

# CONTINUING EDUCATION & COMMUNITY ENGAGEMENT

FY18 ANNUAL REPORT

Continuing Education & Community Engagement provides unique pathways to and through higher education and inspires a love of learning through innovative, educational experiences for all ages and people.



# CECE'S STRATEGIC PLAN FOR FY2019

CECE is entering year 3 of our 3-year plan. We continue to review our work to ensure it reflects our values, enables us to **nimbly serve unique student populations** through a **high touch, student-centric model**, and to **hire and develop talented staff** members who are inspired and committed to our vision. We **develop programs that align with the University's goals** through campus and community partnerships and to provide opportunities for all community members to access and engage with the U.

## 3-YEAR VISION:

To create a professional space that is reflective of the quality of our programs and to create a business model that scales to serve a myriad of unique student audiences, demonstrates impact, and allows us to be innovative, pilot forward-thinking ideas, and support the U's core mission.

## 10-YEAR VISION:

To earn holistic trust across campus where departments proactively engage with CECE to create and deliver noncredit, credit, and degree programs through a variety of delivery modes specifically designed for alternative student audiences.

## 3-5 YEAR GOALS:

Over the last two years, CECE has made investments to expand its work in support of the U's core mission. Although CECE engages the community in many ways, the following outlines our strategic focus for the next three to five years.

## GOAL 1: REACH ALTERNATIVE STUDENT AUDIENCES

Working in collaboration with Admissions and other campus partners, CECE will facilitate a support structure focused on three distinct student audiences to recruit new and inspire future students. These efforts are to strengthen and expand the U's reach into alternative student audiences. CECE will invest in the following student audiences and programs:

### POST-TRADITIONAL STUDENTS

These are adult students (25+) who have some college, but no degree; are non-working or under-employed adult learners wishing to get a degree; and professional learners. Efforts include:

**Launch and track the Return to the U program.** With a pilot program starting February 2018 for fall enrollment, this program manages outreach to post-traditional students and provides them with the support and pathways they need to feel comfortable re-entering or continuing their education with the U. Support services include:

- The Sandy site as an entry point for these students to learn in a friendly environment that helps build an adult learning community.
- Up front and dedicated RTU advising that provides intra-campus connections to navigate available resources (financial aid, scholarship, etc.) and to identify the degree program that will best fit the student's need.
- A post-traditional focused SAA to support an exceptional student experience throughout their academic journey.
- An option for a collaboratively identified degree path that is well-defined and reliable. This will include classes at the Sandy site, main campus, and UOnline.

*Measurement:* To accurately measure, we need to identify these students in Peoplesoft, which IST is considering. We worked with OBIA to identify stopped-out students for outreach, and purchased a mailing list for public outreach. Expecting inaccuracies in the purchased list, we will measure number of inquiries, applicants, and enrolled students.

**Expand Noncredit Academic Department Partnerships Program.** These badged certificates, specifically created for professional students seeking alternative credentials, bundle noncredit sections of for-credit classes. These are non-matriculated students who take the same classes and fulfill the same classwork requirements as for-credit students. These programs inspire incremental students to become degree-seeking students either to attain an undergraduate degree or to enter a graduate program.

*Measurement:* We will measure the number of enrollments, revenue to academic departments, number of certificates attained, number of badges acquired, and the number of students who become matriculated students.

## INTERNATIONAL STUDENTS

The University has identified recruitment of international students as a high priority. CECE will help support its efforts in two ways.

**Integrated International Recruitment.** Working in collaboration with Admissions we will identify, establish, and foster international agent partnerships.

*Measurement:* With Admissions, create an integrated plan that includes target number of agents to recruit and number of admitted ELI and degree-seeking international students.

**UGlobal.** Support UGlobal students through collaborative campus efforts and manage the Pre-Sessional track.

*Measurement:* Deliver a stellar experience and measure student retention to ensure successful progression to the Extended Accelerator Program.

## UNDERREPRESENTED STUDENTS

Working in collaboration with University and community partners CECE will compliment the University's recruitment efforts throughout the Salt Lake City community to reach local underrepresented student audiences, such as immigrants, first generation, and refugees. Each program is unique due to target student audiences and will have different timelines of entry into the university. *We will measure the success of these programs as these students progress and enter the U.*

**Create and deliver One Refugee ESL high school program.** With funding from Zions Bank, CECE's ELI will work with the nonprofit One Refugee to create a specifically-designed ESL program targeted at junior high school students to improve their language skills in preparation for college.

