

Executive Summary

Blueprint for Academic Excellence Continuing Education AY2021-2022

Highlights

The Office of Continuing Education and Conferences, the noncredit unit of the Office of the Provost, continues to expand the scope, depth and breadth of our outreach and engagement programs through personal and professional education and training and conference services.

This blueprint spans a successful yet challenging set of years for CEC, each presenting myriad opportunities for reflection and growth. In October 2019, the department's longtime (10 year) director departed for a new institution. In March 2020, the world as we knew it changed as the global pandemic reached Columbia. In October 2020, a new director joined our team. This document captures the recent triumphs, unique challenges, and possibilities ahead for each of the areas under the CEC umbrella.

Mission Statement

The Office of Continuing Education and Conferences supports the University of South Carolina's mission of outreach and engagement by providing noncredit opportunities through personal and professional education, university test preparation, CEU documentation, conference and event services, and pre-university academic youth programs.

Vision Statement

Community: We actively engage and collaborate with community partners in education and outreach.

Diversity and Inclusion: We create and sustain an inclusive and diverse environment, demonstrating in word and deed our commitment to valuing and supporting each other and those whom we serve.

Impact: By providing support services, we help expand inquiry, discovery and dissemination of information throughout the state of South Carolina and worldwide.

Integrity: We adhere to the highest standards of honesty, fairness, stewardship and professional ethics.

Learning: Students are the foundation of the university. Through collaboration with faculty and experts in the community, we coordinate dynamic educational and experiential opportunities for learners of all levels and ages.

Values Statement

To provide value-added expertise to improve the university's programs and services in partnership with academic and administrative units of the university, as well as the greater community.

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Goals - Looking Back

Goal 1 - To provide pre-university educational opportunities to students in grades 5 - 12 to support readiness, career direction, and impact their decision to attend college and UofSC.

Goal Statement	
Linkage to University Goal	<ul style="list-style-type: none"> • Attract, inspire, challenge and enable our students to become innovative thinkers and transformative leaders. • Create new pathways to research excellence to become AAU eligible. • Harness the power, attributes and institutional diversity of an integrated and interoperative university system that enhances access, success and affordability for every eligible SC student.
Alignment with Mission, Vision, and Values	While we can only show a correlation between attending one of our pre-university programs and matriculating to the university, we know spending time on a campus does make a difference when deciding which university a student will choose.
Status	Progressing as expected (multi-year goal)
Action Plan	<ul style="list-style-type: none"> • Offer new and innovative courses and identify faculty to teach them. • Offer 3-4 new topics for Duke TIP Academic Adventures and Carolina Master Scholars Adventures series. • Continue to provide support services to outside organizations wishing to run youth programs at UofSC. • With assistance from University Creative Services, launch new marketing campaign for Carolina Master Scholars Adventures series.
Achievements	<ul style="list-style-type: none"> • Prior to March 2020 and the arrival of COVID-19, we were prepared to offer new and innovative courses, had identified faculty to teach and selected new topics to cover. • In collaboration with Communications & Public Affairs, we created a new theme for Carolina Master Scholars Adventures series and kicked-off a marketing campaign. • As summer 2020 approached, we'd received 175 enrollments for Carolina Master Scholars with a projection of 20 of the 22 classes reaching maximum capacity. • Unfortunately, all summer programs were canceled due to health and safety concerns related to the global pandemic.
Resources Utilized	<ul style="list-style-type: none"> • Participant fees • Personnel

Goals - Looking Back

Goal Continuation	We intend to continue to implement new and innovative courses, identify faculty to teach, and propose/develop new program topics to cover. We will carry our new marketing campaign into the next academic year (and beyond).
Goal Upcoming Plans	Our current plan is to conduct virtual and in person camps with the proper risk, health, and safety protocols in place.
Resources Needed	<ul style="list-style-type: none">• Participant fees• Personnel• Marketing
Goal Notes	

Goals - Looking Back

Goal 2 - To provide test preparation courses that better prepare students for college and graduate school admissions and obtaining scholarships.

Goal Statement	UofSC provides GRE, GMAT, LSAT, PRAXIS, SAT, and ACT test preparation courses in face-to-face and online instructor-led courses. To help students become familiar with the standardized testing process, UofSC also offers free test prep strategy workshops.
Linkage to University Goal	<ul style="list-style-type: none"> • Attract, inspire, challenge and enable our students to become innovative thinkers and transformative leaders. • Create new pathways to research excellence to become AAU eligible. • Harness the power, attributes and institutional diversity of an integrated and interoperative university system that enhances access, success and affordability for every eligible SC student.
Alignment with Mission, Vision, and Values	UofSC understands the importance of success on standardized tests which can be a major component for a student to gain admission into the college or graduate school of choice and in earning important merit-based scholarships.
Status	Progressing as expected (multi-year goal)
Action Plan	Determine the feasibility of offering additional test prep courses for other exams. Explore other service providers for these exams (e.g. MCAT).
Achievements	<p>We secured curriculum providers allowing us to offer test prep for the MCAT, DAT, OAT, and PCAT.</p> <p>In January and February 2020, our in person courses ranged from 14 to 30 individuals. We were projected to continue this trend throughout the spring 2020 semester. However, due to the global pandemic, we were forced to cancel in person courses and issue refunds. We also lost valuable traction in marketing due to the absence of students on campus and the cancelation of a printed student newspaper.</p>
Resources Utilized	<ul style="list-style-type: none"> • Participant fees • Personnel • Marketing
Goal Continuation	We will continue to provide test preparation courses to better prepare students for college and graduate school admissions and obtaining scholarships.
Goal Upcoming Plans	We will continue to make adjustments due to COVID-19, including online course offerings and reduced-capacity in-person courses. Additionally, we are exploring the possibility of moving our marketing efforts under the same umbrella as our personal interest and professional education initiatives.
Resources Needed	<ul style="list-style-type: none"> • Participant fees

Goals - Looking Back

	<ul style="list-style-type: none">• Personnel• Marketing
Goal Notes	We will continue to monitor the trend of waived testing requirements for university admissions at institutions across the nation. It is unclear at the time if this trend will greatly impact our unit -- as the vast majority of undergraduate, graduate, and professional schools are still requiring entrance examinations.

