculty to get the idea that you are just a "extracurricular fringe office" or a "free service office". Your services and fees have to be on the table when you pitch the enterprise.

Costs Needs to Operate a Continuing Education Program

Costs to run a CE operation is very much dependent on saavy resource management, willingness of leadership to invest in the enterprise and opportunity.

Suggestions:

1. The closer you can get to a commitment from Dr. Wright to underwrite and endorse your efforts the quicker you will gain visibility and authenticity. I am thinking that this has already been addressed but it is best to make sure esp. when you begin to promote your office

01/30/06 PVAMU CE Follow-up

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STRATEGIC PLAN

FOR THE

OFFICE FOR PROFESSIONAL STUDIES & LIFE LONG LEARNING

This document comprises a strategic plan which is a foundation for business plan for Office for Professional Studies & Life Long Learning. It reviews its strengths, weaknesses, threats and opportunities; presents a series of fundamental statements relating to Office for Professional Studies & Life Long Learning's vision, mission, values and objectives; and sets out Office for Professional Studies & Life Long Learning's proposed strategies, goals and action programs.

Strengths, Weaknesses, Threats & Opportunities

The following are key strengths, and weaknesses which are internal to the program as well as the threats and opportunities which are external to the program in the foreseeable future:

Strengths:

- University Marketability
- Internet technologies
- Marketing capabilities
- Existing CEU courses ready to be used in the program

Weaknesses:

- No current structure in place for program
- Have to wait to hire a Director
- Fragmentation of existing programs
- Financial resources not immediately available
- Lack of identified qualified trainers
- Lack of dedicated training venues
- Lack of dedicated IT resources
- No Dedicated Grant Writer
- No hotel facilities

Threats:

- Distance from key businesses
- Surrounding Universities have strong existing programs
- Distance from Mass Transit
- Need for University Branding
- Changing student and business needs to offer appropriate venues that serve the needs of the target market

Opportunities:

- Segment of population unserved or underserved
- Traffic is favorable compared to Houston
- Service the Rural community
- Accessible location
- Alumni organization

- *Social Responsibility*

Prairie View A&M University will promote active participation in constructive social change through volunteerism, leadership, and civic action on the part of its faculty, staff, and students; further, the University will utilize channels available for influencing public policy on the local, state, national, and international levels.

Business Objectives

Longer term business objectives:

- Position Prairie View A&M University as a source for life long learning for the Southeast Texas area.
- Provide income stream for the University
- Provide a source of future students for the University Undergraduate programs that would otherwise not be able to gain the education through traditional means.

Key Strategies

The following critical strategies will be pursued:

1. Begin the Continuing Education Program with one program from each University entity FY07
2. Define Market
3. Establish a Pricing model
4. Hire Director of CEU by FY07
5. Establish marketing model
6. Define operational structure (CE, Contract Training, Lifelong Learning, other)
7. Define organizational certification requirements (SHRM, MCSE, etc.).
8. Define instructor qualifications (Covey, Blanchard, ISO 9000, MCSE, MOU, etc.).
9. Identify and contract potential instructors
10. Develop curriculum to support the different operational areas
11. Identify dedicated training venues
12. Establish IT support to include training development software, learning management software, internet training access, and laptops and projectors for off-site training.
13. Establish operating budget
14. Establish fiscal plan that will tie into FAMIS in order to support the programs, provide financial aid, establish payroll procedures for instructors, and provide for receiving and disbursing of funds
15. Establish Site licenses computer programs for locations as needed

The following important strategies will also be followed:

1. Canvass local market to determine CEU needs
 1. Local leaders