**Expand Zions Bank/UofU scholarship program.** With funding from Zions Bank, CECE's ELI will expand its current Zions Evening ESL Program to include an additional summer session for community members to help return to college and to improve their quality of life in Utah.

**Community ESL Program.** CECE's ELI department will create open enrollment community-based ESL programs in partnership with UNP and area businesses. These are designed to help employees from underrepresented communities learn English to accelerate their assimilation into American life and to prepare them for the workforce. Individuals not accepted into the Zions Bank/UofU scholarship program will also have access to this new program.

**PATHS Program.** CECE's University Pathways department will continue to improve, expand, and measure PATHS high school program which prepares students from all backgrounds to achieve their full potential in high school and beyond. Two cohorts of students will participate in the U18 PATHS program—students are entering 9th and 10th grade.

**Scholarship Program.** Through fundraising efforts, CECE can offer over \$50,000 in scholarships to underrepresented students for Professional Education, Test Preparation, Youth Education, and other higher education opportunities.

## **GOAL 2: STRENGTHEN OSHER LIFELONG LEARNING INSTITUTE MEMBER TIES TO THE U**

Engage and steward Osher Institute members to elevate U brand loyalty and investment in the U. Osher Institute members are a group of current and potential donors with high giving potential. It is important to keep this group engaged, happy, and feeling supported by the University. This connection benefits the University, rising tides for all departments and supports University advancement

**New space for Osher Institute.** Work in collaboration with Cathy Anderson and Patty Ross to find a communal space that meets the needs of this important and growing University constituent group.

*Measurement:* Space identified and agreed upon in time for the launch of the 15 year capital campaign (2019-20).

**Fundraising capital Campaign.** Launch a 15th year anniversary capital campaign targeting members to raise funds for space and FF&E specialized for an older student audience.

*Measurement:* Campaign planned and prepared for 2019 launch with a target fundraising goal by December 2018.

## PART B: CURRENT & PRIOR FISCAL PERFORMANCE

During the 2017-18 year, CECE has continued to pivot our work to more fully support the core mission of the University (year 2 of 3 year plan):

- Build an organizational structure that reflects our values and supports campus.
  - » Reorganized programs and leadership and continue to assess talent needs
- Establish a professional space that reflects the quality of our programs and welcomes the community.
  - » 540 Arapeen was purchased and the remodel is on budget and on schedule to be completed May 2nd.
- Create a scalable student-centric business model to serve unique student audiences in support of campus.
  - » See last page for proposed data structure
- Identify and develop innovative programmatic opportunities to partner on and off campus:
  - » Sandy
  - » Return to the U
  - » PATHS
  - » Youth Protective Services
  - » A sampling of our accomplishments is below



# CECE STATS

ACADEMIC YEAR 17-18\*  
WE OFFERED

2,734  
CLASSES

TO

14,514

STUDENTS

WITH A TOTAL OF

27,508

ENROLLMENTS

## UNIVERSITY PATHWAYS

\$15,000+



TEST PREPARATION  
SCHOLARSHIPS AWARDED FY18

33 UPWARD BOUND  
STUDENTS RECEIVED A  
FREE ACT COURSE

YOUTH EDUCATION  
CONNECTED

2,746

5-17 YEAR OLDS  
TO THE U IN 2017

SANDY CENTER



22%

INCREASE IN FALL 17  
ENROLLMENTS



14

NEW COURSES  
OFFERED\*



ONLINE  
PROCTORING HELPED  
757 MORE  
STUDENTS IN 2017

7 MATH 1010  
SECTIONS SERVED  
504 STUDENTS  
IN FALL 2017

## PROFESSIONAL DEVELOPMENT

U EMPLOYEES

281

U EMPLOYEES\*\*  
ARE ENROLLED IN

340

PROFESSIONAL  
EDUCATION  
PROGRAMS



241  
DIGITAL  
BADGES  
ISSUED

## PERSONAL ENRICHMENT

13%

INCREASE  
SPRING 17  
ENROLLMENTS



1,486

OSHER MEMBERS\*\*



6,275

PERSONAL  
ENRICHMENT  
ENROLLMENTS\*



108

TRAVELERS ON  
GO LEARN TRIPS\*\*



17

CAMPUS  
PARTNERSHIPS

\*Academic year 17-18 includes Summer 17, Fall 17, and Spring 18

\*\*Numbers stated are for FY18 year-to-date

# CAMPUS-FOCUSED ACCOMPLISHMENTS

## **Developed and launched the Return to the U pilot initiative targeted at recruiting post-traditional students**

The Return to the U initiative reaches out to post-traditional students and provides the attention, support, and connection to programs they need to have the confidence to return and complete their degree.