Goals - Looking Back

Goal 3 - To provide logistical support to UofSC faculty and staff for outreach and educational programs.

Goal Statement	To provide essential meeting planning services that enable faculty to showcase their research and reduce logistical burdens that can easily distract from research and scholarship.
Linkage to University Goal	<ul style="list-style-type: none"> • Attract, inspire, challenge and enable our students to become innovative thinkers and transformative leaders. • Create new pathways to research excellence to become AAU eligible. • Harness the power, attributes and institutional diversity of an integrated and interoperative university system that enhances access, success and affordability for every eligible SC student.
Alignment with Mission, Vision, and Values	Conferences and events with an academic focus affirm the university's mission of sharing research and responding to statewide, regional and national demands for educational resources and professional expertise. These programs showcase the university and bring prestige and recognition to its faculty.
Status	Progressing as expected (multi-year goal)
Action Plan	Continue to respond to and track all leads. Educate campus community regarding new University Policy ACAF 3.17 regarding conference related-activities.
Achievements	We began the process of securing a new major international client. We assisted with the launch of four new university conferences/programs. We helped clients navigate COVID related issues to include planning for 2021, transitioning to virtual programs, re-negotiations, and hybrid events.
Resources Utilized	<ul style="list-style-type: none"> • Personnel • University systems like Touchnet, Wordpress, Peoplesoft, etc.
Goal Continuation	Continue to build a presence within the campus and Columbia communities. Officially launch a virtual conference package to assist clients with fully virtual and hybrid events.
Goal Upcoming Plans	
Resources Needed	If business continues to increase, additional staff may be needed.
Goal Notes	Beginning in March, we saw cancelations of all conferences through summer 2020. While a number of conferences rescheduled for 2021, there were a handful that had no choice but to completely cancel or move to a virtual format. We learned that there was a dire need to offer a virtual conference package to better support our campus partners as well as our own internal revenue. In addition, it became clear that it was time to review current technology utilized and systems/resources needed.

Goals - Looking Back

Goal 4 - To serve as the designated department at USC Columbia managing the issuance of Continuing Education Units (CEUs) and noncredit certificate programs.

Goal Statement	Continuing Education and Conferences issues CEUs (except law, medicine, nursing and pharmacy) on behalf of the university.
Linkage to University Goal	<ul style="list-style-type: none"> • Attract, inspire, challenge and enable our students to become innovative thinkers and transformative leaders. • Create new pathways to research excellence to become AAU eligible. • Harness the power, attributes and institutional diversity of an integrated and interoperative university system that enhances access, success and affordability for every eligible SC student.
Alignment with Mission, Vision, and Values	Noncredit conferences, workshops and symposia showcase the university and bring prestige and recognition to its faculty. Documentation of these programs through the issuance of CEUs serves participants to document their continuing education activity for professional development and licensure.
Status	Progressing as expected (multi-year goal)
Action Plan	Continue to serve as the clearinghouse for CEUs and noncredit certificate programs. Provide resource information to new program coordinators.
Achievements	<ul style="list-style-type: none"> • We continue to meet our five-day turnaround deadline for the SC Board of Cosmetology and LLR, but not without struggle due to staffing issues. • Since increased responsibility for data accuracy was placed on continuing education providers, the information supplied to LLR has grown increasingly accurate and there have been little to no rejections from their system.
Resources Utilized	<ul style="list-style-type: none"> • Filemaker • Printing Services and office printing • Personnel <ul style="list-style-type: none"> ◦ Hired a dual employee to help write scripts for our database.
Goal Continuation	Respond to participants' needs during the busy renewal period of our largest CEU client - the SC Board of Cosmetology.
Goal Upcoming Plans	Working with IT staff and LLR, we began revamping our CEU database. LLR and UofSC began putting increased responsibility on continuing education providers of cosmetology, nail tech and esthetician courses to provide accurate data regarding participants.
Resources Needed	<ul style="list-style-type: none"> • Personnel <ul style="list-style-type: none"> ◦ The CEU team was restructured in 2019 in preparation for a substantial change expected by the SC Board of Cosmetology. The change, dropping the number of continuing education hours required of licensees from 12 to 4, will be implemented after the

Goals - Looking Back

	<p>2021 renewal period. The initial restructure included adding an additional part-time temporary employee, bringing the CEU staff total to two part-time and one full-time. In addition, plans were made to transition away from student assistants following the 2021 renewal period.</p>
Goal Notes	<p>Due to the global pandemic, we had to create a virtual process for sponsors to offer CEU courses as well as a safe way to get the information to our team for processing.</p> <p>There is still work that needs to be completed in the CEU database. This work was put on hold due to COVID 19.</p>

Goals - Looking Back

Goal 5 - To provide professional education and personal interest programs to adults to gain new skills to enhance their professional and personal lives or start a new career.

