



CONTINUING EDUCATION  
COLUMBUS STATE  
UNIVERSITY

## COLUMBUS STATE UNIVERSITY CONTINUING EDUCATION

### MISSION AND GOALS FISCAL YEAR 2007

#### **MISSION**

Continuing Education, a division of Columbus State University, provides life-long learning opportunities for children, teens, and adults in this region.

#### **GOALS**

*CSU Goal 1 – Promote academic excellence at every level.*

1. Develop innovative programs and employ outstanding instructors to serve the diverse and changing needs of the region.

*CSU Goal 1 – Promote academic excellence at every level.*

2. Propel our business forward by being market- and data-driven while being fiscally self-sufficient.

*CSU Goal 2 – Attract promising students; graduate educated citizens.*

3. Develop student-focused programs and processes in order to best serve the target populations.

*CSU Goal 11 – Develop partnerships to address the economic, social, and cultural needs of our region.*

4. Develop partnerships with academic, non-academic, and non-profit entities of CSU and the community.

COLUMBUS STATE UNIVERSITY  
**Continuing Education/Testing Center**  
 FY 2007 LEVEL 2 PLAN ASSESSMENT

Inst. Goal *	Unit Goal *	Planning Initiative	Assessment of Results	Use of Results
1 and 2	2 and 3	Implement a new registration software program and processes to improve student enrollment and staff productivity	<p>Assessed 3 software systems for Continuing Education registration processes. Made choice using USG criteria; installed and went “live” Dec. 1, 2006 with new Registration System. As of April 30, 2007, online registration data is as follows showing an upward trend in external registrations:</p> <p style="padding-left: 40px;">Winter 07 – 23.88%</p> <p style="padding-left: 40px;">Spring 07 – 25.78%</p> <p style="padding-left: 40px;">Summer 07 – 32.93 %</p>	Promoted new system in catalogs and email communications to move more students towards self-registration with less staff intervention. CSU CE has had fewer complaints about software not being user-friendly and the system has not been “down.” Registrations are increasing. Marketing and financial data are being used to improve class offerings.
1	1, 2, and 3	Develop and implement a formalized plan for increasing revenue over the next 5 years	Continuing Education strategized, planned, and wrote a market plan for the future. This includes hiring, program planning, and data analysis. The Business Plan was completed May 2007.	The work that went into the Market Plan included market research, registration data analysis, financial analysis, and assessment of goals, mission, vision, and values. This plan will be monitored, assessed, and modified throughout FY08.
1	1	Improve Professional Development course offerings through contract training and certificate programs	Professional Development courses were researched for strengths, weaknesses, opportunities, and threats of both CSU Continuing Education and the regional competition.	The information gathered will be used to determine the goals for Professional Development education offered by CSU CE.

<b>Inst. Goal *</b>	<b>Unit Goal *</b>	<b>Planning Initiative</b>	<b>Assessment of Results</b>	<b>Use of Results</b>
11	4	Testing Center - Explore the possibility of becoming a Pearson VUE testing center.	The proposed contract and technical specifications were reviewed, and numbers of students applying to the MBA program at CSU were obtained from graduate admissions	It was determined that such an undertaking would not be feasible due to the relatively low number of students needing the exam, and Pearson VUE's reimbursement plan was not adequate.
11	4	Testing Center - Become a Prometric testing center.	Thomson Prometric conducted a market study and determined that our institution would be a prime location for one of their testing centers. Negotiations were handled, agreement was signed, and the conversion took place March 5-19, 2007.	The number of tests offered through Thomson Prometric testing centers is approximately 300. The tests that will advertised are those leading to project management certification, certification of security dealers, admission to medical schools, and medical licensing exams. This will increase the number of test-takers. We will also continue to administer the GRE and TOEFL exams.

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

COLUMBUS STATE UNIVERSITY  
*Continuing Education/TestingCenter*  
 FY 2008 LEVEL 2 PLAN

Inst. Goal *	Unit Goal *	Planning Initiative	Cost	Planned Impact (Outcome)
1 and 2	1 and 3	Develop and implement Kids University by summer 2008	\$15,000	Increase children's enrollment for Continuing Education by 15% Increase income by 20%
1 and 2	3	Develop and document CE standard operating procedures to include a communication plan	\$5000	Decrease internal and external customer complaints Eliminate duplication of efforts amongst staff Decrease operational errors.
1	2 and 3	Assess the operational process including reorganizational structure, staffing, and identifying and correcting gaps in process		Decrease internal and external customer complaints Eliminate duplication of efforts amongst staff Decrease operational errors.
1	2 and 3	Establish a tracking system with process for improvements for our data: financial and marketing	\$5000	Establish what data to track and how to track it. Establish a baseline in order to evaluate and improve marketing and financials. Use data to drive the business by determining new courses, pricing courses,
1 and 11	4	Build programming partnerships with credit side of campus	\$5000	Increase quality faculty for CE.

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**EXECUTIVE SUMMARY  
COLUMBUS STATE UNIVERSITY  
CONTINUING EDUCATION  
FISCAL YEAR 2007**



CONTINUING EDUCATION  
COLUMBUS STATE  
UNIVERSITY

**INTRODUCTION**

Continuing Education at Columbus State University (CSU) is a part of the University System of Georgia. Founded in 1974, Continuing Education is a non-profit organization with income generated through course fees paid by participants, rental fees paid by businesses or individuals for facility use, and contract fees paid by local businesses and organizations for customized training. A lifelong learning organization, Continuing Education serves Columbus, GA and this region. This year, five catalogs containing an average of 125 courses per catalog were produced and distributed to households in Columbus, Phenix City, and outlying areas within the organization's best 20 zip codes along with street distribution through churches, schools, and businesses. Continuing Education's fiscal year runs from July 1 to June 30. CSU Continuing Education has three primary locations: The Elizabeth Bradley Turner Center on campus, the Rankin Arts Center, and the Music Conservatory located at the Schwob School of Music at the RiverCenter. Both the Rankin Arts Center and the Music Conservatory are part of the CSU RiverPark campus.

**MISSION**

Continuing Education, a division of Columbus State University, provides life-long learning opportunities for children, teens, and adults of this region.

**VISION**

To be at the forefront of Continuing Education, in order to enrich our community with a variety of programming for adults and children.

**CONTINUING EDUCATION GOALS** linked to CSU goals

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#### **CONTINUING EDUCATION UNITS**

Continuing Education enrollment, programs and participant hours for FY 2007 July – April;

	Summer 2006	Fall 2006	Winter 2007
Number of Programs	94	132	204
Number of Participants	1954	2434	2658
Total Participant Hours	29,905.50	63,955.10	94,907.25
CEUs	2,905.55	6,395.51	9,490.73

#### **REVENUE**

Revenue for July 2006 through April 2007 is \$1,016,697.13.

#### **AWARDS**

In 2006, the CSU Continuing Education Summer Camp catalog cover design was created by a Harris County High School student. This catalog cover was intended to appeal to the “Generation Y” age group and was honored for excellence in the Best Brochure category by Learning Resources Network (LERN), the international association for lifelong learning. In presenting the award, LERN stated, “This could be what we see on covers for the next 50 years,” and the slogan, *Beat the Boredom*, was noted as a best slogan among all their entries internationally.

#### **RESULTS**

Fall enrollment was up 46% over the previous year. Winter semester enrollment is up 103% over the previous year.