

# **Executive Summary**

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## **Blueprint for Academic Excellence**

Continuing Education

AY2020-2021

### **Highlights**

### **Mission Statement**

### **Vision Statement**

### **Values Statement**

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# Goals - Looking Back

Goals for the previous Academic Year.

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

<b>Goal Statement</b>	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 USC.
<b>Linkage to University Goal</b>	<ul style="list-style-type: none"> <li>• Educating the Thinkers and Leaders of Tomorrow</li> <li>• Spurring Knowledge and Creation</li> <li>• Ensuring Institutional Strength, Longevity, and Excellence</li> </ul>
<b>Alignment with Mission, Vision, and Values</b>	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.
<b>Status</b>	Progressing as expected (multi-year goal)
<b>Action Plan</b>	<p>Renew contract with Duke TIP.</p> <p>Plan, market and execute 2 Duke TIP Academic Adventures programs in Spring 2019 and 2 Duke TIP Academic Adventures programs in Fall 2019.</p> <p>Plan, market and execute 17 courses as part of the Carolina Master Scholars Adventures Series in Summer 2019.</p>
<b>Achievements</b>	<p>Coordinated Duke TIP Academic Adventures for current 5th and 6th graders. In 2019, we offered 13 courses with 166 students.</p> <p>Coordinated the Carolina Master Scholars program for rising 6th - 12th graders showcasing faculty, staff and experts in the community as subject matter experts. In 2019, we offered 18 courses to 275 students. 23 students participated in three or more courses and will earn certificates in the December graduation ceremony.</p> <p>Coordinated logistics and students support for the Summer Program Research Interns (SPRI) program and Accelerate Engineering Camp in collaboration with the College of Engineering and Computing and the Governor's School for Science and Math. 36 SPRI students conducted research for six</p>

# Goals - Looking Back

	<p>weeks at USC with faculty mentors. 36 SC high school students spent one week at USC working with USC Engineering faculty on a hands-on engineering project.</p> <p>Coordinated registration services for 29 Girls Go For IT youth campers for the School of the Earth, Ocean and Environment.</p>
<b>Resources Utilized</b>	<p>Participant fees pay all direct expenses.</p> <p>Scholarship funds are provided by the Office of Provost, Enrollment Management and the Carolina Collegiate Federal Credit Union.</p> <p>Staff resources.</p>
<b>Goal Continuation</b>	
<b>Goal Upcoming Plans</b>	<p>Continue offer 3-4 Duke TIP Academic Adventures each year for students in grades 5 and 6.</p> <p>Coordinate the Carolina Master Scholars Adventures series during the summer months for rising 6<sup>th</sup> - 12<sup>th</sup> grade students. Offer 2 - 3 new topics in each program and continue to find new faculty to teach.</p> <p>Continue to provide support services to outside organizations wishing to run youth programs at USC including GSSM.</p> <p>Provide consultation with USC Risk Management Office with USC campus wide policy regarding programs involving minors.</p>
<b>Resources Needed</b>	Staff resources.
<b>Goal Notes</b>	

# Goals - Looking Back

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

<b>Goal Statement</b>	USC 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, USC also offers free test prep strategy workshops.
<b>Linkage to University Goal</b>	<ul style="list-style-type: none"> <li>• Educating the Thinkers and Leaders of Tomorrow</li> <li>• Spurring Knowledge and Creation</li> <li>• Ensuring Institutional Strength, Longevity, and Excellence</li> </ul>
<b>Alignment with Mission, Vision, and Values</b>	USC 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.
<b>Status</b>	Progressing as expected (multi-year goal)
<b>Action Plan</b>	<p>Renew contract with ETC (Education Testing Consultants) who provide curriculum development and instructors for courses.</p> <p>Begin to offer PRAXIS Verbal and Math Test Prep.</p> <p>Update Test Prep promotional material (brochures, banner up, trade show materials).</p>
<b>Achievements</b>	<p>In 2019, we offered 62 test prep courses serving 315 students and held 6 free information workshops for our community.</p> <p>We held a custom SAT Test Prep class for 30 students at Anderson One School District.</p> <p>We are provided SAT Test Preparation workshops for the Richland County Library at Sandhills, Blythewood and St. Andrews and North Main branches.</p> <p>We provided complimentary summer SAT strategy workshops for the Partners for Minorities in Engineering and TRIO programs.</p> <p>We launched online courses to prepare students to take the Praxis Verbal and Math exams.</p> <p>We are updated promotional materials (brochures and tradeshow materials) and digital ads to be displayed on campus.</p>
<b>Resources Utilized</b>	Participant fees pay all direct expenses. Staff resources.