Goal Statement	UofSC offers a variety of personal interest and professional education short courses and noncredit certificates in Lean Six Sigma , Paralegal Studies , Grant Writing and Project Management . Each certificate program offers valuable professional education that can launch students into a new profession or enhance an existing one.
Linkage to University Goal	<ul style="list-style-type: none"> • Attract, inspire, challenge and enable our students to become innovative thinkers and transformative leaders. • Create new pathways to research excellence to become AAU eligible. • Harness the power, attributes and institutional diversity of an integrated and interoperative university system that enhances access, success and affordability for every eligible SC student.
Alignment with Mission, Vision, and Values	<ul style="list-style-type: none"> • Noncredit continuing education provides training to prepare individuals for a new career or enhance an existing one. • Personal interest courses engage the community and are part of the university's outreach mission.
Status	Progressing as expected (multi-year goal)
Action Plan	Offer more than 40 personal interest courses and over 40 professional education courses each year. Offer a new certificate program to assist veterans entering the workforce.
Achievements	<p>While COVID-19 caused the cancelation of many personal interest and professional education programs, there is no comparison to the negative effect the pandemic had on other units in our department and across campus where some areas faced 100% cancelation of programs.</p> <ul style="list-style-type: none"> • Scheduled 42 professional education/certificate programs and 45 personal interest programs with a combined enrollment of 962 students in 2020. • Contacted by several companies/agencies requesting in-house or specialized training. Pricing was developed and myriad custom programs were provided. • Entered into service agreements with GA Tech's Savannah Campus Continuing Education to provide consulting services to launch VET2 program.
Resources Utilized	<ul style="list-style-type: none"> • Personnel • Funds to hire consultant
Goal Continuation	This is an ongoing, multiyear goal and part of the mission of our department.

Goals - Looking Back

<p>Goal Upcoming Plans</p>	<p>Effective marketing and a good economy added to a profitable second half of 2019, which kicked off AY19-20. This changed with the onset of the Coronavirus pandemic, which negatively affected many professional education programs through the end of the academic year and into the late summer. We were able to convert many classroom programs into virtual formats to help reduce the loss in revenue.</p>
<p>Resources Needed</p>	<ul style="list-style-type: none"> • Personnel <ul style="list-style-type: none"> ◦ Funds to create a new program manager position dedicated to the VET2 program will be allocated from professional education budget. • New technology
<p>Goal Notes</p>	<p>Spring 2020</p> <ul style="list-style-type: none"> • The US Army has added certificate programs to be used in conjunction with the GI Bill, allowing active-duty military to use their funds for noncredit certificate programs. This is expected to increase enrollment in both Six Sigma Green and Black Belt and Project Management. <p>Summer 2020</p> <ul style="list-style-type: none"> • After using Adobe Connect for more than a decade, the department selected to move to Blackboard Collaborate Ultra, a more updated and robust program. The fundamental reason for this move stemmed from the necessary use of teleconferencing systems due to COVID-19. Staff explored numerous platforms and Adobe Connect paled in comparison to the newly developed programs. • We offered a traditional Saturday classroom paralegal course that had little to no chance of making, so it was converted to an online program thus widening the audience base and creating an experimental market for Saturday online courses. The class filled with a waiting list.

Goals - Looking Back

Goal 6 - To provide meeting space to support current continuing education and conferences as well as other UofSC and community programs.

Goal Statement	To provide essential meeting space for non-credit activities which showcase programs and research by UofSC faculty, staff, students and the community at large.
Linkage to University Goal	
Alignment with Mission, Vision, and Values	Providing facilities and services will support conferences and events with an academic focus that affirm the university's mission of sharing research and responding to statewide, regional and national demands for educational resources and professional expertise.
Status	Newly Established Goal
Action Plan	<p>Renovate the 8th floor Hipp building and the former faculty lounge on the 8th floor Close building.</p> <p>Outfit space with furniture and audio visual equipment.</p> <p>Establish staffing, policies and procedures for use of the newly renovated space in fall 2019.</p> <p>Develop and obtain approval of facility rental rates by the Board of Trustees in fall 2019.</p> <p>Open facilities for use in summer/fall 2020.</p>
Achievements	<p>Began meeting with Facilities and University Technology Services during spring semester to outline needs and funding. An architect was hired during the summer and the project went out to bid in October 2019. A construction company was hired in November 2019. The estimated date of completion was May 2020.</p> <p>The office planned to host a soft opening of the space during the summer and be fully functioning at the start of the fall 2020 semester. Due to COVID-19, both of these goals were postponed. The space has been serving as a study and learning space for students.</p> <p>Facility rental rates were sent to the budget manager in November 2019 for approval by the Board of Trustees.</p> <p>Names for the space were submitted to the Office of the Provost for recommendations and approval.</p> <p>Contract templates were drafted for approval by the Office of General Counsel.</p>
Resources Utilized	Renovations are being funded by Continuing Education and

Goals - Looking Back

	Conferences.
Goal Continuation	
Goal Upcoming Plans	
Resources Needed	Staffing models will need to be thoroughly considered and may include a program manager.
Goal Notes	

Goals - Real Time

Goals for the current Academic Year.

Goal 1 - To provide pre-university educational opportunities to students in grades 5 - 12 to support readiness, career direction, and impact their decision to attend college and UofSC.