*GOALS SERVED:* Promote Student Success to Transform Lives & Ensure Long-Term Viability of the U

*OUR EFFORTS:*

- Managing campus coordination of existing online programs
- Partnering with departments to develop programs internally
- Managing marketing and recruitment of post-traditional student audience

*MEASUREMENT:* We will monitor enrollment and program progress.

## **Launched the Academic Partnership Certificate program**

To increase student reach and generate incremental revenue for U academic departments, we are partnering with five academic colleges to offer four noncredit certificates and five noncredit micro-certificates using existing for-credit classes.

*GOALS SERVED:* Promote Student Success to Transform Lives & Ensure Long-Term Viability of the U

*MEASUREMENT (through Spring 2018):*

- 123 certificate applications
- 207 additional students in existing for-credit classes
- \$121,300 gross revenue to the U
- \$78,845 net revenue directed to academic partners

## **Developed and launched the Degree Plus Certificate Series to help students maximize the value of their degree**

An innovative new program designed to provide short, skill-building certificates for recent liberal arts graduates. Students choose from five noncredit certificates that build on the foundation of an undergraduate degree by adding skills that expand or open job opportunities.

*GOALS SERVED:* Promote Student Success to Transform Lives & Ensure Long-Term Viability of the U

*MEASUREMENT (through Spring 2018):*

- 87 student registrations
- 2 features in national publications highlighting program as an innovation in higher education
- 5 certificates offered (2 coming Fall 18)

## **Supported the Plan to Finish by offering three additional FLXU Intensive Courses during FY17-18**

Intensives help students complete general education requirements in a unique way that meets their needs. Expanded in 2017 with new academic departments including Kinesiology and the English department.

*GOALS SERVED:* Promote Student Success to Transform Lives & Ensure Long-Term Viability of the U

*MEASUREMENT (through FY 2018):*

- Increased enrollment by 144 students
- Courses are in high-demand and most courses fill quickly and have students on the wait list
- Offered 16 courses in FY 18 (3 more than FY17)

# COMMUNITY-FOCUSED ACCOMPLISHMENTS

## **Purchased and remodeling new CECE site**

The purchase and remodel of 540 Arapeen is on schedule for completion in May. Classes in the new building start summer 2018.

## **Engaged community members with the University through noncredit personal enrichment courses**

CECE personal enrichment courses create balance in people's lives and expose community members to the research and work of the U. These experiences engage donors and alumni to support academic programs and the U as a whole.

*GOALS SERVED:* Promote Student Success to Transform Lives & Ensure Long-Term Viability of the U

*MEASUREMENT:*

- 91% of students respond they were happy or very happy with their course. Student responses provide our best measure of success:

*"Gene Fitzgerald is one of the University's great teachers. It's wonderful to be able to experience his inspirational insights into Russian literature and culture through Osher. - Osher Spring 2018; Dostoevsky and Russian Terrorism*

*"The instructor, Bill Laursen, has been teaching art for many years. He is an excellent teacher and is capable of articulating the appropriate guidance and inspiration for each student. His syllabus is amazing and will, for me, be a permanent reference. - Lifelong Learning Spring 2018; Drawing: Portraits*

## **Launched PATHS program and developed sophomore year cohort**

Designed to promote access to the U, PATHS prepares first generation, underrepresented, or undocumented students to achieve their full potential in high school and beyond. In 2017, we revamped 9th grade curriculum to focus on writing and research workshops. In 2018, the first sophomore cohort will pursue new curriculum with a focus on writing and civic engagement. Students are provided free tutoring sessions on week days throughout the school year and fun cultural events once a month. PATHS students meet with current U students and faculty during the summer, allowing them to learn and grow at the University of Utah.

*GOALS SERVED:* Promote Student Success to Transform Lives & Ensure Long-Term Viability of the U

*MEASUREMENT:* Achieved 100% retention of year-one cohort. Second 9th grade cohort starts Summer 2018.

