Executive Summary

Blueprint for Academic Excellence
Continuing Education
AY2022-2023

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 another successful yet challenging set of years for CEC, each presenting myriad opportunities for reflection and growth. 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. In May 2021, two longtime staff members retired, followed by another staff departure in June 2021. 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.

U of SC Continuing Education and Conferences
University of South Carolina

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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	• 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	• Select dates and secure instructors willing to teach virtual courses for four hours on one Saturday in the winter. • Prepare for summer 2021 ensuring all plans are within the guidelines established by the SOCR committee. • 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.

Achievements	• **Duke TIP** was temporarily suspended by Duke University.
	• **Summer Program for Research Interns** (SPRI) and **GSSM Virtual** (formerly GSSM Accelerate) were successfully hosted in partnership with the Governor's School for Science and Mathematics and the College of Engineering and Computing.
	  ◦ SPRI: 22 residential and 14 commuting/virtual participants.
	  ◦ GSSM Virtual: 30 residential participants.
	• Four virtual **mini-adventures** (four hours on a Saturday) were planned for spring 2021. Two were canceled due to low enrollment. Two were hosted.
	  ◦ **Topics and enrollment:**
	    ▪ **Grades 7-9: Introduction to Immunology (7)**
	    ▪ **Grades 9-12: Neuroscience Essentials (15)**

Goals - Looking Back

	• Twenty five **Carolina Master Scholars Adventure Series** camps (weeklong courses with residential and day participants) were planned for summer 2021. Five were canceled due to low enrollment. 20 were hosted.
	
	  ○ **Topics and enrollment:**
	    ▪ **Grades 6-9: Artificial Intelligence Analytics (canceled/virtual); Computer Gaming (12); Forensic Science (10); Graphic/Digital Design (14); Law and Crime (20); Stock Market (7 / virtual); 3D Printing (11); Vex Robotics (11)**
	    ▪ **Grades 9-12: Aerospace (11); AI Data Power (canceled/virtual); Chemical Oceanography (5); Business-Entrepreneurship (16); Creative Writing (15); Culinary Arts (15); Cyber Security (canceled/virtual); Engineering (20); Filmmaking (11); Forensic Science (19); Graphic/Digital Design (canceled/virtual); Information Technology (8); Mechanical Engineering (9); Medicine-Ultrasound (10); Pharmacy (12); Powerful Public Speaking (canceled); SC Courts (14)**
	  ○ 65% capacity: 250 of 382 spaces were filled (with a total of 228 participants). Registration didn't open until early April 2021 due to COVID-19 uncertainties (typically January).
	  ○ 22 participants enrolled in more than one CMS adventure.
	  ○ Students attending represented 16 states. Our top five states for enrollment were SC (180), NC (18), and GA (8), VA (6), FL (5).
	  ○ 192 students were new attendees, 28 were returning students.
	  ○ Females (122) vs. Males (106)

Resources Utilized	• Participant fees • Personnel • Marketing tools • University Housing space • Classroom space • Conference Center space • Rental vehicles
Goal Continuation	• Implement new and innovative courses, identify faculty to teach, and propose/develop new program topics to cover.
Goal Upcoming Plans	• Create more robust marketing campaign utilizing updated graphics prepared by University Communications. • Post schedule in December 2021 and open registration in January 2022. • Reach at least 80% capacity.
Resources Needed	• Participant fees • Personnel • Marketing tools • University Housing space • Classroom space • Conference Center space

Goals - Looking Back

	• Rental vehicles
Goal Notes	The pre-university programs coordinator departed the university one week prior to summer 2021 camps. This created an extreme strain on remaining personnel.

Goals - Looking Back

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	• 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	In 2020-2021, we transitioned to virtual courses with no in-person engagement due to COVID-19. Online courses showed lower enrollment numbers, but picked up as time progressed. **Courses and enrollment:** • 91 courses offered with 139 students enrolled ◦ July-December 2020: 59 courses offered with 78 students enrolled (does not include canceled) ◦ January-June 2021: 31 courses offered & 61 students enrolled (does not included canceled)
Resources Utilized	• Participant fees • Staff resources • Marketing tools
Goal Continuation	Increase enrollment.
Goal Upcoming Plans	Increase marketing efforts to attract additional students.
Resources Needed	• Participant fees • Staff resources • Marketing
Goal Notes	The program manager for pre-university programs left the university in early June 2021. This put planning for any new programs on hold.