Goal Statement	
Linkage to University Goal	<ul style="list-style-type: none"> • Attract, inspire, challenge and enable our students to become innovative thinkers and transformative leaders. • Create new pathways to research excellence to become AAU eligible. • Harness the power, attributes and institutional diversity of an integrated and interoperative university system that enhances access, success and affordability for every eligible SC student.
Alignment with Mission, Vision, and Values	While we can only show a correlation between attending one of our pre-university programs and matriculating to the university, we know spending time on a campus does make a difference when deciding which university a student will choose.
Status	Progressing as expected (multi-year goal)
Action Plan	We have selected dates and secured instructors willing to teach virtual courses for four hours on one Saturday this winter. Discussions about the plans for summer 2021 have been initiated and will continue until a proper plan is in place.
Achievements	
Resources Utilized	<ul style="list-style-type: none"> • Participant fees • Personnel • Marketing
Goal Continuation	<ul style="list-style-type: none"> • Implement new and innovative courses, identify faculty to teach, and propose/develop new program topics to cover. • Carry our new marketing campaign into the next academic year (and beyond).
Goal Upcoming Plans	<p>We will host our first virtual courses this winter and spring. With COVID-19 procedures in place, we will slowly but surely begin to transition back to in-person experiences.</p> <p>Our fall day camps have transitioned to virtual winter camps. Our spring camps have transitioned to virtual offerings with the possibility of a face-to-face day camp course (to include limited numbers, social distancing, and other risk mitigation procedures).</p> <p>Summer 2021 programs are in the early stages of development. It is</p>

Goals - Real Time

	our hope to offer safe, engaging, high-quality programs that benefit our target population while also generating revenue for our unit.
Resources Needed	<ul style="list-style-type: none">• Participant fees• Personnel• Marketing
Goal Notes	

Goals - Real Time

Goal 2 - To provide test preparation courses to students to better prepare them for college and graduate school admissions and obtaining scholarships.

Goal Statement	UofSC provides GRE, GMAT, LSAT, PRAXIS, SAT, and ACT test preparation courses in face-to-face and online instructor-led courses. To help students become familiar with the standardized testing process, UofSC also offers free test prep strategy workshops.
Linkage to University Goal	<ul style="list-style-type: none"> • Attract, inspire, challenge and enable our students to become innovative thinkers and transformative leaders. • Create new pathways to research excellence to become AAU eligible. • Harness the power, attributes and institutional diversity of an integrated and interoperative university system that enhances access, success and affordability for every eligible SC student.
Alignment with Mission, Vision, and Values	UofSC understands the importance of success on standardized tests which can be a major component for a student to gain admission into the college or graduate school of choice and in earning important merit-based scholarships.
Status	Progressing as expected (multi-year goal)
Action Plan	Determine the feasibility of offering additional test prep courses for other exams. Explore other service providers for these exams (e.g. MCAT).
Achievements	We have transitioned to virtual courses with no in-person engagement due to COVID-19. Online courses are slowly but surely picking up with enrollment numbers moving from single to double digits.
Resources Utilized	<ul style="list-style-type: none"> • Participant fees • Staff resources • Marketing
Goal Continuation	Increase enrollment of virtual courses.
Goal Upcoming Plans	Increase online marketing efforts to attract additional students.
Resources Needed	<ul style="list-style-type: none"> • Participant fees • Staff resources • Marketing
Goal Notes	

Goals - Real Time

Goal 3 - To provide logistical support to UofSC faculty and staff for outreach and educational programs.

Goal Statement	To provide essential meeting planning services that enable faculty to showcase their research and reduce logistical burdens that can easily distract from research and scholarship.
Linkage to University Goal	<ul style="list-style-type: none"> • Attract, inspire, challenge and enable our students to become innovative thinkers and transformative leaders. • Create new pathways to research excellence to become AAU eligible. • Harness the power, attributes and institutional diversity of an integrated and interoperative university system that enhances access, success and affordability for every eligible SC student.
Alignment with Mission, Vision, and Values	Conferences and events with an academic focus affirm the university's mission of sharing research and responding to statewide, regional and national demands for educational resources and professional expertise. These programs showcase the university and bring prestige and recognition to its faculty.
Status	Progressing as expected (multi-year goal)
Action Plan	<ul style="list-style-type: none"> • Continue to respond to and track all leads. • Educate campus community regarding new University Policy ACAF 3.17 regarding conference related activities. • Build relationships with community partners and external clients • Conference and events/facility marketing initiative • Outline formal internship program
Achievements	We've realized the importance of offering a virtual package. We are currently looking into securing a Zoom license as well as researching other platforms that best fit our clients' needs such as virtual networking and poster sessions.
Resources Utilized	<ul style="list-style-type: none"> • Personnel • University systems like Touchnet, Wordpress, Peoplesoft, etc. • Departmental resources such as media services
Goal Continuation	Provide educational opportunities for students through internships and continue to grow our clientele (both internal and external).
Goal Upcoming Plans	
Resources Needed	<ul style="list-style-type: none"> • ACCED-I membership • If business continues to increase, additional staff may be needed. <ul style="list-style-type: none"> ◦ Part-time conference assistant and/or student intern for spring semester as business has begun to pick up
Goal Notes	Some clients are still postponing events for spring 2021 and there has been a higher demand for virtual events. We are beginning to see registrations pick up for clients both virtual and hybrid and expect we will continue to do so throughout the fall semester and early 2021. There is a possibility that two major full service

Goals - Real Time

	conferences could overlap, so assistance will likely be needed as we move into 2021.
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Goals - Real Time

Goal 4 - To serve as the designated department at USC Columbia managing the issuance of Continuing Education Units (CEUs) and noncredit certificate programs.

