Faculty Senate
Committee on Continuing Education
Meeting Minutes

Committee Members: Terence Bowers (English), Aaisha Haykal (Library, Chair), Christine Moore (Computer Science), Rafael Teixeira (Supply Chain and Information Management), Ashley Walters (Jewish Studies), Simon Lewis (English, Speaker of the Faculty, ex-officio), and Mark Del Mastro (Provost Office, ex-officio)

Guest: Alan Kleinfeld (Lowcountry Graduate Center)

Date: April 26, 2022
Time: 10:00 AM
Location: Via Zoom

Meeting Minutes
This was the last meeting of the academic year.

The committee reviewed the existing report and denoted that committee members would provide final feedback on the report by May 9th and then the chair would format the report and send it out to the committee.

New committee leadership was chosen

- Chair: Rafael Teixeira
- Secretary: Ashley Walters

The committee thanked outgoing chair, Aaisha Haykal for her service.
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Guests: Alan Kleinfeld (Lowcountry Graduate Center), Michelle Futrell (School of Business), and Yu Gong (Physics and Astronomy)

Date: April 12, 2022
Time: 10:00 AM
Location: Via Zoom

Meeting Minutes
The discussion was about the survey report and the updated data due to new submissions.

The committee members are asked to review the draft via the comment feature by April 18th.

Regarding the inclusion of the revenue, we could ask Michelle Smith (institutional research) and/or Treasurer (Phillipa or Dawn Willian).

Discussion about the SOTA Artists Certificate - it is more a mentorship opportunity than specific courses.

The chair of the committee sent a message on April 11th to request a meeting with the Provost to go over the survey but have not heard back.

Next meeting will be on Tuesday, April 26th at 10am
Committee on Continuing Education
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Guests: Alan Kleinfeld (Lowcountry Graduate Center) and Michelle Futrell (School of Business)

Date: March 22, 2022
Time: 10:00 AM
Location: Via Zoom

Meeting Minutes

The objective of the meeting was to discuss the survey results and the structure for the report. Below is the proposed outline for the report.

1) Introduction
   a) History of Committee (AH)
   b) History of CE (AH)
      i) How it has evolved
      ii) Role of Marketing
      iii) Lowcountry Graduate Center-fund and market offerings to the field/community - graduate certificate programs (AH)
      iv) Role of registrar/admissions
   v) Inventory of what is now
      (1) Riley Center
      (2) Professional activities in SOB and EDU (Michelle)
   c) Definition of CE at the College

2) Survey
   a) Process
      i) Who the survey was sent to?
      ii) How it was developed
   b) Results
      i) Demographics-participation information (how many people did it go to?) -AH and MDM
(1) Acknowledged that the survey results are from the College perspective not necessarily from the users or stakeholder

(2) Comments from survey (RT)

3) Conclusions (AW and RT)
   a) In-person preferred for courses
   b) Financial incentives for faculty are a bigger driver than service credit
   c) Business processes are complicated
   d) Consensus around CE at the College
   e) There is demand for CE in the community
   f) Need for better market opportunities
   g) Most people are seeking opportunities for career enhancement or skills
   h) There are some folk interested in personal enrichment

4) Options/Future/Recommendations
   a) Scenarios (RT)
   b) Workflow/Processes (RT and AH)
   c) Recommendations (TB)

The plan is to submit the report by May 15th and then to distribute to the Faculty Senate in the Fall 2022

Next meeting is TBD
Meeting Minutes

The committee had three guests attending this meeting Alan Kleinfeld, Michelle Futrell, Marcia White and allowed each of them an opportunity to explain their units/departments and their relationship to continuing education.

White noted that she and her department maintains the continuing education webpage and any updates should be sent to her. The campus marketing department relies on individual departments to let them know what is coming up and what should market. White denoted that the unit is made up of two separate units, the 1) University Marketing/Enrollment Planning, which coordinates undergraduate and graduate recruitment and graduate and 2) University Communication, which reports to president and they communicate to external stakeholders and promote on-campus events. The department would promote/market a workshop based on the objective of the program. However, right now the College is prioritizing areas of growth, such as transfers and graduate school programs. Continuing education could be a priority if it was connected to revenue and if there was an audience for this.

