

EO HAPPENINGS

The official newsletter of
Western Carolina University's
Division of Educational Outreach
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Cultivating personal and professional growth through high quality courses, programs and services.

WHAT'S INSIDE:

- Snapshots from Summer 2021
- Dr. Betty Farmer awarded UPCEA South Region Instructor of the Year
- Outdoor Leadership Certificate program and other professional development trainings
- Military Gap Scholarship Fundraiser
- Dulcimer U Winter Weekend 2022
- Distance Students presentation for WCU Board of Trustees
- Vision, Mission and Core Values of Educational Outreach

learn.wcu.edu



A Message from Our Executive Director

Dr. Carolyn M. Callaghan

Greetings! Our newsletter outlines the many activities that have continued throughout the pandemic and the nearly post-pandemic recovery to hybrid and in-person programming.

We celebrate our successes, including winning a regional/national award for our continuing education faculty, Dr. Betty Farmer, who tirelessly provides cutting-edge innovative curriculum pathways for non-credit professional development to improve workforce talent development in our state and region.

Our work intensified as we met learners where they were in the best learning modalities guidance allowed. We learned a great deal about our community during this time. As a community, we are resilient, innovative and life-long learners. The WCU Educational Outreach division and its partners know how to bring out the best in learners from toddlers to retirees. **Continued on Page 2**



INSTRUCTOR OF THE YEAR AWARD
Dr. Betty Farmer awarded UPCEA South Region Instructor of the Year
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MESSAGE FROM OUR EXECUTIVE DIRECTOR CONTINUED.....

We put the learner in the center of all we do. We link the learner to the WHY, our strategic direction. We bring involvement throughout the university and our entire learning community region for economic and talent development.

Educational Outreach strives to provide relevant, industry-driven programming to our regional community members whether you are looking for career advancement, seeking an industry certificate, changing careers, preparing for a testing credential, or taking a course for the pure enjoyment of learning.

As a division, we are focused on providing excellent distance education recruitment growth and student support, military and military-affiliated services, continuing education, conferences, youth camps and programming, and workforce training and contract programming. We are guided by best practices, social and environmental values and regional and economic development.

We offer services including feasibility studies, training solutions, credentials, and online degree completion programs to testing needs. Coming attractions and areas of expansion include: micro-credentials, partnerships, badges, curriculum for all ages through institutes, camps and conferences, workshops and seminars, forums, certificates, testing, and more.

To be successful, partnerships are key through extensive outreach and solution-driven results. I look forward to your feedback and hope that you choose Educational Outreach as your partner of choice for lifelong learning.

Thank you for your commitment to a lifetime of learning.

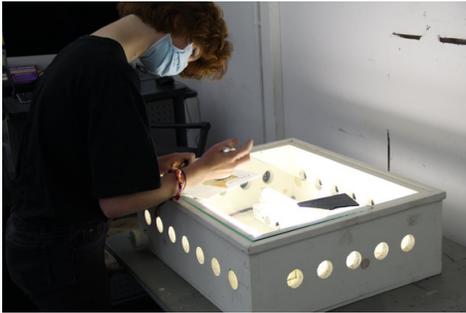
Sincerely,
Dr. Carolyn M. Callaghan

Be our partner and give us feedback, scan the QR code to complete the short survey:



SNAPSHOTS FROM SUMMER 2021

While Summer 2021 was not a typical one here in Cullowhee, we did feel a sense of normalcy with the return of our in-person kids camps! Here are some photos from our art camp and our theatre camp both held in July.



DR. BETTY FARMER NAMED UPCEA SOUTH REGION INSTRUCTOR OF THE YEAR

Dr. Betty Farmer, professor of communication at WCU and communication consultant, has been named the UPCEA's (University Professional & Continuing Education Association) South Region Instructor of the Year.

Dr. Farmer has led many of our professional development courses including Emotional Intelligence, Giving and Receiving Constructive Feedback, Crisis Communication, and Communication Strategies for Women.

She began her work with Educational Outreach when our office reached out to her to help us create a High Impact Leadership program.

The success of that certificate led to other certificate programs being created such as our Change Management Certificate that Dr. Farmer co-instructs with Dr. Todd Creasy from WCU's College of Business.

We are so thrilled for Dr. Farmer and her well-deserved recognition and we look forward to continuing to work with her to bring our participants high-quality programs with industry experts.



EO STAFF SPOTLIGHT *Brittany Marshall, Student Services Specialist*



Brittany has been part of Educational Outreach since 2016 when she started as a student worker. She has held various roles including Administrative Support Associate and has just recently been named our Student Services Specialist for Contract Programs. Brittany primarily works with our Jamaica Program students, LIFE@WesternCarolina program and kids camps. Brittany is a 2018 WCU grad and is now working to complete the fully online Masters in Entrepreneurship degree at WCU. She and her husband Tyler have 6 cats and 1 Yorkipoo. Her favorite thing about working in EO is contributing to the community and the great team environment she shares with her coworkers.

PROFESSIONAL OUTDOOR INDUSTRY CERTIFICATE

Build a career with purpose!

**Three Tracks: Leadership,
Entrepreneurship and Trail Blazer**

Finish in less than a year!

8 Workshops

Completely online!

**\$119 per workshop or \$825 for full
certificate (20 percent discount!)**



Earlier this year, WCU introduced its brand new Professional Outdoor Industry Certificate with two tracks: Leadership and Entrepreneurship. Beginning Fall 2021, a third "Trail Blazer" track was added to allow participants to customize their certificate to best fit their professional needs.

Each track starts with the Introduction to the Outdoor Industry workshop with Andy Coburn, WCU's liaison to the Outdoor Industry and Steven Reinhold of Appalachian Adventure Company.