# Goals - Looking Back

<b>Goal Continuation</b>	This goal will continue to support the mission of the department.
<b>Goal Upcoming Plans</b>	
<b>Resources Needed</b>	Staffing adequate now that Program Manager has been hired and trained.
<b>Goal Notes</b>	

# Goals - Looking Back

## Goal 3 - To provide logistical support to USC faculty for outreach and educational programs.

<b>Goal Statement</b>	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.
<b>Linkage to University Goal</b>	<ul style="list-style-type: none"> <li>• Educating the Thinkers and Leaders of Tomorrow</li> <li>• Spurring Knowledge and Creation</li> <li>• Ensuring Institutional Strength, Longevity, and Excellence</li> </ul>
<b>Alignment with Mission, Vision, and Values</b>	Conferences and events with an academic focus affirm the University's mission of sharing research and responding to statewide, regional and national demands for education resources and professional expertise. These programs showcase the university and bring prestige and recognition to its faculty.
<b>Status</b>	Progressing as expected (multi-year goal)
<b>Action Plan</b>	<p>Provide appropriate staffing.</p> <p>Respond to and track all leads.</p> <p>Educate campus community regarding new University Policy ACAF 3.17 regarding conference related-activities.</p>
<b>Achievements</b>	<p>In 2019, we coordinated logistical and/or registration services for 33 programs impacting over 11,000 participants.</p> <p>We worked with 22 university departments and 11 state agencies or non profit organization to support their educational outreach programs.</p> <p>We continue to track all leads. We act as a resource for campus venues by referring leads from organizations not affiliated with the university.</p>
<b>Resources Utilized</b>	Staff resources. University systems like Filemaker, Touchnet, Wordpress, Peoplesoft, etc.
<b>Goal Continuation</b>	This goal will continue to support the mission of the department.
<b>Goal Upcoming Plans</b>	Advertise services to all campus departments and colleges/schools.

# Goals - Looking Back

<b>Resources Needed</b>	The part-time conference assistance will become a full-time FTE position.
<b>Goal Notes</b>	



# 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.

<b>Goal Statement</b>	Continuing Education and Conferences issues CEUs (except Law, Medicine, Nursing and Pharmacy) on behalf of the university.
<b>Linkage to University Goal</b>	<ul style="list-style-type: none"> <li>• Educating the Thinkers and Leaders of Tomorrow</li> <li>• Spurring Knowledge and Creation</li> <li>• Ensuring Institutional Strength, Longevity, and Excellence</li> </ul>
<b>Alignment with Mission, Vision, and Values</b>	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.
<b>Status</b>	Progressing as expected (multi-year goal)
<b>Action Plan</b>	<p>Serve as clearinghouse for CEUs and noncredit certificate programs.</p> <p>Provide resource information to new program coordinators.</p> <p>Continue to serve the SC Board of Cosmetology and LLR.</p>
<b>Achievements</b>	<p>To date in 2019, the Office of Continuing Education and Conferences issued 15,432 CEU certificates.</p> <p>The office compiles and provides an annual report to the Office of Institutional Research for USC Columbia and Palmetto campuses.</p> <p>We have met our 5-day turnaround deadline for the SC Board of Cosmetology and LLR during the busy renewal period.</p>
<b>Resources Utilized</b>	Staff resources.
<b>Goal Continuation</b>	This goal will continue to support the mission of the department.
<b>Goal Upcoming Plans</b>	<p>Update certificates with new USC logos.</p> <p>Continue to work with SC Board of Cosmetology and LLR to improve our processes.</p>
<b>Resources Needed</b>	Staff resources.
<b>Goal Notes</b>	