Goal Statement	Continuing Education and Conferences issues CEUs (except law, medicine, nursing and pharmacy) on behalf of the university.
Linkage to University Goal	<ul style="list-style-type: none"> • Attract, inspire, challenge and enable our students to become innovative thinkers and transformative leaders. • Create new pathways to research excellence to become AAU eligible. • Harness the power, attributes and institutional diversity of an integrated and interoperative university system that enhances access, success and affordability for every eligible SC student.
Alignment with Mission, Vision, and Values	Noncredit conferences, workshops and symposia showcase the university and bring prestige and recognition to its faculty. Documentation of these programs through the issuance of CEUs serves participants to document their continuing education activity for professional development and licensure.
Status	Progressing as expected (multi-year goal)
Action Plan	Continue to serve as the clearinghouse for CEUs and noncredit certificate programs. Provide resource information to new program coordinators.
Achievements	We continue to meet our five-day turnaround deadline for the SC Board of Cosmetology and LLR, however, it is a struggle to do so with limited staff.
Resources Utilized	Personnel
Goal Continuation	Respond to participants' needs during the busy renewal period of our largest CEU client - the SC Board of Cosmetology.
Goal Upcoming Plans	Working with IT staff and LLR, we are continuing work to revamp our CEU database. LLR and UofSC are putting increased responsibility on continuing education providers of cosmetology, nail tech and esthetician courses to provide accurate data regarding participants. If participant data is more accurate on the front end, the licensee's renewal process should be easier and less pressure will be placed on the service units during the busy renewal period in spring of 2021.
Resources Needed	<ul style="list-style-type: none"> • In 2020, we found the student staff to be a vital part of this unit. Due to the pandemic, part-time and student staff hours were dropped to zero. This left only one full-time staff member to process CEUs within the required five-day turnaround. <ul style="list-style-type: none"> ◦ During this time of staff shortage (approx. March-September 2020), 2,086 renewal certificates were managed. • During the last renewal period (August 2018 - March 2019), the CEU team managed 33,348 participant renewals. Approximately 43,000 cosmetologist in the state of South Carolina will need to renew their license by March 2021. The workload is heavy and the

Goals - Real Time

	turnaround time short. <ul style="list-style-type: none">• With the new change in requirements (12 hours to 4), we do expect to see a decrease in workload after the 2021 renewal. However, we have yet to determine the "sweet spot" for staffing. This will be an area we monitor closely over the next year.
Goal Notes	

Goals - Real Time

Goal 5 - To provide professional education and personal interest programs to adults to gain new skills to enhance their professional and personal lives or start a new career.

Goal Statement	USC offers a variety of personal interest and professional education short courses and noncredit certificates in Lean Six Sigma , Paralegal Studies , Grant Writing and Project Management . Each certificate program offers valuable professional education that can launch students into a new profession or enhance an existing one.
Linkage to University Goal	<ul style="list-style-type: none"> • Attract, inspire, challenge and enable our students to become innovative thinkers and transformative leaders. • Create new pathways to research excellence to become AAU eligible. • Harness the power, attributes and institutional diversity of an integrated and interoperative university system that enhances access, success and affordability for every eligible SC student.
Alignment with Mission, Vision, and Values	Noncredit continuing education provides training to prepare individuals for a new career or enhance an existing one. Personal interest courses engage the community.
Status	Progressing as expected (multi-year goal)
Action Plan	<p>We are on track to offer 45 personal interest courses and 42 professional certificate programs in AY 2020-2021.</p> <p>We are recruiting a permanent part-time position to manage the Veteran's Education Training and Transition (VET2). The program is scheduled to launch in 2021.</p>
Achievements	After March 2020, we were forced to cancel all classroom programs, however, we have been able to convert nine programs from a classroom to an online format. We have successfully held those programs and our projection shows an increase in our online programs into 2021.
Resources Utilized	<ul style="list-style-type: none"> • Funds to hire consultant. • Funds to create a new program manager position dedicated to the VET2 program will be allocated from professional education budget.
Goal Continuation	
Goal Upcoming Plans	
Resources Needed	
Goal Notes	The VET2 program has been slow to launch without a dedicated staff person to shepherd it.

Goals - Real Time

Goal 6 - To provide meeting space to support current continuing education and conferences as well as other UofSC and community programs.

Goal Statement	To provide essential meeting space for non-credit activities which showcase programs and research by UofSC faculty, staff, students and the community at large.
Linkage to University Goal	<ul style="list-style-type: none"> • Attract, inspire, challenge and enable our students to become innovative thinkers and transformative leaders. • Create new pathways to research excellence to become AAU eligible. • Cultivate a more diverse, equitable, and inclusive campus culture where every individual, regardless of background, has the full opportunity to flourish and thrive.
Alignment with Mission, Vision, and Values	Providing facilities and services will support conferences and events with an academic focus that affirm the university's mission of sharing research and responding to statewide, regional and national demands for educational resources and professional expertise.
Status	Progressing as expected (multi-year goal)
Action Plan	<ul style="list-style-type: none"> • Continue to renovate the 8th floor Hipp building and the former faculty lounge on the 8th floor Close building. • Outfit space with furniture and audio visual equipment. • Open facilities for use in spring/summer 2021. • Build relationships with local and regional businesses with the goal of coordinating/hosting their staff retreats, business meetings, and annual professional association conferences at UofSC.
Achievements	<ul style="list-style-type: none"> • The office plans to have a soft opening of the space during the spring and be fully functioning by summer 2021. • Facility rental rates were approved by the Board of Trustees. • Names for the spaces were approved by the Office of the Provost.
Resources Utilized	Renovations are being funded by Continuing Education and Conferences.
Goal Continuation	
Goal Upcoming Plans	
Resources Needed	Staffing models are under consideration and could include a program manager.
Goal Notes	

Goals - Looking Ahead

Goals for the next Academic Year.

