



CONTINUING EDUCATION  
COLUMBUS STATE  
UNIVERSITY

# Continuing Education

***Elizabeth Bradley Turner Center, Rankin Arts Center, Testing Center, American English Program, Music Conservatory, Columbus Ballet Conservatory***

## ***Mission Statement***

Continuing Education, a division of Columbus State University, exists to provide educational opportunities that meet the career development and aesthetic needs of our region. Continuing Education extends the benefits of academic excellence to the community by offering innovative, high quality, flexible programs designed to enrich the quality of life and promote economic and cultural development for all people. 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 partnership 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 2006 LEVEL 2 PLAN ASSESSMENT

| Goal*         |         | Planning Initiative  | Assessment and Use of Results   |
|---------------|---------|--|---|
| Institutional | Unit    |  |   |
| 1, 5          | 7       | Research, propose, and build an incentive plan for Continuing Education staff.   | Worked with CSU Human Resources to write job descriptions and discussed salary levels for exempt employees.   |
| 1, 6,         | 1,7     | Update PA system in Founder's Hall to improve sound system with wireless microphones.  | Ongoing   |
| 2,            | 2       | Improve flooring in room 119 to improve space and learning environment.  | Did not request because of other priorities. Will request in future.  |
| 5             | 1,2,7   | Research, evaluate, and improve traffic pattern/parking for students with disabilities to improve access to Turner Center                  | Had Plant Operations build a ramp in back of building and communicated better space to students with disabilities.  |
| 4, 5,6,       | 1,2,6   | Install 6 new computers and purchase software for computer labs to improve outreach opportunities for American and international students. | Achieved the purchase of this equipment and lab is being used to improve speaking and reading skills of international students.   |
| 4,            | 1,2,3,7 | Improve professionalism and effectiveness in order to achieve better recognition within the University, community and the region           | Achieved the reduction in Student Assistants and was able to shift schedules of FTE employees in order to provide better front desk support. Have had 0 complaints since change was made. |
| 4, 6          | 1,2,3   | Implement AceWeb and new web site for all areas.   | The implementation of this software has been a challenge and continues to cause problems for CE. We are currently looking at other possibilities.   |
| 1,            | 1,2,7   | Obtain stage system and additional flooring for rental events.   | Ongoing   |
| 4,5,6         | 1,2,6   | Install/implement computer lab for Testing Center  | The lab has been operational since January 2006. The average number of test takers served in the lab from the January-April period is 24 per day.   |
|               |         |  |   |
|               |         |  |   |
|               |         |  |   |

\* Institutional Goals were established in the University Strategic Plan (2000-2005). Unit Goal addresses the Institutional Goal.

COLUMBUS STATE UNIVERSITY  
**Continuing Education**  
 FY 2007 LEVEL 2 PLAN

| Goal*         |      | Planning Initiative  | Cost                        | Planned Impact (Outcome)  |
|---------------|------|--|-----------------------------|---|
| Institutional | Unit |  |                             |   |
| 1             | 4    | Implement a new registration software program and processes to improve student enrollment and staff productivity | Included in annual salaries | Increase enrollment<br>Increase staff productivity  |
| 1             | 4    | Develop and implement a formalized plan for increasing revenue over the next 5 years                             | Included in annual salaries | Increase revenue<br>Increase enrollment<br>Increase staff productivity<br>Improve diversity of CE offerings   |
| 1             | 4    | Improve Professional Development course offerings through contract training and certificate programs             | \$8000                      | Increase revenue<br>Increase enrollment   |
| 1             | 4    | Testing Center - Explore the possibility of becoming a Pearson VUE testing center.                               | \$7000                      | Administer the Graduate Management Admission Test (GMAT), which serves our future MBA students;<br>Administer other tests (IT) available through VUE testing centers;<br>Partner with Continuing Education to offer related educational opportunities;<br>Generate revenue. |
| 1             | 4    | Testing Center - Become a Prometric testing center.  | Included in annual salaries | Administer tests available through Prometric;<br>Inform Continuing Education or related educational opportunities;<br>Generate revenue.   |
|               |      |  |                             |   |

\* Institutional Goals were established in the University Strategic Plan (2006-2011). Unit Goal addresses the Institutional Goal.

## Executive Summary

Continuing Education (CE) is serving its constituents by reaching into the community through the Elizabeth Bradley Turner Center, the Rankin Arts Center, the American English Program, the Music Conservatory, and the Columbus Ballet Conservatory.

Table 1: Continuing Education enrollment, programs and participant hours July – April; FY06

|                               | Summer<br>2005 | Fall<br>2005 | Winter<br>2006 |
|-------------------------------|----------------|--------------|----------------|
| Number of<br>Programs         | 98             | 97           | 106            |
| Number of<br>Participants     | 1,361          | 1,641        | 1,283          |
| Total<br>Participant<br>Hours | 27,504         | 40,062       | 44,582         |
| CEUs                          | 2750           | 4006         | 4458           |

Table 2: Continuing Education Financial Information July – April; FY06

| Department                           | FY 2006 as of April 30, 2006<br>Revenue |
|--------------------------------------|---|
| American English Program             | \$114,728                               |
| Continuing Education – Turner Center | \$275,564                               |
| Music Conservatory                   | \$149,413                               |
| Rankin Arts Center                   | \$175,813                               |
| Testing Center                       | \$76,839                                |

In

### Partnerships

the fall 2005, CE signed a major contract with Fort Benning Child and Youth Services to be the sole provider of classes for children and families at Fort Benning. Classes began in March 2006.

CE is also partnering with CSG Aviation to offer Ground School portion of private pilot training with CSG Aviation. We have also partnered with Chattahoochee Riverwalk Outfitters to offer canoeing and kayaking classes. Not only are these classes in line with CE goals but it also assists small business with potential growth.

## ***Outreach***

Plaza Comunitaria – In the international arena, CSU Continuing Education has continued to be a site to support and house the Plaza Comunitaria, a partnership with the Mexican government to bring on-line classes to serve the Latino population. Students are able to complete their education, learn to use computers, and improve their English-language skills.

AARP Defensive Driving – We are offering AARP driving courses for senior citizens.

## ***Rental Business***

Rental income is down about 2% from this time last year. Revenue is \$75,793 as of April 30, 2006