# 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.**

<b>Goal Statement</b>	USC offers a variety of personal interest and professional education short courses and noncredit certificates in <a href="#">Lean Six Sigma</a> , <a href="#">Paralegal Studies</a> , <a href="#">Grant Writing</a> and <a href="#">Project Management</a> . Each certificate program offers valuable professional education that can launch students into a new profession or enhance an existing one.
<b>Linkage to University Goal</b>	<ul style="list-style-type: none"> <li>• Educating the Thinkers and Leaders of Tomorrow</li> <li>• Spurring Knowledge and Creation</li> <li>• Ensuring Institutional Strength, Longevity, and Excellence</li> </ul>
<b>Alignment with Mission, Vision, and Values</b>	Noncredit continuing education to prepare for a new career or enhance an existing one. Engage the community through personal interest programs.
<b>Status</b>	Progressing as expected (multi-year goal)
<b>Action Plan</b>	<p>Contract with SC Government Finance Officers Association to deliver training to their members seeking GFOA certification.</p> <p>Follow up on all leads for custom courses.</p>
<b>Achievements</b>	<p>In 2019, we offered 26 certificate programs serving 689 students.</p> <p>We were hired again by the SC Government Finance Officers Association to deliver training to their members seeking GFOA certification and managed training classes and exams.</p>
<b>Resources Utilized</b>	Staffing resources.
<b>Goal Continuation</b>	
<b>Goal Upcoming Plans</b>	We will be designing a Military Transitioning Program in collaboration with the Georgia Institute of Technology Savannah campus to launch in fall of 2020. We will need to determine funding sources through corporate or Workforce Investment as well as Determine funding sources through corporate or Workforce Investment.
<b>Resources Needed</b>	Hire part-time consultant from Georgia Tech. Hire part-time temporary program manager that will go to FTE position at launch of program in fall 2020.

# Goals - Looking Back

<b>Goal Notes</b>	
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# Goals - Real Time

Goals for the current Academic Year.

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

<b>Goal Statement</b>	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 USC.
<b>Linkage to University Goal</b>	<ul style="list-style-type: none"> <li>• Educating the Thinkers and Leaders of Tomorrow</li> <li>• Spurring Knowledge and Creation</li> <li>• Ensuring Institutional Strength, Longevity, and Excellence</li> </ul>
<b>Alignment with Mission, Vision, and Values</b>	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.
<b>Status</b>	Progressing as expected (multi-year goal)
<b>Action Plan</b>	<p>Offer new and innovative courses and identify faculty to teach them.</p> <p>Offer 3-4 new topics for Duke TIP Academic and Carolina Master Scholars Adventures series.</p> <p>Continue to provide support services to outside organizations wishing to run youth programs at USC including GSSM.</p> <p>With assistance from University Creative Services, launch new marketing campaign for Carolina Master Scholars Adventures series that will run 3 - 4 summers.</p>
<b>Achievements</b>	<p>Our program Manager is currently working to schedule 3-4 Duke TIP programs for 2020 including one showcasing the McNair Center for Aerospace/Manufacturing and one in Artificial Intelligence in collaboration with the College of Engineering and Computing. In addition, we are planning 18 classes for the Carolina Master Scholars summer program including Adventures in Virtual and Augmented Reality.</p> <p>Working with USC Communications, we are designing a new marketing campaign for the Carolina Master Scholars program to use for the next 3 summers. The Adventure Land theme has been identified and materials will be finalized this fall.</p>