Goal 1 - To provide academic experiences on campus to students in grades 5 through 12.

Goal Statement	To provide pre-university educational opportunities to students in grades 5-12 to support readiness, career direction and impact their decision to attend college and UofSC.
Linkage to University Goal	<ul style="list-style-type: none"> • Attract, inspire, challenge and enable our students to become innovative thinkers and transformative leaders. • Create new pathways to research excellence to become AAU eligible. • Harness the power, attributes and institutional diversity of an integrated and interoperative university system that enhances access, success and affordability for every eligible SC student.
Alignment with Mission, Vision, and Values	While we can only show a correlation between attending one of our pre-university programs and matriculating to the university, we know spending time on a campus does make a difference when deciding which university a student will choose.
Status	Progressing as expected (multi-year goal)
Action Plan	
Achievements	Planning is underway.
Resources Utilized	
Goal Continuation	
Goal Upcoming Plans	It is our hope to offer safe, engaging, high-quality programs that benefit our target population while also generating revenue for our unit.
Resources Needed	<ul style="list-style-type: none"> • Participant fees • Personnel • Marketing
Goal Notes	

Goals - Looking Ahead

Goal 2 - To provide test preparation courses to students to better prepare them for college and graduate school.

Goal Statement	UofSC provides GRE, GMAT, LSAT, PRAXIS, SAT, and ACT test preparation courses in face-to-face and online instructor-led courses. To help students become familiar with the standardized testing process, UofSC also offers free test prep strategy workshops
Linkage to University Goal	<ul style="list-style-type: none"> • Attract, inspire, challenge and enable our students to become innovative thinkers and transformative leaders. • Create new pathways to research excellence to become AAU eligible. • Harness the power, attributes and institutional diversity of an integrated and interoperative university system that enhances access, success and affordability for every eligible SC student.
Alignment with Mission, Vision, and Values	UofSC understands the importance of success on standardized tests which can be a major component for a student to gain admission into the college or graduate school of choice and in earning important merit-based scholarships.
Status	Progressing as expected (multi-year goal)
Action Plan	Continue to determine the feasibility of offering additional test prep courses of other exams. Continue to build relationships with school districts in the state of South Carolina to provide SAT and ACT Test preparation for their students.
Achievements	
Resources Utilized	
Goal Continuation	
Goal Upcoming Plans	
Resources Needed	
Goal Notes	

Goals - Looking Ahead

Goal 3 - To provide logistical support to UofSC faculty and staff for outreach and educational programs.

Goal Statement	To provide essential meeting planning services that enable faculty to showcase their research and reduce logistical burdens that can easily distract from research and scholarship
Linkage to University Goal	<ul style="list-style-type: none"> • Attract, inspire, challenge and enable our students to become innovative thinkers and transformative leaders. • Create new pathways to research excellence to become AAU eligible. • Harness the power, attributes and institutional diversity of an integrated and interoperative university system that enhances access, success and affordability for every eligible SC student. • Spur innovation and economic development through impactful community partnerships.
Alignment with Mission, Vision, and Values	Conferences and events with an academic focus affirm the university's mission of sharing research and responding to statewide, regional and national demands for educational resources and professional expertise. These programs showcase the university and bring prestige and recognition to its faculty.
Status	Progressing as expected (multi-year goal)
Action Plan	<ul style="list-style-type: none"> • Continue to respond to and track all leads. • Educate campus community regarding new University Policy ACAF 3.17 regarding conference related activities. • Market office to full campus and community partners/external clients • In partnership with UofSC faculty, build relationships with affiliated local and regional chapters of academic and professional national organizations with the goal of coordinating/hosting symposiums and conferences at UofSC – bringing recognition to our campus experts and university brand as well as an economic boosts to the community.
Achievements	
Resources Utilized	
Goal Continuation	
Goal Upcoming Plans	
Resources Needed	If business continues to increase, additional staff may be needed.
Goal Notes	

Goals - Looking Ahead

Goal 4 - To serve as the designated department at USC Columbia managing the issuance of Continuing Education Units (CEUs) and noncredit certificate programs.

Goal Statement	Continuing Education and Conferences issues CEUs (except law, medicine, nursing and pharmacy) on behalf of the university.
Linkage to University Goal	<ul style="list-style-type: none"> • Attract, inspire, challenge and enable our students to become innovative thinkers and transformative leaders. • Create new pathways to research excellence to become AAU eligible. • Harness the power, attributes and institutional diversity of an integrated and interoperative university system that enhances access, success and affordability for every eligible SC student.
Alignment with Mission, Vision, and Values	Noncredit conferences, workshops and symposia showcase the university and bring prestige and recognition to its faculty. Documentation of these programs through the issuance of CEUs serves participants to document their continuing education activity for professional development and licensure.
Status	Progressing as expected (multi-year goal)
Action Plan	Continue to serve as the clearinghouse for CEUs and noncredit certificate programs. Provide resource information to new program coordinators.
Achievements	
Resources Utilized	
Goal Continuation	Respond to participants' needs during the busy renewal period of our largest CEU client - the SC Board of Cosmetology.
Goal Upcoming Plans	
Resources Needed	With the new change in requirements (12 CEU hours to 4), we do expect to see a decrease in workload after 2022. However, we have yet to determine the "sweet spot" for staffing. This will be an area we monitor closely over the next year.
Goal Notes	

Goals - Looking Ahead

Goal 5 - To provide professional education and personal interest programs to adults to gain new skills to enhance their professional and personal lives or start a new career.