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	• 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 about 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	During 2020-2021, we realized the importance of offering a virtual event package. We secured a Zoom license and researched myriad platforms to best fit our clients' needs such as virtual networking and poster sessions. The Zoom license quickly paid for itself as the campus community and external partners were in need of this tool and virtual event management expertise. Our program manager for conference and event services learned several new platforms in order to lead registration and customer service/tech support for client events.
Resources Utilized	• 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	We plan to continue to market our services and update our presence on the department's website to fully highlight the services we offer not only UofSC but the general community as well.
Resources Needed	• ACCED-I membership • If business continues to increase, additional staff may be needed.

Goals - Looking Back

	○ Part-time conference assistant and/or student intern for spring semester as business has begun to pick up
Goal Notes	We established our educational Zoom license in fall 2020 and have utilized it for various clients. However, many clients would like to host concurrent breakout sessions, which is very challenging with our limited staff. Several times, 5 of our 7 staff were used to run breakout sessions.

Goals - Looking Back

Goal 4 - To serve as the designated department at UofSC 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	• 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	Due to limited staff during the heavy bi-annual renewal period, it was a challenge to consistently meet our 5-day turnaround for the SC Board of Cosmetology and LLR. There are approximately 41,704 license cosmetologist in the state of SC for which we process CEUs.
Resources Utilized	• Personnel (1 FTE, 1 temp, 2 students) • Technology • Printing services • Post office
Goal Continuation	Continue to respond to participants' needs for our largest CEU client – the SC Board of Cosmetology. Continue to assist campus partners in tracking and issuing CEUs.
Goal Upcoming Plans	Working with IT staff and LLR, we are continuing work to revamp our CEU database. The move to a new CRM is anticipated in the next year and has the potential to ease much of the tedious data entry.
Resources Needed	• Additional personnel will be needed in advance of the 2022-2023 renewal period. • With the new change in requirements from LLR (12 hours to 4), we do expect to see a decrease in workload following the March 2023 cosmetology renewal deadline. However, we have yet to determine the "sweet spot" for staffing. This will be an area we continue to monitor closely.
Goal Notes	

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	• 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	We are on track to offer 45 personal interest courses and 42 professional certificate programs in AY 2020-2021. 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.
Achievements	• Scheduled and completed 40 professional education/certificate programs and 33 personal interest programs with a combined enrollment of 860 students in AY 202-2021. • The COVID-19 pandemic as well as the retirement of the long-time program manager for professional education and personal interest programs continued to impact the successful launch of the VET2 program. We continued conversations with our Georgia Tech consultant to develop next steps on VET2 program launch. Information meetings with SC Department of Employment and Workforce were held. • Collaborated with several external agencies to provide in-house professional education training for staff.
Resources Utilized	• Personnel

Goals - Looking Back

	• Technology (Touchnet, Blackboard, Filemaker, Mailchimp, Salesforce, E-books, etc.) • Marketing budget for paid media campaign
Goal Continuation	This is an ongoing, multiyear goal and part of the mission of our department.
Goal Upcoming Plans	• Continue efforts with our Georgia Tech consultant to develop a realistic timeline for the successful launch of the VET2 program. • We will continue to increase our marketing efforts and web presence to actively recruit and attract students nationally for professional education and personal interest programs.
Resources Needed	Personnel: Funds to create a new program coordinator position dedicated to the VET2 program will be allocated from professional education budget.
Goal Notes	The VET2 program has been slow to launch without a dedicated staff person to shepherd it. Program manager responsible for this area retired in May 2021 after ~30 years with the university. The vacant role was posted in April and filled in June with a new program manager joining the office in July 2021.

