

CEAT CONTINUING EDUCATION

Mission

CEAT Continuing Education enriches lives and enhances economic development through the delivery of continuing education programs and services.

Vision

CEAT Continuing Education through a priority on excellence in all endeavors will be a globally recognized provider of continuing education programs and exceptional professional development services.

Core Values

- **Excellence** – We seek excellence in all our endeavors, and we are committed to continuous improvement.
- **Integrity** – We are committed to the principles of truth and honesty, and we will be equitable, ethical, and professional.
- **Service** – We believe that serving others is a noble and worthy endeavor.
- **Intellectual Freedom** – We believe in ethical and scholarly questioning in an environment that respects the rights of all to freely pursue knowledge.
- **Diversity** – We respect others and value diversity of opinion, freedom of expression, and other ethnic and cultural backgrounds.
- **Stewardship of Resources** – We are dedicated to the efficient and effective use of resources. We accept the responsibility of the public's trust and are accountable for our actions.

Goals, Critical Success Factors, Objectives, and Strategies

Goal One. Excellence in Outreach – Develop and uphold standards of excellence in delivery of CEAT outreach programs.

Critical Success Factors:

- Fill current open staff positions.
- At least 90% of all noncredit outreach customer evaluations will be in the excellent or very good range.
- Reduce course preparation and delivery errors that inconvenience faculty and customers to 2% (1 in 50).
- Reduce course preparation and delivery errors that waste time and money to 4% (1 in 25).

Objectives:

Objective 1.1: Obtain adequate full-time staffing to move from current bare bones operation to an efficient sustainable operation capable of reaching all department objectives.

Strategies:

- Increase department efficiency with current staffing mix – short term.
- Review opportunities for reorganization and filling current vacant positions to support increased outreach program efforts.

Objective 1.2: Continuously strive for department efficiency and productivity.

Strategies:

- Consistently evaluate existing methods of department operations and processes to improve efficiency.
- Fully develop the course check sheet system and review for updates and changes on a continuous basis.
- Explore use of technology to increase efficiency in financial record keeping and provide improved access to timely program logistics.
- Benchmark the practices of leading continuing education providers both internal and external to OSU.

Objective 1.3: Establish department processes to measure and improve logistical performance related to course preparation and delivery.

Strategies:

- Develop a system to track and categorize errors in course preparation and material delivery.

- Establish a scheduled department-wide review of logistical performance.
- Evaluate various communication formats to improve internal department communications.

Goal Two. Participant Recruitment & Development – Attract additional participants by enhancing CEAT’s reputation for delivering high quality continuing education courses and expanding the number of continuing education opportunities offered.

Critical Success Factors:

- Increase average attendance in traditional courses 3% each year.
- Increase average number of programs offered 3% each year.
- Move toward offering non-credit courses using distance learning technologies.
- Try 1 major new promotion method for obtaining new and repeat customer business each year.
- Investigate at least 1 new major continuing education venture per year.

Objectives:

Objective 2.1: Increase enrollment in traditional face-to-face continuing education courses.

Strategies:

- Increase potential customer awareness of programs and services by increasing the frequency and/or method of communications to external audiences.
- Increase communications with professional organizations.
- Begin to cross-market courses within existing customer groups.
- Selectively review opportunities for expanding the number of course offerings.
- Reformat all customer evaluation sheets to increase information feedback requested on customer needs.
- Search for and evaluate more efficient methods of marketing and advertising.

Objective 2.2: Develop a new program area and attract new customers by offering non-credit continuing education training using distance learning technologies.

Strategies:

- Begin to incorporate distance learning technologies in certain courses and programs where appropriate.
- Partner with existing Oklahoma State University entities to implement non-credit continuing education via distance delivery.
- Benchmark higher education institutions and organizations that are offering non-credit programs by distant delivery.
- Develop and implement fee-based non-credit continuing education programs via distance delivery.

Objective 2.3: Improve and maintain the web site to enhance the CEAT Continuing Education image and attract new participants.

Strategies:

- Develop a web site that presents a favorable image and reflects the diversity of our programs and courses.
- Establish responsibility for monitoring, updating and improving the web site.
- Promote the web site in all marketing literature.

Goal Three. Engagement and Outreach - Seek partnerships and collaborations to leverage resources within OSU, and strengthen and enhance relationships with constituents.

Critical Success Factors:

- Move from periodic communications to establishing ongoing communications with professional technical chapters and organizations in Oklahoma.
- Conduct at least 2 continuing education events a year in collaboration with Oklahoma professional organizations and/or OSU entities.
- Contact CEAT department heads each semester.

