

Part 1: Division Philosophy:

Columbus State University Continuing Education

Mission: The Division of Continuing Education supports the mission and goals of Columbus State University. The division will extend its programs and services of Columbus State University throughout the university service region in partnership with other entities as applicable. Using the strengths and distinctive mission of Columbus State University as a guide, the division will plan and coordinate programs which will meet the following goals:

Goals:

1. To develop innovative programs, which will serve the diverse and changing needs of the region;
2. To plan and coordinate programs which will foster an appreciation for the cultural diversity of the region;
3. To conduct activities which are responsive to the social, vocational, intellectual, and aesthetic needs and interests of the residents of the region;
4. To cooperate with the academic units of the university to extend the opportunities for higher education beyond the university campus;
5. To offer licensure and certification programs in collaboration with industry and professional organizations;
6. To develop plans in cooperation with public and private agencies, businesses, and industries of the region;
7. To provide programs which will serve the economic development needs of our region and, to manage the resources of the division to achieve the highest level or program quality for the largest number of participants.

COLUMBUS STATE UNIVERSITY
(Continuing Education)
 FY 2004 STRATEGIC PLANNING ASSESSMENT: LEVEL 2 PLANS

Goal*		Planning Initiative	Assessment of Results
Institutional	Unit		
1	2,3,4	Improve front-line customer service in the Rankin Arts Center	Policies and procedures were established and documented. Both new and current employees received training and periodic meetings were held to reiterated procedures and desired behaviors. This process has been established and will be ongoing.
3	1,3,6,7	Conduct market research for Sales and Leadership Institute identifying specific needs within the community.	Ongoing
2,5,8	1	Update Continuing Education's publications for rental business	Postponed to the FY04-05 budget.
1	4	The Testing Center will play a role in Orientation by being present to advise or present information about required testing and other services.	Complete.

* Institutional Goals were established in the University Strategic Plan. Unit Goal addresses the Institutional Goal.

COLUMBUS STATE UNIVERSITY
**(Continuing Education: Turner Center, Rankin Arts Center, CSU Testing Center and Cunningham Sales & Leadership
 Institute)**
 FY 2005 LEVEL 2 PLAN

Goal*		Planning Initiative	Cost	Planned Impact
Institutional	Unit			
4	2,3	Testing Center - Work with the Office of Public Relations and Enrollment Services to improve marketing of services to constituents.	\$1500	Increased revenue and number of students taking tests.
4,9	1 - 7	Implement the 8-stage assessment model for identifying customer needs, targeting market segments, developing programs for new and existing markets.	Existing salaries	Increase enrollment, decrease canceled classes, increase revenue.
4	3	Improve professionalism and effectiveness in order to achieve better recognition within the University, community and the region.	Existing salaries	Increase name recognition, enrollment, and revenue.
3	1 - 7	Launch the Cunningham Sales and Leadership Institute by focusing with priority on contract business and continuing education classes.	\$123,000	Establish mission, goals, and plans to achieve name recognition, build a customer base and establish itself as a leader in corporate training and education.

* Institutional Goals were established in the University Strategic Plan. Unit Goal addresses the Institutional Goal.

Executive Summary

Continuing Education is serving its constituents by reaching into the community through the Rankin Arts Center, the Elizabeth Bradley Turner Center, the West Point Technology and Training Center, and later in 2004 the John Cunningham Sales and Leadership Institute. In addition, we will be sponsoring programs in international locations such as England and possibly Italy, Japan, and more countries.

Our primary focus is to be responsive to the social, vocational, intellectual, and aesthetic needs of the region. We have partnered with such entities as The Columbus Ballet, the Georgia Department of Labor, and our plan is to continue to seek partnerships that serve the training and educational outreach of this region. We will also continue to strengthen the partnership with the academic colleges and divisions of CSU to support their missions and offer assistance in building enrollment, and strengthening their programs as applicable.

The John Cunningham Sales and Leadership Institute will grow and develop as we move in and start programming in October 2004. We will seek to have professional conferences that will draw from the entire region. We will also focus our efforts on the educational needs of businesses in the area of sales, professional development and leadership.

As each continuing education site better determines its customer requirements and as enrollment grows, we will build programs that “bundle” courses together and focus attention on providing CEU’s and certifications to our adult students. We will also research the need for college preparation for middle and high school students to prepare them for college expectations.