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	• Attract, inspire, challenge and enable our students to become innovative thinkers and transformative leaders. • Assemble and cultivate a world-class faculty and staff. • Spur innovation and economic development through impactful community partnerships.
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	• Continued to renovate the 8th floor Hipp building and the former faculty lounge on the 8th floor Close building. • Outfitted space with furniture and audio visual equipment. • Opened facilities for use in summer 2021. • Built 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	• We were fortunate to open two new rental venues on campus in 2020-2021: Barringer House and Gardens and the University Conference Center. Since the opening of the University Conference Center, we have gained an immense amount of exposure around campus which has resulted in numerous rentals as well as full service clients. • Additional facility and item rental rates were approved by the Board of Trustees.
Resources Utilized	• Funds for final renovations, furnishings, and AV. • Personnel (set-up and teardown have become quite time consuming due to volume of rentals). • DoIT time/resources to assist with AV troubleshooting.
Goal Continuation	This is an ongoing, multiyear goal and part of the mission of our department.
Goal Upcoming Plans	Set rental goals and launch marketing campaigns for both spaces. Host opening reception of both spaces in conjunction with Aramark (funds were allocated for an opening reception by Aramark via CarolinaCard office).
Resources Needed	Additional staffing (likely student staff) to manage space monitoring,

Goals - Looking Back

	set-up, teardown, etc.
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	• 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	• Identify faculty and industry experts to instruct academic programs. • Offer 2-3 new topics for Carolina Master Scholars Adventures series. • Continue to provide support services to outside organizations wishing to run youth programs at UofSC. • Fill void of disbanded Duke TIP program.

Achievements	• **Duke TIP** has been suspended indefinitely by Duke University.
	• **Summer Program for Research Interns** (SPRI) and **GSSM Virtual** (formerly GSSM Accelerate) were successfully hosted in partnership with the Governor's School for Science and Mathematics and the College of Engineering and Computing.
	  ○ SPRI: 22 residential and 14 commuting/virtual participants.
	  ○ GSSM Virtual: 30 residential participants.
	• Twenty five **Carolina Master Scholars Adventure Series** camps (weeklong courses with residential and day participants) were planned for summer 2021. Five were canceled due to low enrollment. 20 were hosted.
	  ○ **Topics and enrollment:**
	    ■ **Grades 6-9: Artificial Intelligence Analytics (canceled/virtual); Computer Gaming (12); Forensic Science (10); Graphic/Digital Design (14); Law and Crime (20); Stock Market (7 / virtual); 3D Printing (11);**

	Vex Robotics (11) ■ **Grades 9-12: Aerospace (11); AI Data Power (canceled/virtual); Chemical Oceanography (5); Business-Entrepreneurship (16); Creative Writing (15); Culinary Arts (15); Cyber Security (canceled/virtual); Engineering (20); Filmmaking (11); Forensic Science (19); Graphic/Digital Design (canceled/virtual); Information Technology (8); Mechanical Engineering (9); Medicine-Ultrasound (10); Pharmacy (12); Powerful Public Speaking (canceled); SC Courts (14)** ○ 65% capacity: 250 of 382 spaces were filled (with a total of 228 participants). Registration didn't open until early April 2021 due to COVID-19 uncertainties (typically January). ○ 22 participants enrolled in more than one CMS adventure. ○ Students attending represented 16 states. Our top five states for enrollment were SC (180), NC (18), and GA (8), VA (6), FL (5). ○ 192 students were new attendees, 28 were returning students. ○ Females (122) vs. Males (106)
Resources Utilized	• Participant fees • Personnel • Marketing tools • University Housing space • Classroom space • Conference Center space • Rental vehicles
Goal Continuation	• 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	• It is our hope to offer safe, engaging, high-qualilty programs that benefit our target population while also generating revenue for our unit. • Offer new and innovative courses and identify faculty to teach them. • Offer 2-3 new topics for Carolina Master Scholars Adventures series. • Continue to provide support services to outside organizations wishing to run youth programs at UofSC.
Resources Needed	• Participant fees • Personnel • Marketing tools • University Housing space • Classroom space • Conference Center space • Rental vehicles

Goals - Real Time

Goal Notes	The program manager for pre-university programs position is posted for hire (currently on its second posting). The position has been vacant since June 2021. This position previously reported directly to the Director of Continuing Education and Conferences but has been restructured to report to the program manager for conference and event services.

