Meeting Minutes

Regents Administrative Committee for Public Service and Continuing Education

May 21, 2013

Agenda
9:30 a.m.   Welcome and introductions   Susan Wirt
10:00 a.m.   Dr. Houston Davis   Dr. Davis
           Linda Noble, Mark Lytle, Felita Williams and John Sizemore also attended.
11:30 a.m.   Break/Networking
11:45 a.m.   Lunch
1:00 p.m.   Business meeting
1:30 - 3:00 p.m.   Planning for CE future:
                        ☐   Complete College Georgia details
                        ☐   The USG Adult Learning Consortium
                        ☐   MOOC providers (Coursera, EdX, Udacity). How is the
                      landscape being shaped?
3:00 – 3:30 p.m.   Round-up/Wrap-up

Attendees: Nelson Baker, Barbara Calhoun, Caro Cassels, Debbie, Christian, Tamara Grooms,
Julie Halter, Anna Holloway, Denise Logan, Denise Moore, Jane O'Gorman, Barbara Price,
Rachel Robinson, George White, Artis Williamson, Janet Winkler, Susan Wirt and Karen
LaMarsh.

Initial discussions showed concern about the viability of CE, current funding, economic impact,
more partnerships with campus (assistance with enrollment services), corporate sponsorships,
and marketing efforts. Everyone agreed to insert comments or ask questions in response to Dr.
Davis statements.

L Noble joined the group and was asked about an update about online courses/distance education
and negotiations between states. She asked J Sizemore to join the meeting to address the
questions. The group agreed that CE would follow their institutions' policy.

When Dr. Davis, M Lytle, F Williams and J Sizemore joined the group, everyone introduced
themselves – name, title, institution.

Dr. Davis – Referenced the work done that Jim Pappas is doing at University of Oklahoma CE.
He also talked about the blurring of lines between credit and non-credit programs. After the
discussion with S Wirt and N Baker in December 2012, Dr. Davis requested that Economic
Development/CE be moved from the External Affairs to Academic on the USG website. This has
been done.

He believes that there will be a blurring of the lines between credit and noncredit. "Economic
development overshadows everything." Should there be some discussion between RACAA and
RACPSCE? There may be a policy nexus and we need to embrace it.

New resources – new activity – human capital emphasis

We need to set up people to create lifelong careers. Academic must talk about workforce development. This is a must! There is potential – units with pockets of credit, we need to start that conversation. (Felita - put that on list.)

There are 31 CCG plans – what assets are in CE?
"There is a national trend grounded in research. RACPSCE is a valuable RAC group and you need to be included. I will keep you informed."

There was some discussion about modern policy and procedure, function, roles and scope and CE being visionaries.

Dr. Houston introduced Mark Lytle, VP Economic Development for USG.

USG has three priorities: Footprints of influence
Complete College Georgia
Economic development – Look at what we contribute and pull folks together
Efficiencies

We need economic sustainability and create an educated workforce. This is why companies come to the state. They need employees who have knowledge and can accomplish tasks.
His initiatives:
1. Role is to bring incredible USG talent to community development, business intention, inventory assets. USG is uniquely positioned for a growth opportunity and to deliver knowledge workers. Need to identify specific programs that will benefit companies.
2. Drive, not just support, the economic development using the perspective from business community.

The advantage of CE is that it is not credit-based. We need to be proactively marketing – Get in front of the companies. They do not even know you exist. He requested a list of companies that we work with. He also asked for catalogs.

He stated that more than 30% of visits to the state are foreign projects. We need to support resources like the electric companies.

Discussion:
Write course descriptions so that the outcomes are clear. He suggested identifying job descriptions and the skills needed leading to the programs that would meet these needs.

Can CE do Quickstart? Maybe, but probably not the same level. What could it be?

Should we develop a standard curriculum? Metro Atlanta Chamber and collaboration of businesses have identified the following skills needed:
- Communication
- Leadership
- Organizational skills

- Problem-solving
- Business writing
- Quality customer service

CE needs a collaborative message that we can meet real needs and we have to market. Who represents CE at these meetings? USG has a representative, Greg King, to sit at all prospect meetings.

How do we link to those unemployed?

Need to do an asset inventory for government partnerships – they need to know what we offer.

USG provided leadership in CEU policy

What will resonate in people? What is in it for them?

USG will be refocusing academic approval process. It will be based on needs. We need to strengthen the dialogue and help faculty. We will are looking at an integrated review process that looks at budget reports and programs in a team approach with the President and two VPs. There is a new expectation. We need big picture talk.