After the initial workshop, participants continue on with the workshops in their track or pick 7 from the two tracks if they choose Trail Blazer. This certificate program is suitable for industry veterans, those just starting out in the workforce or those who want a complete career change. Workshops are offered in both the spring and fall and can be taken as stand-alone trainings.

For more information about the certificate program, visit learn.wcu.edu/outdoor-certificate or call 828.227.7397.

Certificate Programs Offered through WCU:

- Digital Marketing
- Event Planning
- High Impact Leadership
- Grant Writing
- Communication Strategies for Women
- Professional Outdoor Industry
- Organizational Leadership & Transformation

For a full list of the programs we offer, visit pdp.wcu.edu. We also offer contract training based on your organization's professional development needs. You can sign up for our bi-weekly training calendar email by clicking on the link at the top of the pdp.wcu.edu page.

MILITARY STUDENT SERVICES

WCU's Military Student Services is raising funds for the Military Gap Scholarship. This scholarship helps with costs not covered by the GI bill or other benefits. The goal is to raise enough money to get "Paws" to our military students Sarah and Jeff (pictured, right) in Japan. The distance between Cullowhee and Japan is 6,819 miles and \$1 equals 1 mile. You can visit give.wcu.edu/military or scan the below QR code to donate today!



HOLIDAY MAIL FOR HEROS



Every fall, Military Student Services sets up tables and holds events for students, faculty and staff to sign holiday cards for troops serving overseas that will not be home for the holidays. This is just a little way to thank them for their service and let them know we are thinking of them, especially during the holiday season.

DULCIMER U WINTER WEEKEND

Thursday-Sunday, January 6-9, 2022
Lambuth Inn, Lake Junaluska, NC

Registration and Costs:

Early Registration is \$175 per person until
Dec. 9, 2021

\$20 for non-participant guests

\$199 per person after December 9.

DULCIMERU.WCU.EDU to register

A Message from our Directors:

We are excited that you are considering joining us for a weekend of dulcimer music, fun and fellowship. Winter Weekend is always a great way to decompress from the stress of the holidays and take in some great music.

Again this year, we have put together a first-class instructional staff, all of whom are veterans of Winter Weekend. Their experience in the classroom as an instructor as well as on stage as a performer make them the very best at what they do!

The goal of all Dulcimer U events is to provide you with the finest educational experience you can find at any dulcimer gathering, while still maintaining a relaxed, fun-filled atmosphere - offering something for everyone, no matter what the experience level. To top it off, the beautiful Lake Junaluska setting provides the perfect backdrop for your learning experience.

While we are extremely proud of our instructional staff, Dulcimer U events are not about showcasing them. Rather, it is about U, the participant. We work hard to make this weekend the very best that it can be for each individual, whether you are a new player or a seasoned veteran.

This is a personal invitation to check out what we have to offer in the way of instruction and to join us for this very special weekend of learning more about the mountain dulcimer. We look forward to making music with you in January!

-Elaine & Larry Conger



WCU BOARD OF TRUSTEES PRESENTATION FROM OUR DISTANCE LEARNING STUDENTS



Ronnie Clark

Master's in Human Resources
Canton, NC



Linda Kingsbury

Criminal Justice
Sacramento, CA



Alex Gonzales

Finance
Clyde, NC

During the September 2021 Board of Trustees meeting, Distance students from around Western North Carolina delivered an in-person presentation to the WCU Board of Trustees about the impact of being able to earn a bachelor's degree completely online has had on their lives and careers.

"I had hurt my back in the army and after realizing I needed a change from a labor-intensive job, went through vocational rehab and decided to go back to school," said Ronnie Clark, distance student in WCU's Master's in Human Resources program. "WCU was number 4 on the list of the top 20 human resources graduate programs, so I decided to go back to WCU after having been there in the 90s for a few classes. I was worried that the program was not going to be engaging but I was wrong. The instructors are fantastic and you can call, email or text them anytime and get answers. This is a fantastic program."

The board also heard from WCU distance students as far away as California and Pennsylvania that recorded their thoughts for a video that was viewed by the board prior to the live presentation.

"I had been wanting to get my bachelor's degree for years and it just never worked out," said Linda Kingsbury, distance student in WCU's Criminal Justice program. "I am finally at a spot at work where I need my bachelor's degree in order to move up. When I decided to go back to school, I went on the US World News website and looked at their online school rankings and looked at cost, size of the campus and many other factors. WCU was on my top 10 list and the only school that responded in a timely manner and Tony Miller answered all of my questions and gave me all of the information I needed to know, so that made my decision easy."

We are so grateful to our distance students who took the time out of their busy lives to share the importance of online learning and the difference a degree can make.

THE DIVISION OF EDUCATIONAL OUTREACH

VISION

Educational Outreach will serve as the gateway for transformative learning to meet the needs of an ever-changing world.

MISSION

Educational Outreach proactively cultivates personal and professional growth through high quality courses, programs and services.

CORE VALUES

- Advocacy
- Collaboration
- Flexibility

EO STAFF:

Dr. Carolyn M. Callaghan, Executive Director

- Wil Bryan, Summer Sessions Coordinator
- Julia Duvall, Public Communication Specialist
- Briana Ford, Director, Military Student Services
- Bobby Hensley, Associate Director of Continuing Education
- Brittany Marshall, Student Services Specialist for Contract Programs
- Jon Metcalf, VA Certifying Official
- Tony Miller, Associate Director of Distance Learning
- Jen Phillips, Business Officer
- Chelsea Pressley, Executive Assistant
- Lee Roddick-Brown, Student Services Specialist for Distance Learning



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