# Goals - Real Time

<b>Resources Utilized</b>	Participant Fees. Staff resources.
<b>Goal Continuation</b>	
<b>Goal Upcoming Plans</b>	
<b>Resources Needed</b>	
<b>Goal Notes</b>	

# 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.

<b>Goal Statement</b>	USC 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, USC also offers free test prep strategy workshops.
<b>Linkage to University Goal</b>	<ul style="list-style-type: none"> <li>• Educating the Thinkers and Leaders of Tomorrow</li> <li>• Spurring Knowledge and Creation</li> <li>• Ensuring Institutional Strength, Longevity, and Excellence</li> </ul>
<b>Alignment with Mission, Vision, and Values</b>	USC 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.
<b>Status</b>	Progressing as expected (multi-year goal)
<b>Action Plan</b>	Determine the feasibility of offering additional test prep courses of other exams. Explore other service providers for other exams (i.e. MCAT).
<b>Achievements</b>	We are still investigating curriculum providers to be able to offer test prep for the MCAT.
<b>Resources Utilized</b>	Participant fees. Staff resources.
<b>Goal Continuation</b>	
<b>Goal Upcoming Plans</b>	
<b>Resources Needed</b>	
<b>Goal Notes</b>	

# Goals - Real Time

## Goal 3 - To provide logistical support to USC faculty for outreach and educational programs.

<b>Goal Statement</b>	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.
<b>Linkage to University Goal</b>	<ul style="list-style-type: none"> <li>• Educating the Thinkers and Leaders of Tomorrow</li> <li>• Spurring Knowledge and Creation</li> <li>• Ensuring Institutional Strength, Longevity, and Excellence</li> </ul>
<b>Alignment with Mission, Vision, and Values</b>	Conferences and events with an academic focus affirm the University's mission of sharing research and responding to statewide, regional and national demands for education resources and professional expertise. These programs showcase the university and bring prestige and recognition to its faculty.
<b>Status</b>	Progressing as expected (multi-year goal)
<b>Action Plan</b>	<p>Continue to respond to and track all leads.</p> <p>Educate campus community regarding new University Policy ACAF 3.17 regarding conference related-activities.</p>
<b>Achievements</b>	
<b>Resources Utilized</b>	<p>Staff resources.</p> <p>University systems like Touchnet, Wordpress, Peoplesoft, etc.</p>
<b>Goal Continuation</b>	
<b>Goal Upcoming Plans</b>	If business continues to increase, additional staff may be needed.
<b>Resources Needed</b>	
<b>Goal Notes</b>	Array

# 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.

<b>Goal Statement</b>	Continuing Education and Conferences issues CEUs (except Law, Medicine, Nursing and Pharmacy) on behalf of the university.
<b>Linkage to University Goal</b>	<ul style="list-style-type: none"> <li>• Educating the Thinkers and Leaders of Tomorrow</li> <li>• Spurring Knowledge and Creation</li> <li>• Ensuring Institutional Strength, Longevity, and Excellence</li> </ul>
<b>Alignment with Mission, Vision, and Values</b>	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.
<b>Status</b>	Progressing as expected (multi-year goal)
<b>Action Plan</b>	<p>Continue to serve as clearinghouse for CEUs and noncredit certificate programs.</p> <p>Provide resource information to new program coordinators.</p>
<b>Achievements</b>	We continue to meet our 5-day turnaround deadline for the SC Board of Cosmetology and LLR.
<b>Resources Utilized</b>	Staff resources.
<b>Goal Continuation</b>	Respond to participants needs during busy renewal period of our largest CEU client - SC Board of Cosmetology.
<b>Goal Upcoming Plans</b>	Working with IT staff and LLR, we are revamping our CEU database. LLR and USC is 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.
<b>Resources Needed</b>	Staff resources. Hired Bob Dyer as dual employee to help write scripts for our database.
<b>Goal Notes</b>	