In 2009, there were some articulation agreements with CE units. How were they manifested? They were not. Are they some similar programs across the units? Some might be project management and Global TESOL (Teaching English to Speakers of Other Languages).

You have to get the story out. Use YouTube.

Maybe we could meet with the VPAAs to raise the awareness of CE.
We have to connect to the USG website. Messaging has to be apples to apples – numbers, telling story.

At this point, S Wirt asked that we wrap up the discussion and determine our take-aways from the meeting with our five special guests.
        We need to take an organizational approach.
        Be student-centered – look at CE activity that could lead to degree completion, such as PLAs and co-listing courses. What can we do in the area of PLAs?
        Review Regent's policies -higher education is evolving and the policy should be a dynamic living thing. Policy Review Task Force will take a look at PLAs – they are front and center. We are digging into it. Quality assurance is very important. Need to use ACE credit. We need to start the conversation about coming to an agreement across the system with credit that is transferable and the conversion. What about Organizational Leadership with e-learning? Someone needs to develop the content. It was suggested that a template be created and used by a small number of institutions. Deliver content by charging for assessment, use faculty to help determine learning outcomes and assessment.
        Must develop and inventory of programs and successful testimonies.

Distance Learning Update:

There is an agreement in the works through SREB (16 states of which 14 have signed agreement). At this time, we must abide by each state's approval protocol for online to be offered in that state. Each institution has a POC, point of contact, who keeps up-to-date with state authorizations. A national agreement is being developed through SRA (47 states). Alabama the most difficult. What about third party vendors, such as Ed2Go? They award own CEUs and certificates. J Sizemore checking on this.

Business Meeting:

Minutes from the December 13, 2012 meeting were approved by D Moore and seconded by N Baker. They are ready to be submitted to F Williams.

S Wirt submitted nominations for officers for new year – A Williamson for Chair, K LaMarsh for Vice-Chair and D Logan for Secretary. S Wirt will serve as Past Chair. G White made a motion to approve and J Winkler seconded it.

Lots of good information shared today and the dialogue has begun. We debriefed the meeting.
- Completion Initiative
- Economic Development
- Adult Learning Consortium
- Prior Learning: How to assist students to articulate from CE courses to meet the requirements of credit programs. For example: PHR/SPHR to business/management degree seeking
- Create programs that faculty have helped designed that then moves them into a degree program
- Mark L. identified: Soft skills: Communications, Leadership, Organizational skills, Problem Solving, Business Writing, Quality Customer Service
- Pick one that we develop the curriculum on one of the above so that everyone can benefit
- 2 factors:
    1. Business Model—who benefits, who contributes?
    2. Faculty Governance
- What can CE put together that would allow USG CE to improve completion rates at each institution?
- Non-traditional (aka, post traditional student) – help with completion rate?
- Can USG CE be the Adult Learning portal?
- High school students needing a career pathway (those not ready for college)
- USG CEs Work together
- Open minded at the system level. Good opportunity for us to make this look like we want it to.

- Policy change---huge component. It is being reviewed—out of date policies that don't work.
- Is there a way that CE can work better together with the Technical College system. They (Tech schools) help them get the job, we help them keep their jobs. Customized training; higher level. How do we complement with the Tech Colleges: Not compete
- Drive the knowledge economy. Economic development
- Task: How can we get our CE programs approved for CCG?
    Define what programs we will submit
    Have a system-wide curriculum?
    How will we track students?
    Determine what the process is to get programs approved.
    How else can we fit into the role of benefiting the CCG for each institution?
- "Unbundle" services
- Gather policies that prevent us from offering programs for CCG.
- Executive policies that have been approved ---provide to Houston, Linda, and Mark
- Telling our story—who else needs to hear? People like Greg King?
- Task: What is our brand? What is our elevator speech? How do we market?
- What kind of status report do we want give to Mark?
- Invite Greg King to a future meeting---Nelson Baker will invite
- Put together a 1-pager for Mark to know what we currently offer.
- Integration across Distance Learning, Economic Dev, Academics, CE.
- Develop a rack card touting the virtues of CE
- CE Consultant who helped with economic development
- Facilitation of the content; Not the delivery of the content for remediation
- "Be student centered instead of institution centered." Houston Davis
- Task: Do we want to standardize/develop/communicate our CEU processes? Do we need to offer training? How do we help new Directors/Programmers, etc.   Do we need to visit others?
    1. Sharing job descriptions
    2. Policies and Procedures
    3. Network for "like" people
    4. Network for vendors to use/not use
    5. Network for external "think tanks"
    6. How do we report to? What are the advantages/disadvantages?