

**University of Wyoming Outreach School
Center for Conferences and Continuing Education
Access, excellence and leadership**

Center for Conferences and Continuing Education Mission and Aspirations:

The Center for Conferences and Continuing Education (CCCE) provides need-based learning opportunities, best addressed through non-credit, to the citizens of Wyoming and beyond through conferences and events, programming, distance learning, and face to face instruction. These services are available at university-approved rates for audiences as needs arise. In addition, we work collaboratively with all Outreach School divisions (Off-Campus Credit, Technology, UW/Casper College and Wyoming Public Media), and strive to respond to educational needs in a timely, efficient, and effective manner.

CCCE registers over 18,000 per persons per year through over 160 conferences and camps and over 350 enrichment classes.

Summary Review of APII Accomplishments for CCCE (2004-2009)

CCCE has completed, as feasible within the division, action items listed in Academic Plan 2004-2009.

Identify summer group that have UW student recruitment potential	Done
Develop and complete frequent state-wide needs assessment surveys to give direction in program planning	Done
Address the need for online secure registration	Done
Develop a strategic marketing plan for online noncredit classes	Done
Present test preparation classes statewide	Done
Explore new programming that will offer diverse and international learning experience	Done
Work cooperatively with appropriate university units in planning and marketing of the UW Conference Center	Done

The AP II goals met, or explored, focused on the Outreach School priorities of *learning* (test prep, programming), *access* (state-wide programming through test prep and onsite events), *partnerships and synergism* (outsourcing to several online class creation companies, collaborations with UW/s Human Resources Department, HR, Cooperative Extension, the Law School, academic departments, UW Departments, and off-campus organizations such as Work Force and community colleges), and *accommodation of growth* (needs assessments, new registration system).

Center for Conferences and Continuing Education Planning Goals for UP III (2009-2014):

The University of Wyoming's Outreach School values include working within an environment of integrity, honesty, and cooperation. To work within this framework and support the vision of UPIII, CCCE planning will focus on university priorities of *building depth versus adding breadth, access, excellence* and *leadership*. As the Outreach School is actively and continually involved in scenario planning, we are concerned with changing demographics, economics, education, energy, and the global environment.

Focus for University Plan III for the Center for Conferences and Continuing Education will be to support the University's mission and academic plan vision with the following goals.

Short-term goals (1-2 years)

- Build new partnerships and solidify existing partnerships with on and off-campus organizations that will lead to sustainability.
- Restructure programming by analyzing educational needs through such efforts as a state-wide survey instrument. New programming may include new certificate programs, collaborative programming with state and educational institutions, business training, and credit/noncredit opportunities.
- Restructure staff to support new programming directions, and strive to remain fiscally responsible in all educational endeavors
- Continue to increase state-wide programming to serve the learning needs of Wyoming citizens
- Collaborate with Outreach School divisions to explore new programming and initiatives.

Mid-term goals (2-3 years)

- Promote credit/noncredit blended educational opportunities with various University departments and colleges.
- Explore ways to market from a consumer viewpoint by subject, possibly through a web-based search optimization program.
- Explore uses and implementation of new technology that will enhance learning activities, such as lecture platforms, on-line class platforms, mobile computer labs, and a marketing database.
- Continue to assess educational needs and implement new programming based on emerging needs.
- Assess new programming initiatives.

Long-term goals (4-5 years)

- Explore ways to offer needed noncredit services, either through new coordination efforts or by switching the focus from coordination to programming.
- Evaluate the progress of the blurring of credit and noncredit programming.
- Explore scholarship potential for noncredit, directed towards a more diverse population.