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	• 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	Course and enrollment: • As of Sept. 27, 2021: 51 courses offered and 86 students enrolled
Resources Utilized	• Participant fees • Staff resources • Marketing
Goal Continuation	Increase enrollment.
Goal Upcoming Plans	Increase online marketing efforts to attract additional students.
Resources Needed	• 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	• 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	• Continue to respond to and track all leads. • Educate campus community about 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 boost to the community.
Achievements	Our request for proposals from potential clients has increased exponentially. We are completing almost 1-2 proposals per week. In addition, more campus clients are booking the University Conference Center for conferences, meetings and events. This allows our team to manage the event from start to finish.
Resources Utilized	• Personnel • University systems like Touchnet, Wordpress, Peoplesoft, etc. • Media services
Goal Continuation	This is an ongoing, multiyear goal and part of the mission of our department.
Goal Upcoming Plans	Prior to the onset of the pandemic, a part-time event coordinator role was posted for hire but had an unsuccessful search. The position was reclassified as a full-time hire and the position was

	posted in late July 2021. We plan to fill this position by the end of the year.
Resources Needed	• ACCED-I membership • Additional student support staff
Goal Notes	

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	• 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.
Resources Utilized	• Personnel (1 FTE, 1 temp, 2 students) • Technology • Printing services • Post office
Goal Continuation	Continue to respond to participants' needs for our largest CEU client – the SC Board of Cosmetology. Continue to assist campus partners in tracking and issuing CEUs.
Goal Upcoming Plans	Transition to new CRM.
Resources Needed	• Personnel.
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	• 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	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. With the help of our Georgia Tech consultant, we will be training the permanent position for the VET2 program.
Achievements	We are on track to offer more than 30 personal interest and professional certificate programs in AY 2021-2022. We have hosted in-house professional education training courses for external organizations with plans to host several more. We will soon begin actively recruiting for a program coordinator position funded through the professional education budget to work closely with the program manager and Georgia Tech consultant to begin the next phase of the launching the VET2 program.
Resources Utilized	• Personnel • Technology • Marketing budget for paid media campaign
Goal Continuation	This is an ongoing, multiyear goal and part of the mission of our department.
Goal Upcoming Plans	Complete an internal and external needs assessment to identify emerging professional education programs for possible implementation that could benefit the region.

	Evaluate current marketing and recruitment practices to strategize effective ways to increase professional education and personal interest program enrollment. Develop a pricing model for internal and external organizations that would like to host in-house or on-campus training courses for staff/partners.
Resources Needed	Updated photos and videos of professional education and personal interest programs and participants in action to update marketing and recruitment materials.
Goal Notes	In July of 2021, we welcomed a new program manager for professional education and personal interest programs to our department. This role is charged with planning, directing, and administering the development and execution of noncredit continuing and professional education programs.

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	• Attract, inspire, challenge and enable our students to become innovative thinkers and transformative leaders. • Assemble and cultivate a world-class faculty and staff. • Spur innovation and economic development through impactful community partnerships.
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	• Finalize furnishings and AV. • Launch marketing campaign. • 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	Utilization of the space picked up significantly in summer 2021. Reservations are on the books as far out as 2023. We feel proud to have managed as many reservations as we have with such a limited staff (due to staff turnover and hiring challenges). A local videography company was contracted to produce a series of marketing videos for our conference services team -- including our rental venues. Several shoots have already occurred and great footage has been captured. A new intern from the College of HRSM was hired in the fall. Continuing this partnership will benefit our office, the college, and of course each student who is employed by our team.
Resources Utilized	Renovations are being funded by Continuing Education and Conferences.
Goal Continuation	The office plans to have a soft opening of the space during late fall. Funds were allocated by Aramark and plans have been on hold due to COVID concerns. This is an ongoing, multiyear goal and part of the mission of our department.

Goals - Real Time

Goal Upcoming Plans	Launch marketing campaign for both spaces. Set rental goals and develop plans to attain them. Employ customer satisfaction surveys.
Resources Needed	Staffing models are under consideration and could include a program manager.
Goal Notes	We are fortunate to be able to record and stream sessions in our conference center; however, our renovation plans were established prior to the pandemic so the need for a panel to be heard by virtual participants was not taken into consideration. We understand that we need to upgrade a few of our AV packages in order to be able to provide this service to clients.