Kleinfeld noted that he recently took the position as the Director of the Lowcountry Graduate Center (LGC), the previous director was Nancy Muller. He noted that the LGC reports to the Provost at each of the three partner institutions (MUSC, Citadel, and CofC), but CofC is the fiscal agent. Additionally, a new Memo of Understanding is being developed between the three schools. The LGC markets the continuing education and graduate programs at all three schools. Kleinfield is working on outreaching to business to see what their needs are. The LGC has an
Opportunity Fund, to support program/course development. As far as he knows, there has not been a way to track how many students use the LGC to find out about the programs.

Futrell provides oversight of professional studies (a degree granting program) within the School of Business. Additionally, she coordinates any custom workshops and course that businesses request. One of the popular programs is the Project Management certificate, which can be taken by degree and non-degree seeking students. The custom courses are self-supporting, and each have their own budget line (at least 4 to 5 courses a year) and may happen on the weekend. However, there is no dedicated staff committed to continuing education. Futrell noted that a committee to review courses would be helpful, but not for one-time sessions.

There was a short discussion about the survey results.

There was a suggestion to invite legal to the April meeting.

The next meeting would be on March 15th at 10am.
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Guests: Tom Buchheit (Interim Registrar) and Dr. Kameelah Martin (Dean, Graduate School)

Date: January 19, 2022
Time: 10:00 AM
Location: Via Zoom

Meeting Minutes

The committee received an update from Del Mastro regarding the status of the Ed2Go contract from Dr. Martin. The email stated that

As of last week [the week before November 9th] the termination letter was emailed and sent via courier to Ed To Go. The termination date for the contract is December 15th. Our account manager with Ed To Go has requested a meeting to discuss the details prior to the final termination of our account. That meeting is pending, but I believe all is in order for the contract and coursework to be discontinued by the close of the semester.

The committee reviewed the current outline of the survey and that it will be ready to send out on February 1st. Del Mastro will send it to the deans, chairs, and department head and Lewis will send it out via his Speaker of the Faculty newsletter. The survey will close on Feb 11th at midnight.

In preparing for the survey the survey subcommittee found out the policy approved in 2010 for Policies for Non-Credit Programs

Buchheit as the Interim Registrar was invited to respond to some questions the committee had about record keeping. He noted that continuing education courses are not on the transcript and that it is handled outside of this process and he was not clear on how many students or courses are offered for continuing education. Regarding the Seniors 60+ program, these individuals are considered CofC students, so they have transcript. Additionally, a person must be a member of the CofC community to audit a course.
Del Mastro was reviewing his correspondence and found a 2017 memo from former Provost McGee to Edward Hart, who was the chair of the Department of Music regarding the department’s Artist Certificate Program. This memo outlined the history of the program and indicated that the program should continue, but there should be oversight and review of the program by the then Faculty Senate Committee on Graduate Education, Continuing Education, and Special Programs.

Further discussion was had about the role of the committee in the review of continuing education offerings, including developing policies and standards and criteria for the courses. The committee also denoted that it needs to update the current website for continuing education, but no one knew who was responsible for this upkeep.

Dr. Martin denoted that the School of Education’s Professional Studies is standalone and not a part of the graduate school, they only hold the records for the students.

The committee discussed the different types of continuing education, specifically ones that involved travel or external consultants. This may be a question for the CofC legal department. Potentially invite someone from legal affairs and Marcia White from Marketing to our next few meetings.

The next meeting will be held on Tuesday, February 15 at 10am. Agenda item would be to review non-credit policy document listed above.
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Date: November 9, 2021
Time: 10:00 AM
Location: Via Zoom

Meeting Minutes
The meeting began with a review past business, specifically a discussion about the status of the Ed2Go contract.

Del Mastro emailed legal on 10/12 and they responded on 10/12 that they completed the review in August and forwarded cancellation instructions back to Dr. Martin at that time and that she responded that she would be following up with the Provost regarding the matter. On 11/9 Del Mastro emailed Dr. Martin about status, we will hear about any updates at the next meeting.

Haykal provided an update on the work of the survey subcommittee and shared the current outline of the survey. By the next meeting she will set up the Qualtrics survey. Teixeira showed slides regarding the potential business model for continuing education.

The survey will be sent out with a response time of two weeks in the beginning of the semester.

The committee discussed the need to invite the Registrar and the Dean of the Graduate School to the meeting to discuss their departments and continuing education.