Goal Statement	UofSC offers a variety of personal interest and professional education short courses and noncredit certificates in Lean Six Sigma, Paralegal Studies, Grant Writing and Project Management. Each certificate program offers valuable professional education that can launch students into a new profession or enhance an existing one.
Linkage to University Goal	<ul style="list-style-type: none"> • Attract, inspire, challenge and enable our students to become innovative thinkers and transformative leaders. • Create new pathways to research excellence to become AAU eligible. • Harness the power, attributes and institutional diversity of an integrated and interoperative university system that enhances access, success and affordability for every eligible SC student.
Alignment with Mission, Vision, and Values	Noncredit continuing education provide training to prepare individuals for a new career or enhance an existing one. Personal interest courses engage the community.
Status	Progressing as expected (multi-year goal)
Action Plan	<p>We will offer more than 30 personal interest courses and professional education courses each year and will continue to tailor in-house or on-campus courses for companies and organizations.</p> <p>With the help of our Georgia Tech consultant, we will be training the permanent part-time position for the VET2 program.</p>
Achievements	
Resources Utilized	
Goal Continuation	
Goal Upcoming Plans	
Resources Needed	
Goal Notes	

Goals - Looking Ahead

Goal 6 - To provide educational facilities for existing continuing education programs as well as rental space for the university and community at large on the eighth floor of Close Hipp.

Goal Statement	To provide essential meeting spaces for use by Continuing Education and Conferences as well as UofSC faculty, staff, students and the surrounding community.
Linkage to University Goal	<ul style="list-style-type: none"> • Attract, inspire, challenge and enable our students to become innovative thinkers and transformative leaders. • Assemble and cultivate a world-class faculty and staff. • Create new pathways to research excellence to become AAU eligible. • Cultivate a more diverse, equitable, and inclusive campus culture where every individual, regardless of background, has the full opportunity to flourish and thrive. • Harness the power, attributes and institutional diversity of an integrated and interoperative university system that enhances access, success and affordability for every eligible SC student.
Alignment with Mission, Vision, and Values	Providing much-needed meeting facilities to be used for non-credit activities supports the mission of the university to educate and share knowledge.
Status	Progressing as expected (multi-year goal)
Action Plan	<ul style="list-style-type: none"> • Build relationships with local and regional businesses with the goal of coordinating/hosting their staff retreats, business meetings, and annual professional association conferences at UofSC.
Achievements	
Resources Utilized	
Goal Continuation	
Goal Upcoming Plans	
Resources Needed	
Goal Notes	

Programs or Initiatives

Effective Programs or Initiatives

List your most effective programs/initiatives toward fulfillment of mission.

Conferences and Events

- [In person and virtual event coordination](#) via our one-stop shop approach.

Continuing Education

- Management of SC Cosmetology CEUs
- Collection of CEUs campus-wide for SACS reporting

Personal Interest

- [Carolina Classroom](#) (personal interest, community outreach programs)

Pre-University Programs

- [Carolina Master Scholars Adventures Series](#)
- [Duke TIP Academic Adventures](#)

Professional Education

- [Paralegal Studies Certificate Program](#)
- [Project Management Certificate Program](#)
- [Lean Six Sigma Certificate Program](#)
- [Grant Writing Certificate Program](#)
- [SC Government Finance Officers Association \(GFOA\) Certified Government Finance Officer certification program](#)

Test Preparation

- [Courses for the LSAT, GRE, GMAT, Praxis \(verbal and math\), SAT and ACT](#)

Program Launches

List any programs/initiatives that were newly launched during the Academic Year or any programs/initiatives you would like to launch in the coming year(s). Describe the program/initiatives, provide financial requirements (including additional staff), and academic year in which you would launch. What key performance indicators are you utilizing to track the success of this program?

Program Terminations

List any programs that were newly terminated or discontinued during the Academic Year. Provide justification as to why the program was discontinued.

Management of data for Fact Forward (formerly SC Campaign to Prevent Teen Pregnancy)

Programs or Initiatives

- Due to COVID-19, Fact Forward did not renew their contract with CEC.

Program Rankings

List any nationally ranked or external recognition during the Academic Year. For each, provide the formal name of the program followed by the name of the organization that issued the ranking, the date of notification, effective date range, and any other relevant information.

Initiatives and Fees

Initiatives

Describe any new initiatives your unit will need for the coming year.

Veteran's Education Training and Transition (VET2) in collaboration with Georgia Tech Continuing Education is scheduled to launch in spring 2021. The program was scheduled to launch in fall 2020 but was delayed due to COVID-19 and the restricted operating protocol at military installations nationwide.

Fees

List any new or changed fees that your unit has implemented or had to take on in the last academic year.

Each course we offer has custom registration fees. We offer discounts to UofSC students, faculty, staff, alumni and the military.

Community Engagement

Community Perceptions

Describe how your unit assesses community perceptions of your engagement, and how the unit assesses the impact of community engagement on students, faculty, community and the institution. Provide specific findings.

One need only glance at CEC's collaborations list in this report to see the span of our engagement both on and off campus. We provide services that help academic and administrative units advance the university's mission, while offering top-notch programs and courses that allow us to do so directly.

All classes offered by CEC are open to the public, which allows us to maintain constant engagement with the community. In fact, the needs of our community and its residents are the driving force behind professional education and personal interest courses we offer. We also provide free test preparation workshops to the community several times per year. For some, taking a course through CEC may be the first or *only* interaction they have with the university. It is a privilege and an immense responsibility to represent the institution in this way.

