APR 21: The Division of Educational Outreach and Professional and

Continuing Education

Revised May 14, 2010

**The Division of Educational Outreach**

The Division of Educational Outreach is the administrative unit responsible for off-campus programs, distance and continuing education. Its mission is to extend the educational programs and resources of the University to the region and beyond thus broadening access; serving underrepresented populations and supporting learning intended to stimulate economic development. In fulfilling its mission, the Division works collaboratively with the academic colleges and other administrative units of the University.

The Division identifies opportunities for partnership development and relationships and collaborates with other University units to develop those opportunities.

The Division is responsible for the administration of programs (resident and extension) offered at off-campus sites, distance and online learning, contract programs, professional development and non-credit offerings, and community outreach.

The Division is an administrative unit of the Provost’s Office and headed by the Dean for Educational Outreach. The Dean for Educational Outreach reports to the Provost.

The Dean of Educational Outreach works with the college deans to provide educational programs.

The dean of educational outreach has delegated authority by the provost to

* Assess regional needs for educational programming, professional development and corporate training.
* Cultivate and nurture partnerships with local community colleges.
* Provide continuing education and professional development to the region.
* Provide support mechanisms for distance learning.
* Assist with marketing and promotion of summer session and inter-sessions.
* Promote all affiliated programs and services through appropriate media outlets.

It shall be the responsibility of the dean to:

* Keep College Deans informed about any outreach activities with community colleges or other entities that relate to or impact the academic programs or faculty under the jurisdiction of the colleges.
* Seek approval of the College Deans before initiating any agreement that might commit faculty resources or delivery of academic programs.
* Work collaboratively with the Dean of the Graduate School and College Deans to plan and initiate educational programs and initiatives.
* Approve (jointly with Dean of the program and Graduate Dean) technical and financial requirements of new off-campus/distance programs.
* Provide information updates and planning documents to the Provost and Council of Deans.

**Professional and Continuing Education**

Introduction

Western Carolina University is particularly mindful of its role as a public institution and its corresponding obligation to provide educational services to the general public. Professional and continuing education responsibilities are designed (1) to meet the requirements for accreditation under Standard 3.4.2 of the Southern Association of Colleges and Schools, (2) to facilitate the public service mission of the University to meet the needs of society through the extension of its resources to audiences and publics other than students enrolled for resident credit at a given time and (3) to maintain compliance with budget processing of non-credit programs and the administration of non-credit revenue and receipts.

This APR provides the framework for implementation of Policy 42 Professional and Continuing Education.

Administration

The Division for Educational Outreach, under the direction of the Office of the Provost, provides coordination, development and support for the continuing education unit (CEU) activities (conferences, institutes, seminars, short courses, special training programs, and workshops) conducted by the faculty of the academic units or coordinated by staff of the support and auxiliary units of the University. In addition, the Division coordinates non-CEU continuing education activities (*e.g.,* those faculty-sponsored programs or outside-group sponsored instructional programs.

The Professional and Continuing Education Department (PCE) within the Division assists faculty, staff and off-campus providers in continuing education program planning and administration, information services, registration, continuing education (CEU) procedures, and the identification of new program areas.

The Continuing Education Unit (CEU) is used in recording and reporting both an individual's participation in and WCU's offering of all non-credit academic classes, courses and other programs. The Professional and Continuing Education Department has been designated as the unit which authorizes CEU approval and which receives and keeps on permanent file the reports of the continuing education programs of those departments, divisions and units at WCU which offer CEU credit.

CEUs may be credited to individuals for participation in activities which meet SACS criteria of being planned, controlled and conducted by the institution.

In addition, the Professional and Continuing Education Department will maintain a record of institutional CEUs for those activities managed by the PCE Department and which meet SACS requirements of being approved, sponsored, and evaluated by this institution (*e.g.,* a workshop planned by a professional society and co-sponsored by WCU).

Institutional sponsorship of professional programs in which an authorized professional organization is granting CEUs may be managed by the sponsoring academic unit. No transcript or responsibility for recording of the educational event will be maintained by the Professional Continuing Education Department.

Participants in activities not controlled by, conducted by, nor approved and evaluated by the institution and activities designed for individuals under 18 years of age are not eligible for the awarding of CEUs.

Approval and Reporting

All continuing education sponsored by the faculty and staff when these activities offer individual CEUs shall have prior approval of the appropriate unit director, dean and director of the Professional and Continuing Education Department. The PCE Department will maintain a record of institutional CEUs for all activities managed by PCE when said activities meet SACS requirements for institutional CEUs. Continuing Education Unit (CEU) activity and financial data will be maintained by the PCE Department for each activity consistent with established budgetary guidelines.

Accounts and Budgets

Continuing Education accounts are administered by the Professional and Continuing Education Department, including day-to-day operation of the accounts (*i.e.,* the collection, receipt and deposit of conference fees, the payment of bills, approval of vouchers and compliance with established University fiscal policies and procedures). Budgets are developed for all continuing education, and budget changes require the approval of the director. Surplus funds remaining from an activity are used for the furtherance of the continuing education and public service efforts and shared with the sponsoring academic unit unless otherwise authorized by the director of the Professional and Continuing Education Department or the Dean of Educational Outreach, and when appropriate, the sponsoring unit. Grants and contract related income is treated consistent with the terms and conditions of the grant or contract.

Faculty and Staff Compensation

Faculty and professional staff members contributing to a continuing education activity in addition to their full-time duties may receive additional compensation. Additional compensation is designed to provide financial remuneration to full-time University faculty and professional staff members for their participation in the development of the activity and their professional presentation to a continuing education program.

Faculty and staff will be paid with the approval of the dean/chair/unit director and the director of the Professional and Continuing Education Department, this approval to be obtained prior to conducting the activity. The Professional and Continuing Education Department will maintain a record of faculty and staff continuing education participation for all those activities managed by PCE and/or for which CEU credit is institutional. These records will be available upon request from the department and/or dean.