# 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.**

<b>Goal Statement</b>	USC offers a variety of personal interest and professional education short courses and noncredit certificates in <a href="#">Lean Six Sigma</a> , <a href="#">Paralegal Studies</a> , <a href="#">Grant Writing</a> and <a href="#">Project Management</a> . Each certificate program offers valuable professional education that can launch students into a new profession or enhance an existing one.
<b>Linkage to University Goal</b>	<ul style="list-style-type: none"> <li>• Educating the Thinkers and Leaders of Tomorrow</li> <li>• Spurring Knowledge and Creation</li> <li>• Ensuring Institutional Strength, Longevity, and Excellence</li> </ul>
<b>Alignment with Mission, Vision, and Values</b>	<p>Noncredit continuing education provide training to prepare individuals for a new career or enhance an existing one.</p> <p>Personal interest courses engage the community.</p>
<b>Status</b>	Progressing as expected (multi-year goal)
<b>Action Plan</b>	<p>We will offer over 30 personal interest courses and over 30 professional education courses each year.</p> <p>We will offer a new certificate program to assist Veterans entering the workforce.</p>
<b>Achievements</b>	<p>We are on track to offer 44 personal interest courses and 31 professional certificate programs in 2019.</p> <p>We are entering into service agreements with GA Tech Savannah Campus Continuing Education to provide consulting services to launch VET2 program in fall of 2020.</p>
<b>Resources Utilized</b>	Funds to hire consultant. Funds to create a new Program Manager position dedicated to the VET2 program will be allocated from professional education budget.
<b>Goal Continuation</b>	
<b>Goal Upcoming Plans</b>	
<b>Resources Needed</b>	
<b>Goal Notes</b>	Array

# Goals - Real Time

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

<b>Goal Statement</b>	To provide essential meeting space for non-credit activities which showcase programs and research by USC faculty, staff, students and the community at large.
<b>Linkage to University Goal</b>	<ul style="list-style-type: none"> <li>• Educating the Thinkers and Leaders of Tomorrow</li> <li>• Spurring Knowledge and Creation</li> <li>• Building Inclusive and Inspiring Communities</li> </ul>
<b>Alignment with Mission, Vision, and Values</b>	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 education resources and professional expertise.
<b>Status</b>	Newly Established Goal
<b>Action Plan</b>	<p>To renovate the 8th floor Hipp building and the former faculty lounge on the 8th floor Close building.</p> <p>To outfit space with furniture and audio visual equipment.</p> <p>To establish staffing, policies and procedures for use of the newly renovated space in Fall 2019.</p> <p>To develop and obtain approval of facility rental rates by the Board of Trustees in Fall 2019.</p> <p>To open facilities for use in Summer/Fall 2020.</p>
<b>Achievements</b>	<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 has been hired as of November 15, 2019. The estimated date of completion will be May 2019.</p> <p>The office plans to have a soft opening of the space during the summer and be fully functioning at the start of the fall 2020 semester.</p> <p>Facility rental rates will be sent to the Budget manager in November 2019 for approval by the Board of Trustees.</p> <p>Names for the space have been submitted to the Office of the Provost for recommendations and approval.</p> <p>A facility manager will need to be hired in spring 2020.</p> <p>Contract templates have been drafted and will need to be</p>

# Goals - Real Time

	approved by the Office of General Counsel.
<b>Resources Utilized</b>	Renovations are being funded by Continuing Education and Conferences.
<b>Goal Continuation</b>	
<b>Goal Upcoming Plans</b>	
<b>Resources Needed</b>	Staffing models will need to be approved and may include a Program Manager.
<b>Goal Notes</b>	

# Goals - Looking Ahead

Goals for the next Academic Year.