The same is true for many of the conferences and events we support. Whether attendees are our own faculty and staff, local community members, or visiting guests from around the globe -- we work to ensure a superb and memorable experience. We also believe in giving back. As part of the Carolina Master Scholars Adventures Series, we identify six non-profit organizations and collect donations from our camp participants and university faculty and staff.

As we look to the future, assessment will be at the forefront of our strategy. Student evaluations, enrollment trends, surveying of community and corporate partners, instructor feedback, and revenue reporting will all be pillars of this process. A robust assessment plan will help us remain a high-quality provider and a relevant and valued community partner.

Collaborations

Internal Collaborations

List your Unit's most significant internal collaborations and multidisciplinary efforts that are internal to the University. Details should be omitted; list by name only.

- Arnold School of Public Health
- Carolina Food Co.
- Center for Teaching Excellence
- College of Arts and Sciences
- College of Education
- College of Engineering and Computing
- College of Social Work
- Communications and Public Affairs
- Garnet Media Group
- International Accelerator Program
- Office of Economic Engagement
- Office of New Student Orientation
- Office of the Provost
- School of Medicine
- South Carolina Honors College
- University Housing
- USCPD
- University Registrar

External Collaborations

List your Unit's most significant external collaborations and multidisciplinary efforts that are external to the University. Details should be omitted; list by name only.

- Educational Testing Consultants
- Fact Forward (formerly SC Campaign to Prevent Teen Pregnancy)
 - Due to COVID-19, Fact Forward did not renew their contract with CEC.
- Georgia Institute of Technology
- Kaplan
- Richland County School District One
- Richland County School District Two
- South Carolina Department of Labor, Licensing and Regulation (LLR)
 - South Carolina Board of Cosmetology
 - 91 active providers (offering CEUs for cosmetology)
- South Carolina Department of Corrections
- South Carolina Department of Parks, Recreation and Tourism
- South Carolina Governor's School for Science and Mathematics

Campus Climate and Inclusion

Campus Climate and Inclusion

Activities the unit conducted that were designed to improve Campus, Climate, and Inclusion.
We serve as a resource for community members through programs and services that foster a collaborative culture. Through test preparation, personal and professional education courses, youth programs and educational conferences, we are committed to building, nurturing and engaging diversity and inclusion in all we do.

Concluding Remarks

Weaknesses and Plans for Improvement

What is your unit struggling with? What plans do you have to overcome the weakness that you have faced in the next academic year.

The cancelation of the 2020 summer programs, in person courses, and client events due to the global pandemic were huge setbacks for our revenue-dependent department. It was a great challenge to transition from in person courses and events (with some online enrollment) to primarily online enrollment/attendance and no in person engagement. Moving forward, we will incorporate plans for appropriate risk mitigation related to COVID-19 as well as other unforeseen emergencies, having learned several important lessons throughout this trying time.

Construction and building issues in Close Hipp continue to affect the delivery of classes and overall work daily. It is our hope that by the end of 2020, most building construction projects will be complete. However, this schedule is unclear due to delays created by COVID-19. We hope to work with other building tenants to determine how to fund additional cosmetic improvements in common areas. We feel these are vital to offering a top-notch experience to internal and external customers selecting to host events in the University Conference Center as well as students who attend their continuing education courses in person.

Key Issues

Identify key issues or potential challenges your unit will encounter this coming year and the steps you plan on initiating.

- **Database:** The department currently uses one database to track all programs -- but supplements with other systems that perform mission-critical functions such as course or conference registration, CEU data management, student tracking and course building. The department must decide whether to upgrade the current software or consider the purchase of a more comprehensive database that would integrate with Touchnet. More research on various database products is planned for the fall and early spring.
- **Events:** We are working to return to hosting safe in person programs and events while simultaneously offering engaging online options. Marketing conference and event services to the broader campus community is a top priority.
- **Personnel:** We continue to strive to maintain quality work-product and fulfill all departmental duties during the hiring freeze caused by COVID-19. Though this has been a challenging time, it has presented the opportunity to truly review the strengths and areas of opportunity for each of our units as they relate to staffing.
- **University Conference Center:** High priority is placed on furnishing, opening, staffing, and marketing of the Continuing Education and Conferences space on the 8th floor of Close Hipp as well as the Barringer House and Gardens. With the center targeted to open in spring 2021, CEC must develop a master plan to include: business, marketing, and operational guidelines for both the center and the house.

Quantitative Outcomes

Explain any surprises regarding data provided in the quantitative outcomes modules throughout this report.

- **2020:** Held 7 Duke TIP Academic Adventures serving 80 students. No students will receive

Concluding Remarks

certificates in the December graduation ceremony due to the cancelation of the 2020 Carolina Master Scholars Adventures Series.

- **2020:** To date, we have offered 110 Test Prep courses and 5 free information workshops to help 226 students prepare for the LSAT, GRE, GMAT, PRAXIS, SAT or ACT.
- **2020:** Scheduled 42 professional education/certificate programs and 45 personal interest programs with a combined enrollment of 962 students.
- **AY19-20:** Collaborated with 12 university departments and 4 state agencies/non-profit organizations to support their educational outreach programs by coordinated logistical and/or registration services for 30 conferences/events impacting over 6,900 individuals.

Cool Stuff

Describe innovations, happy accidents, good news, etc. that occurred within your unit not noted elsewhere in your reporting.

- **Test Preparation:** We now offer free *online* strategy workshops. We are adding additional test preparation programs to include the MCAT, DAT, OAT, and PCAT.
- **Conferences and Events:**
 - Preparing to launch a virtual conference package.