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	• 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-qualilty programs that benefit our target population while also generating revenue for our unit.
Resources Needed	• Participant fees • Personnel • Marketing tools • University Housing space • Classroom space • Conference Center space • Rental vehicles
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	• 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 amajor 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 researchand scholarship
Linkage to University Goal	• 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	• 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	A CRM that incorporates Touchnet but also has the ability to invoice and track budgets is a top priority. It would be ideal that this system would allow for real time registration updates as that is one of our biggest requests from clients. Upgraded technology such as a tablet that can easily travel with us when we work remotely, across campus and off-site would help us be more efficient.
Goal Notes	

Goals - Looking Ahead

Goal 4 - To serve as the designated department at UofSC 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	• 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	Continue to respond to participants' needs for our largest CEU client – the SC Board of Cosmetology. Continue to assist campus partners in tracking and issuing CEUs.
Goal Upcoming Plans	Successfully utilize a new CRM throughout the 2022-2023 renewal period for SC Board of Cosmetology (March 2023 deadline). Continue to be a great partner to campus units hosting CE and CEU activity.
Resources Needed	
Goal Notes	

Goals - Looking Ahead

Goal 5 - To provide professional education and personal interest programs to adults to gain newskills 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	• 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	• We will offer over 35 personal interest and professional education courses each year. • We will offer a new certificate program to assist Veterans entering the workforce. • We will successfully launch two new professional education certification programs. • We will increase overall enrollment in personal interest and professional education programs.
Achievements	
Resources Utilized	
Goal Continuation	This is an ongoing, multiyear goal and part of the mission of our department.
Goal Upcoming Plans	We will expand our use of data to drive decision making related to program offerings, scheduling, and in the area of return on investment. We will expand the professional education and personal interest program's brand in the local community through intentional networking and community outreach opportunities.
Resources Needed	

Goals - Looking Ahead

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	• Attract, inspire, challenge and enable our students to become innovative thinkers and transformative leaders. • Assemble and cultivate a world-class faculty and staff. • Spur innovation and economic development through impactful community partnerships.
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	• 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	This is an ongoing, multiyear goal and part of the mission of our department.
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. We were again granted One-Stop Shop recognition by the Association of Collegiate Conference and Events Directors - International.

Continuing Education

- Management of continuing education activity and continuing education units campus-wide
- Collection and reporting of CEUs campus-wide for SACS accreditation
- Management of SC Cosmetology CEUs

Personal Interest

- Carolina Classroom (personal interest, community outreach programs)
  - American Sign Language I and II; Floral Design (new in 2021 -- sold out!); Four Pillars of Successful Retirement; Graphic Design Principles; Intro to InDesign; Intro to Photoshop; Jewelry Making (new in 2021); Natural History with Rudy Mancke; Photography (Intro, Intermediate, Available Light, and After Dark); Savvy Social Security for Baby Boomers;

Pre-University Programs

- Carolina Master Scholars Adventures Series

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?
- **Barringer House and Gardens:** opened for rentals under new management (fees approved by BOT)

Programs or Initiatives

- **University Conference Center:** opened for rentals following full renovation and furnishing (fees approved by BOT)
- **Floral Design:** Our first Floral Design course was hosted days prior to Mother's Day in May 2021. The course sold out with 22 participants and had a waiting list. The post-event survey showed wonderful ratings and feedback.
- **Jewelry Making:** Our first Jewelry Making course was held in April 2021 with three participants. Though the course was small, it still made a small profit and received great ratings in the post-event survey.

Program Terminations
List any programs that were newly terminated or discontinued during the Academic Year. Provide justification as to why the program was discontinued.
Duke TIP has been discontinued by Duke University.

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 still pending launch. 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. It was further delayed due to the longtime program manager's retirement.

Society for Human Resource Management (SHRM) certification will be the next certificate program we introduce. We have received approval from SHRM and are working to finalize details and instructors. We intend to host our first cohort in spring 2022.