Objectives:

Objective 3.1: Continuously refine marketing and advertising practices to expand the awareness, presence, and image of CEAT Continuing Education.

Strategies:

- Increase the number of media releases calling attention to notable program events.
- Explore avenues for increasing communications about our successes.
- Establish periodic department reviews of marketing and advertising progress.

Objective 3.2: Increase diversity of contacts with architecture, engineering and management professional organizations throughout the state and nation.

Strategies:

- Establish ongoing communications with the professional organizations throughout the state and nation.
- Find innovative ways to collaborate with these entities in mutually beneficial endeavors.

Objective 3.3: Allow students the opportunity for resume enhancement and personal growth.

Objective 3.4: Allow faculty with professional licenses a convenient method of obtaining recertification units.

Strategies

- Keep departments informed of ongoing outreach courses that may be of value to faculty and students.
- Collaborate with CEAT faculty in finding innovative ways of furthering student growth opportunities through continuing education opportunities.
- Explore possibilities of establishing on-campus continuing education opportunities for CEAT faculty.

Objective 3.5: Increase knowledge of CEAT department strategic interests.

Strategies:

- Visit with department heads each semester.
- Maintain communications with current and past continuing education faculty.
- Visit with faculty new to continuing education.
- Seek input on generating new ideas in continuing education.

Goal Four. Department Self-Sufficiency – Work toward becoming more self-sufficient in financial operations.

Critical Success Factors:

- Increase sources of income and funding to cover more of salaries and department expenses.
- Hold periodic review with all department employees measuring accomplishments against the Strategic Plan.

Objectives:

Objective 4.1: Reduce dependence on allocated funds to pay staff salaries.

Strategies:

- Increase enrollment in traditional continuing education programs and courses.
- Venture into new program areas such as non-credit in distance learning.
- Selectively expand the number of new course offerings.

Objective 4.2: Explore outside sources of funding for salaries and programs.

- Explore possible expansion of contract for hosting international engineering student summer program on campus.
- Investigate possibilities of obtaining contracts and grants in other areas.

Objective 4.3: Strengthen sources of funding by charging fees for appropriate conference hosting services.

Strategies:

- Establish a system of fees when appropriate for services provided.
- Visit with CEAT department heads about capabilities and review possible needs.
- Review CEAT policy regarding schools and departments hosting non-credit courses outside of CEAT Continuing Education.

Goal Five. Enhance the quality of life and economic development of Oklahoma and the nation by helping companies improve their workforce and assisting individuals in reaching their learning goals through continuing education.

Critical Success Factors:

- Increase the number of companies and organizations who send employees for continuing education by 15%.

Objectives:

Objective 5.1: Promote economic development by equipping professionals with the knowledge to stay updated in their technical professions.

Objective 5.2: Promote quality of life by providing qualified continuing education courses to allow Oklahoma licensed professionals the opportunity to meet license requirements locally.

Strategies:

- Identify companies and organizations employing larger groups of professionals.
- Contact companies and organizations employing large groups of professionals as well as small companies employing few professionals, to present information about continuing education programs, and receive feedback on interest areas.
- Look for areas of collaboration with these companies and organizations.

Objective 5.3: Increase contact with organizations affecting economic development.

Strategies:

- Identify and seek innovative ways to collaborate with these entities in mutually beneficial endeavors.

Goal Six. Human Resources – Promote diversity; provide professional growth opportunities, recognition, and rewards for staff and students.

Critical Success Factors:

- All staff required to attend a minimum of 2 work-related training programs yearly.
- All staff required to attend diversity or cultural training.

Objectives:

Objective 6.1: Empower employees to perform to their fullest.

Strategies:

- Increase opportunity for employee professional development through special assignments and on-the-job training.
- Develop and implement a personal action plan for each employee that includes training and personal development.
- Maintain schedule flexibility for staff attending classes working toward a degree.

Objective 6.2: Compensate employees whenever possible based on growth of job and merit performance.

Strategies:

- Update and maintain all position questionnaires to current OSU guidelines.
- Establish a formal student compensation system based on time of service and performance.

Objective 6.3: Provide a working environment reflecting diversity of opinion and mutual respect.

Strategies:

- Encourage international student participation in department extra curricular activities and schedule more department meetings to include students.
- Include opportunity for all department employees to become involved in non-credit programs dealing with international cultures.