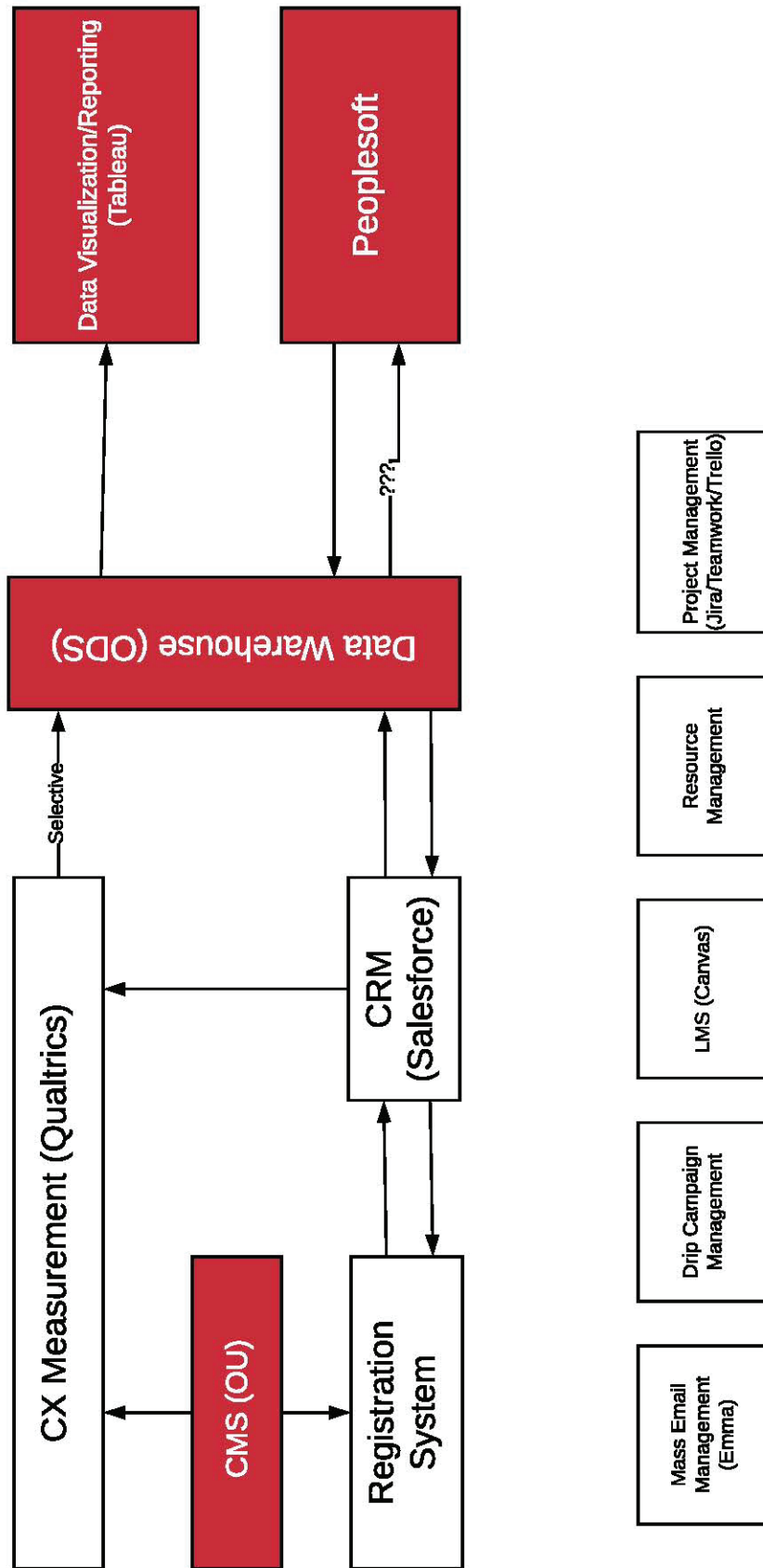
## **Procured additional funding for Zions Evening ESL program and new Zions Bank One Refugee program**

The Zions Evening ESL program provides community members interested in professional and educational advancement with a low-cost way to pursue English language proficiency. The additional funding will allow a summer cohort to meet student demand. The Zions Bank One Refugee program will provide intensive English instruction for young refugees (ages 16-17) the summer between their junior and senior year of high school. The goal is to improve the likelihood of these young refugees to succeed at a college or university. This would become a path for the students to begin at SLCC after they graduate from high school and then transfer to the U.

*GOALS SERVED:* Promote Student Success to Transform Lives & Ensure Long-Term Viability of the U

*MEASUREMENT:* Secured \$68,400 additional funding to support both programs. One Refugee Program to launch in 2018.

# CECE DATA STRUCTURE



Red Boxes = University supported systems

White Boxes = CECE-only systems