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)

Guests: Alan Kleinfeld (Lowcountry Graduate Center), Michelle Futrell (School of Business), and Marcia White (University Marketing and Communication)

Date: February 15, 2022
Time: 10:00 AM
Location: Via Zoom

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 denoted 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.