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

<b>Goal Statement</b>	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 USC.
<b>Linkage to University Goal</b>	<ul style="list-style-type: none"> <li>• Educating the Thinkers and Leaders of Tomorrow</li> <li>• Spurring Knowledge and Creation</li> <li>• Ensuring Institutional Strength, Longevity, and Excellence</li> </ul>
<b>Alignment with Mission, Vision, and Values</b>	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.
<b>Status</b>	Progressing as expected (multi-year goal)
<b>Action Plan</b>	<p>Dedicate staff resources to find new and innovative courses and faculty to teach them.</p> <p>Offer 3-4 new topics for Duke TIP Academic and Carolina Master Scholars Adventures series.</p> <p>Continue to provide support services to outside organizations wishing to run youth programs at USC including GSSM.</p> <p>Identify new funding sources for scholarships for students.</p> <p>Identify software to collect personal health information (PHI) from participants online</p>
<b>Achievements</b>	Planning is underway.
<b>Resources Utilized</b>	Staffing.
<b>Goal Continuation</b>	
<b>Goal Upcoming Plans</b>	
<b>Resources Needed</b>	
<b>Goal Notes</b>	

# Goals - Looking Ahead

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

<b>Goal Statement</b>	USC 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, USC also offers free test prep strategy workshops
<b>Linkage to University Goal</b>	<ul style="list-style-type: none"> <li>• Educating the Thinkers and Leaders of Tomorrow</li> <li>• Spurring Knowledge and Creation</li> <li>• Ensuring Institutional Strength, Longevity, and Excellence</li> </ul>
<b>Alignment with Mission, Vision, and Values</b>	USC 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.
<b>Status</b>	Progressing as expected (multi-year goal)
<b>Action Plan</b>	<p>Continue to determine the feasibility of offering additional test prep courses of other exams.</p> <p>Continue to build relationships with school districts in the state of South Carolina to provide SAT and ACT Test preparation for their students.</p>
<b>Achievements</b>	
<b>Resources Utilized</b>	
<b>Goal Continuation</b>	
<b>Goal Upcoming Plans</b>	
<b>Resources Needed</b>	
<b>Goal Notes</b>	

# Goals - Looking Ahead

## Goal 3 - To provide logistical support to USC faculty for outreach and educational programs.

<b>Goal Statement</b>	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
<b>Linkage to University Goal</b>	<ul style="list-style-type: none"> <li>• Educating the Thinkers and Leaders of Tomorrow</li> <li>• Spurring Knowledge and Creation</li> <li>• Ensuring Institutional Strength, Longevity, and Excellence</li> </ul>
<b>Alignment with Mission, Vision, and Values</b>	Conferences and events with an academic focus affirm the University's mission of sharing research and responding to statewide, regional and national demands for education resources and professional expertise. These programs showcase the university and bring prestige and recognition to its faculty.
<b>Status</b>	Progressing as expected (multi-year goal)
<b>Action Plan</b>	<p>Continue to respond to and track all leads.</p> <p>Educate campus community regarding new University Policy ACAF 3.17 regarding conference related-activities.</p> <p>Increase marketing to campus departments/colleges and schools about our services.</p> <p>Turn part-time Conference Assistant position into full time position.</p>
<b>Achievements</b>	
<b>Resources Utilized</b>	
<b>Goal Continuation</b>	
<b>Goal Upcoming Plans</b>	
<b>Resources Needed</b>	If business continues to increase, additional staff may be needed.
<b>Goal Notes</b>	

# 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.

<b>Goal Statement</b>	Continuing Education and Conferences issues CEUs (except Law, Medicine, Nursing and Pharmacy) on behalf of the university.
<b>Linkage to University Goal</b>	<ul style="list-style-type: none"> <li>• Educating the Thinkers and Leaders of Tomorrow</li> <li>• Spurring Knowledge and Creation</li> <li>• Ensuring Institutional Strength, Longevity, and Excellence</li> </ul>
<b>Alignment with Mission, Vision, and Values</b>	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
<b>Status</b>	Progressing as expected (multi-year goal)
<b>Action Plan</b>	<p>Continue to serve as clearinghouse for CEUs and noncredit certificate programs.</p> <p>Provide resource information to new program coordinators.</p>
<b>Achievements</b>	
<b>Resources Utilized</b>	
<b>Goal Continuation</b>	Respond to participants needs during busy renewal period of our largest CEU client - The SC Board of Cosmetology
<b>Goal Upcoming Plans</b>	
<b>Resources Needed</b>	
<b>Goal Notes</b>	

