

Regents Administrative Committee on Public Service and Continuing Education
(RACPSCE)

Meeting Minutes

November 7, 2013

Clayton State University

Agenda

10:00 – 11:00 AM	Welcome, introductions, and sharing of the state of your CE program activities
11:00 AM – 12:15 PM	Presentation and discussion from Greg King, CEcD, Strategic Partners Officer, Georgia Institute of Technology and RACPSCE business meeting
12:15 PM – 1:15 PM	Lunch
1:15 – 2:15 PM	Presentation and discussion from Maggie Worth, Director of Communications and Strategy, University of West Georgia
2:15 – 2:35 PM	Update from Karen LaMarsh on her research project
2:35 – 2:45 PM	Other business / wrap up
2:45 PM	Committee meeting adjourned

In attendance: Artis Williamson, Karen LaMarsh, Denise Logan, Denise Moore, Julie Halter, George White, Susan Wirt, Barbara Calhoun, Janet Winkler, Nelson Baker, Curtis Woody, Samantha Monteagudo, Wendy Thellman, Miriam Barron, Debbie Christian, Jane O’Gorman, Malika Moore.

A Williamson called meeting to order at 10:00 AM and opened the meeting with welcome and asked each participant to introduce themselves and share current CE program successes and opportunities.

A Williamson suggested, after the round table sharing of program successes, that we have the opportunity to promote our programs and return revenue to our institutions due to less academic funding across the board.

Greg King presentation

Greg serves as part of the State’s economic development team supporting the recruitment of new business and supporting the expansion of established business to Georgia. Greg shared with the committee that Georgia is now ranked number 1 in business climate, up from previous ranking of 4. Greg explained that in his role he works with 50 to 70 companies a year, recruitment projects, primarily in the science, engineering, and manufacturing communities. Greg described how the Georgia state recruitment process works with new companies and pointed out what state resources companies are looking for:

- Existing talented work force (“convince me there is enough talent located here to hire”)
- Access to university resources (“strong university system”, reason for selecting Georgia)

Greg then asked the committee if we had any questions.

N Baker asked Greg what we can do to assist/work together/ to provide program information so new businesses know that we have CE training opportunities. And, how can we be at the table when new businesses are inquiring about training resources? Greg suggested that RACPSCE committee put a panel together for the next Georgia Economic Development Association (GEDA) meeting (May 2014?) and present USG training programs – specifically how CE training has helped businesses. Greg also suggested that we engage with our local / regional economic developer because they may not know about an institution’s CE training opportunities, and share success stories.

B Calhoun asked how our certificate programs can be recognized as training resources for new businesses.

J O’Gorman inquired if funding is available for certificate programs (like funding for Quick Start) since Quick Start doesn’t provide soft skill training.

K LaMarsh expressed its going to be difficult to compete against Quick Start that works with new and relocating companies.

A Williamson summarized that economic development is a multi-faceted approach and individually we should work with actionable items: (1) economic development folks in our area (2) communicate / position your training resources at your institutions.

Business meeting

A Williamson distributed minutes from last meeting and received approval for the minutes as they were. S Wirt made a motion to approve the minutes and D Moore seconded it.

Maggie Worth presentation

Maggie suggested how USG as a whole can help brand and market continuing education in Georgia. Maggie presented an example of a co-branded logo (USG and your institution) along with various multi colored brochures (Personal Enrichment, Later Life, Corporate, Career, and Youth) that could be distributed as rack cards around the state of Georgia. Maggie also suggested that the BOR website needs revisions; searchable key words especially CE section, and a professional video component. Likewise, Maggie suggested that our committee should approach BOR to work with us to improve visibility of CE content on the BOR website .

N Baker inquired about the strategy to pull it all together when there’s so much diversity between institutions.

Maggie suggested that at a state level there should be a broad based marketing campaign – what do we have in common? (1) courses for professionals and youth (2) sell the benefit, not the individual course (3) case studies.

A Williamson stated that he will approach BOR and see if somebody that manages their marketing will meet with us to help us pull together our CE message at a state level.

Update from Karen LaMarsh on her research

Karen related that her research project will determine actionable things that we can do to improve CE in the state. Her research objective is: How do we stay viable? Karen apprised the committee she is creating a 5 – 7 member research team to review research and periodically meet F2F or virtual. Karen's action plan will begin with distributing a survey to the RACPSCE committee seeking responses on how our individual institutions support CE initiatives. Karen will also interview USG presidents and personnel regarding current CE initiatives and plans for 5 years from now. Finally, Karen will measure where CE is now and then again after the launch of a state CE marketing /awareness campaign.

Other committee discussion

A Williamson asked the committee if there was additional business that we should discuss before adjourning.

N Baker requested that we invite somebody from the system office to attend RACPSCE meetings since this was a previous practice when the LEADS office was viable. A Williamson said he would ask.

J O'Gorman requested that a CE LinkedIn group is created. Group discussion suggested the LinkedIn group is called: Professional & Continuing Education in USG. K LaMarsh said she would check into possible group names.

Respectively submitted by Denise Logan