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.

Each of our rental spaces has [unique fees](#) approved by the Board of Trustees.

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.

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. (Aramark)
- Center for Teaching Excellence
- College of Arts and Sciences
- College of Education
- College of Engineering and Computing
- College of Hospitality, Retail and Sport Management
- College of Information and Communications
- College of Pharmacy
- College of Social Work
- Communications and Public Affairs
- Darla Moore School of Business
- Division of Student Affairs and Academic Support
- DoIT
- Garnet Media Group
- International Accelerator Program
- McNair Institute for Entrepreneurism and Free Enterprise
- Office of Economic Engagement
- Office of New Student Orientation
- Office of the Provost
- School of Law
- School of Medicine
- South Carolina Honors College
- The Graduate School
- TRIO Programs
- 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
- Georgia Institute of Technology
- Governor's School for Science and Mathematics
  - Summer Program for Research Interns (SPRI)
  - GSSM Virtual (formerly GSSM Accelerate)
- Richland County School District One
- Richland County School District Two
- Richland County Sheriff's Department
- 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 Commerce

Collaborations

- South Carolina Department of Employment and Workforce
- South Carolina Vocational Rehabilitation

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.

We offer need-based scholarships for our pre-university programs (Carolina Master Scholars). We also work with TRIO programs to enroll students via TRIO scholarships in Carolina Master Scholars programs. Prior to the pandemic, we hosted several free test preparation workshops in the community each year. We intend to return to this practice in 2022.

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.

Staffing has been the primary weakness for our unit this year. Two longtime employees, the business manager and the program manager for professional education and personal interest programs, retired in May. In June, the program manager for pre-university programs and test prep left the university, days before the launch of summer programming. These departures caused work to shift to the remaining staff members who were, as a result, spread thin. The new program manager for professional education and personal interest programs began in July. As of 9.30.21, the business manager role is on its fourth posting and the program manager for pre-university programs and test prep is on its second. We also have a new events coordinator role to fill which has been posted.

Data collection is also a weakness for our unit with room for great improvement. Because we work in many different databases, it is quite challenging (and not hugely reliable) to pull reports. This makes it hard to fully show the reach and work of our team. We plan to move to a new CRM which would allow for centralized data collection and reporting. Using accurate data will help us make informed decisions regarding current and new courses, staffing needs, target audience, purchasing power, and more.

Maintenance issues in Close-Hipp continue to affect the delivery of classes and events. It is our hope that by the end of 2022, most building construction projects will be complete and the custodial issues will be resolved.

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 has decided to purchase a more comprehensive database that would integrate with Touchnet. An RFP was conducted in December 2020 but was stalled with supervisory input from the Office of the Provost. It is our hope to implement a new CRM by early 2022.
- **Events:** We have returned to hosting safe in-person programs and events while simultaneously offering engaging online options. Finding the perfect staffing balance is key as our requests for event management and rental space continue to increase. Marketing conference and event services to the broader campus community remains a top priority.
- **Personnel:** We continue to strive to maintain quality work-product and fulfill all departmental duties with a partial staff. 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. An organizational redesign occurred in August 2021, which restructured the reporting line of several staff. We feel this new organization structure will create efficiencies through the use of subject matter teams (events/marketing, education/community outreach, business/data management).

Concluding Remarks

Quantitative Outcomes

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

Continuing Education and Conferences partners with almost every college/school on UofSC's campus as well as myriad campus offices and departments. We saw nearly a dozen external collaborations this year, including multiple state agencies and 90+ active cosmetology CEU providers.

Fast Facts

- **Rental Venues:** Without beginning marketing for the spaces, our team coordinated 18 rentals of the University Conference Center and three of Barringer House and Gardens for a total rental income of ~$10,000 (spring 2021-Sept. 2021).
- **Pre-University Programs:** Enrollment reached 65% capacity, even though our marketing and registration window was shortened from six months to three months.
- **Professional Education and Personal Interest:** More than 30 personal interest and professional education programs will be offered in 2021-2022.
- **Test Prep:** ~60 test prep courses will be offered in 2021-2022 with ~100 students enrolled.

Cool Stuff

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