# 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.**

<b>Goal Statement</b>	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
<b>Linkage to University Goal</b>	<ul style="list-style-type: none"> <li>• Educating the Thinkers and Leaders of Tomorrow</li> <li>• Spurring Knowledge and Creation</li> <li>• Ensuring Institutional Strength, Longevity, and Excellence</li> </ul>
<b>Alignment with Mission, Vision, and Values</b>	Noncredit continuing education provide training to prepare individuals for a new career or enhance an existing one. Personal interest courses engage the community.
<b>Status</b>	Progressing as expected (multi-year goal)
<b>Action Plan</b>	<p>We will offer over 30 personal interest courses and over 30 professional education courses each year.</p> <p>We will offer a new certificate program to assist Veterans entering the workforce.</p>
<b>Achievements</b>	
<b>Resources Utilized</b>	
<b>Goal Continuation</b>	
<b>Goal Upcoming Plans</b>	We may need to create a new Program Manager position dedicated to the Veteran's program once it is up and running.
<b>Resources Needed</b>	
<b>Goal Notes</b>	



# 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.**

<b>Goal Statement</b>	To provide essential meeting spaces for use by Continuing Education and Conferences as well as USC faculty, staff, students and the surrounding community.
<b>Linkage to University Goal</b>	<ul style="list-style-type: none"> <li>• Educating the Thinkers and Leaders of Tomorrow</li> <li>• Assembling a World-Class Faculty of Scholars, Teachers, and Practitioners</li> <li>• Spurring Knowledge and Creation</li> <li>• Building Inclusive and Inspiring Communities</li> <li>• Ensuring Institutional Strength, Longevity, and Excellence</li> </ul>
<b>Alignment with Mission, Vision, and Values</b>	Providing much-needed meeting facilities to be used for non-credit activities supports the mission of the university to educate and share knowledge.
<b>Status</b>	Progressing as expected (multi-year goal)
<b>Action Plan</b>	<p>To determine staffing and policy/procedures necessary to support the activities in these spaces.</p> <p>To finalize orders for audio visual equipment and furniture/supplies.</p> <p>To determine facility rental rates and have approved by Board of Trustees.</p> <p>To have names for the spaces approved before opening in Fall 2020.</p>
<b>Achievements</b>	Project went out to bid and was awarded in November 2019. Completion date is expected to be in May 2020. We will do a soft launch in the summer and open house event in Fall 2020.
<b>Resources Utilized</b>	<p>Staffing.</p> <p>Funding for renovations from Continuing Education and Conferences budget.</p>
<b>Goal Continuation</b>	
<b>Goal Upcoming Plans</b>	<p>We will be submitted facility rental fees and names for the space for approval by the Board of Trustees in November 2019.</p> <p>We will purchase equipment, furniture in spring 2020.</p> <p>We will hire events manager in spring 2020.</p>

# Goals - Looking Ahead

	We will get contract templates approved by the Office of General Counsel in spring 2020.
<b>Resources Needed</b>	
<b>Goal Notes</b>	

# Programs or Initiatives

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## Effective Programs or Initiatives

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

Carolina Master Scholars Adventures Series

Duke TIP Academic Adventures

Project Management

Lean Six Sigma

Paralegal Studies

Grant Writing

Training for the SC Government Finance Officers Association (GFOA)

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?*

Military Transition Program in collaboration with Georgia Tech Continuing Education to launch in 2020.

## 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

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## Initiatives

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

## 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 USC students, faculty, staff, alumni and the military.

# Community Engagement

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## 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.*

All of the classes we offer are open to the public and are non-credit therefore we are constantly engaging the community. The same is true of the conferences we support. For some, taking one of our courses through our office may be the only interaction they ever have with the university.

