

California State University, Stanislaus

2007/2008

SUPPORT UNIT REVIEW - PHASE 3

UNIVERSITY EXTENDED EDUCATION

EXECUTIVE SUMMARY

An integral part of the University since its beginning, University Extended Education (UEE) serves California's Central Valley community and beyond through traditional and non-traditional programs and training designed to meet community workforce and professional development needs.

UEE's mission is to provide access to innovative extended education opportunities for all. UEE offers credit and non-credit programs that are designed to help individuals, communities, and organizations meet their educational and career goals. UEE programs are offered on site in Turlock and Stockton, at remote locations, and via the internet. Hybrid options (online and on site) also exist.

UEE has operations at both the Turlock main campus and the Stockton center. The Turlock campus houses the bulk of UEE operations with additional classes and programs taught at Stockton based on community needs.

UEE offers programs in the following areas:

- Special Sessions. Credit classes, certificates or programs that are run on a self-support basis.
- Open University. Undergraduate or graduate classes that can be taken subject to faculty approval. Open to students who are not officially enrolled at CSU Stanislaus.
- Contract Extension. An agreement between CSU Stanislaus, UEE and an external organization to certify training by the organization for extension credit.
- Corporate Coaching and Consulting. Tailored programs for business
- On line learning. In partnership with Ed-2-Go, Mindedge, and Gatlin Education
- Certificate programs. Continuing Education Unit (CEU) programs leading to certificate award.

UEE developed a strategic plan in 2007 during its June strategic plan retreat. The unit is currently in the process of creating the time-phased action steps to implement the plan. The major goals identified in the strategic plan are:

- Accurately identify key Central Valley audiences to determine educational needs
- Establish five (new) separate and sustainable Special Session degree programs by 2012
- Work with the Stockton center to develop programs that serve that community
- Engage as a full and active member of the CSU Stanislaus community
- Grow, develop, and maintain programs where UEE has expertise
- Develop efficiencies that substantially increase the surplus available to the Colleges and University. Achieve \$4 million in annual gross revenue by 2012
- Ensure new programs are properly aligned with the campus mission and goals

UEE conducted a self-assessment of its operations in early 2008 followed by an external review in June 2008. The unit also conducts assessments of classes that run through UEE. Issues raised during these assessments include:

- UEE is not well known both inside and outside the University
- Special session practices and procedures are not uniform and can be confusing to partner Colleges.
- UEE has had numerous leadership changes since 1998. The current director is an interim appointment.
- UEE does not have a written marketing plan.
- UEE needs to grow its operations in the Stockton market.
- UEE does very little partnering with the College of Education.
- UEE has its best potential for growth in special session programs.
- UEE is currently understaffed. A marketing expert is needed.
- UEE needs to do additional quality control with its 3rd party contract providers to ensure that academic quality meets CSU standards.

9/17/08