Next meeting will be held on January 11th at 10 am.
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Date: October 12, 2021
Time: 10:00 AM
Location: Via Zoom

Meeting Minutes
The meeting was called to order and the members reviewed the meeting notes from the August 2021 meeting with the Provost.

The chair provided several resources about why continuing education is important and are listed below.

- [https://westmoreland.edu/academics/continuing-education/continuing-education-survey.html](https://westmoreland.edu/academics/continuing-education/continuing-education-survey.html)
- [https://www.columbiasouthern.edu/blog/april-2021/continuing-education-and-professional-development/](https://www.columbiasouthern.edu/blog/april-2021/continuing-education-and-professional-development/)

The committee then discussed what would be the objectives and goals for the year

- **Edit website/ Inventory continuing education currently**
  - “The listing on the [current continuing education web page](https://moderncampus.com/blog/2021-state-of-continuing-education-survey-highlights-growing-engagement-gap.html) is out of date, incorrect, and misrepresents the programs listed”
- **Check Status of Ed2Go**
  - “The Ed2Go contract started in 2013, but there is no oversight of the 700 courses and we do not know the quality of these offerings. The College’s legal department is now reviewing the contract.” (MDM, will reach out)
• Review models of continuing education at other smaller institutions
• Survey faculty about continuing education

Most of the meeting discussed what the survey would look like and what type of information we want to get from the survey. A subcommittee (Bowers, Haykal, Moore, and Walters) was developed to develop survey instrument, Walters was assigned to work on a definition of continuing education and Teixeira was assigned to develop information about compensation and revenue.

Next Meeting was set for November 9th at 10am
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Guests: Suzanne Austin (Provost) and Kameelah Martin (Dean of Graduate School)

Date: August 17, 2021

Time: 2:00 pm

Location: Via Zoom

Meeting Minutes
Meeting called to order at 2:00 p.m.

Committee members and guests introduced themselves

- Overview
  - Haykal provided an overview of committee and how we came to be in this space
  - Lewis outlined the importance of this conversation because we want to make sure that the Faculty Senate committees have a purpose and have work to do.

- Importance of Continuing Education
  - Regarding the importance of the committee Austin noted that faculty oversight of the continuing education offerings is needed and needs to be aligned with the College’s strategic plan. The commitment to continuing education should come out of the individual Colleges. She noted that the Schools of Education and Business have continuing education courses due to their accreditation needs.
  - Need to differentiate the difference between community engagement and continuing education

- Committee Placement
  - Should the committee stay as a stand-alone committee, merged with Academic Planning or Graduate Education Committee? Let’s take the year to determine this
The Academic Planning Committee, according to Del Mastro, has led in doing good oversight of academic plans at the College with reviewing proposals and other curriculum needs.

Martin was not sure if the Graduate Education Committee would be the best place; she will have to reflect and review.

Should a committee be responsible for reviewing both credit and non-credit bearing proposals? Splitting this may be the best, but the report will help.

Are we an oversight committee?

Current Offerings

- The listing on the current continuing education web page is out of date, incorrect, and misrepresents the programs listed.
- The Bachelor of Professional Studies is now under the School of Business and General Studies program is under Humanities and Social Sciences.
- The Ed2Go contract started in 2013, but there is no oversight of the 700 courses and we do not know the quality of these offerings. The College’s legal department is now reviewing the contract.
- English Language Institute no longer exists at the College.

Questions

- What are we supposed to be monitoring? (Bowers)
- What is the mission of continuing education? (Bowers)
- What emphasis does continuing education have on campus? (Austin)
  - Austin noted that yes and should be self-sustaining.
- What role does auditors have in continuing education? (Walters)
- Do we want to have continuing education in-person or online? (Moore)
- Update website? Who edits the page?
- What types of continuing education do we want to over? Conference? (Lewis)
  - Austin noted that we currently do have not infrastructure.
  - Potential smaller efforts such as a lecture series-subscription.

Next Steps

- Review models of continuing education at other smaller institutions
  - James Madison
  - Coastal Carolina
  - Georgia Southern
- Survey faculty about continuing education as well as auditors (how many take the courses, who has this information (the registrar), what are their interests are)?
- Inventory continuing education currently and need broad coordination.
- Potential report completed by April 2022.

Action Items
- CE committee review next steps and have meeting in early September to delegate tasks
- Schedule a meeting with Martin and Austin for early December to review progress

Meeting adjourned at 2:40 p.m.