We offer free test preparation workshops to the community several times a year.

As part of the Carolina Master Scholars Adventures Series, we encourage giving back to our community during each week of the summer camps. We identify six (6) non-profit organizations and collect donations at USC from our camp participants and university faculty and staff.

# Collaborations

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## 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.*

In 2019, we provide(d) meeting planning services to the following USC departments, colleges and schools and organizations:

## 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.*

Ocean Sciences  
School of Visual Art and Design  
School of Medicine  
Office of Economic Engagement  
Office of the Provost  
Office of Research  
Student Orientation and Enrollment Management  
Student Affairs

In 2019, we engaged faculty to teach courses for us from the following campus units:

McKissick Museum (Rudy Mancke)  
College of Engineering and Computing  
Theatre and Dance  
Center for Teaching Excellence  
Psychology  
Darla Moore School of Business  
Department of Chemistry  
Department of English  
School of Medicine  
College of Pharmacy

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# Campus Climate and Inclusion

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## 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 our programs and services that foster a collaborative culture. Through the programming of test preparation, personal and professional education courses and youth programs as well as educational conferences, we are committed to building, nurturing and engaging diversity and inclusion in all we do.

A particularly important goal of the Carolina Master Scholars program is to help students "Jump Start" their college experience and to showcase future careers and majors to middle and high school students and recruit these academically talented students to USC. In 2019, 36% of the participants who reported were from underrepresented populations.

# Concluding Remarks

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## 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:

In 2019, we re-structured the staffing in the CEU unit and added two part-time temporary employee positions (where there was only one before) and will transition away from student CEU assistants after the 2021 renewal period is over. The SC Board of Cosmetology will be making a substantial change to the number of continuing education hours they will require of licensees from 12 to 4 after the 2021 renewal period. If that change is approved by the SC Legislature, the part-time staff will be all that is needed.

The Office Assistant and Conference Assistant positions were upgraded from part-time to full-time FTE positions due to the growth of our programs and services.

Other areas:

In 2019, construction and building issues continued to affect the delivery of classes and overall work on a daily basis as student evaluations will reflect. By the end of 2020, most building construction projects should be complete. We hope to work with other building tenants to determine how to fund additional cosmetic improvements in common areas that still remain.

## Key Issues

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

Opening and staffing of the continuing education and conference space on the 8th floor of Close Hipp.

## Quantitative Outcomes

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

In 2019, the Office of Continuing Education and Conferences:

- Held 13 Duke TIP Academic Adventures serving 166 students and 18 Carolina Master Scholars Adventures courses serving 275 students. 23 students will earned certificates in the December graduation ceremony.
- To date, we have offered 61 Test Prep courses and 6 free information workshops to help 315 students prepare for the LSAT, GRE, GMAT, PRAXIS SAT or ACT.
- Collaborated with 21 university departments and 12 state agencies/non-profit organz to support their educational outreach programs by coordinated logistical and/or registration



# Concluding Remarks

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services for 33 conferences/events impacting over 11,000.

- Held 36 personal interest courses serving 427 students. &nb

## Cool Stuff

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

- We provided logistical, registration and staffing support for the inaugural Power Up! Career Academy for Students with Disabilities. This was a collaborative effort with the SC Department of Vocational Rehabilitation, the USC College of Social Work and University Housing to education students throughout the state on the resources available to them to prepare to enter the workforce. Three sessions were held serving 143 students.
- We collaborated with Office of Research to host the prestigious NSF 26th National EPSCoR Conference October 27 - 30, 2019 with over 400 conference attendees.
- We worked as a team to determine numerous aspects of the eighth floor conference space including audio/visual needs, the overall appearance, center and room names among others.
- We provided SAT workshops for community students at several branches of the Richland County Library- Sandhills, Blythewood, St. Andrews and North Main branches.
- We provided eight (8) complimentary SAT workshops for USC Trio Programs and Partners for Minorities in Engineering (PMECS).