

Division of Continuing Education and Summer School Unit Plan 1990 - 1993

VISION STATEMENT

The Division of Continuing Education and Summer School is the service outreach arm of East Carolina University and is the focal point in demonstrating the University's commitment to lifelong learning and the nontraditional student. The unit plays a significant role in the socioeconomic development of its service region by offering a wide range of educational activities throughout eastern North Carolina. As an academic support unit within the Division of Academic Affairs, the unit administers the University College and Summer School and facilitates the offering of diverse off-campus credit programs at both the undergraduate and graduate levels. The unit is the recognized leader in providing non-credit conferences, workshops, and seminars with emphasis on human resource development. Through tailored conferences and in-house training, the unit responds to the needs of businesses, industries, government agencies, and specialty groups. The overall focus of Division programming establishes the unit as a center for nontraditional students which is committed to providing the academic and administrative support necessary to meet the special needs of this growing segment of the University's clientele.

Over the course of the planning period, the Division will develop, promote, and facilitate activities which will assist the University in fulfilling its mission of service to the region.

ELEMENTS OF DISTINCTION

- ◆Credit extension offerings representing over one-third of the extension instruction conducted by the constituent institutions of the University of North Carolina

- ◆The Office of Conferences and Special Programs, which is regionally recognized for its expertise in the development and management of conferences for government agencies, cultural organizations, and historical societies

PRIORITIES FOR ACTION

1. Achieve distinction in undergraduate education

- a. Enhance the upward mobility of capable, motivated employees (nontraditional students) of business and industry by facilitating their enrollment in degree programs
- b. Advocate the development of a new undergraduate interdisciplinary degree

2. Strengthen the commitment to excellence in teaching

Not applicable

3. Develop a university culture based on respect for individual rights and human diversity

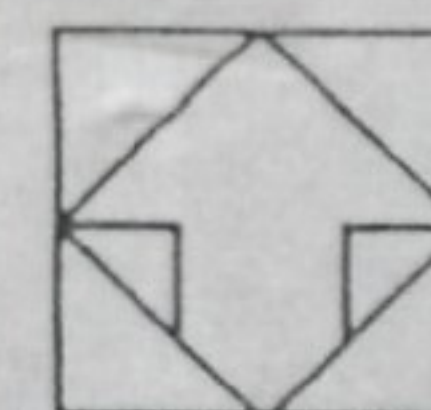
- a. Expand the back to school workshops conducted by the University College
- b. Develop conferences and workshops which target the special needs of minority populations
- c. Expand existing and develop new sources of scholarships for nontraditional students

4. Expand doctoral programs

Not applicable

5. Strengthen the commitment to research, scholarship, and creative activity

Not applicable



6. Improve teacher education and stimulate improvement in public schooling

- a. Strengthen liaison with public school systems
- b. Collaborate with the School of Education in developing in-service programs to address certification and staff development needs of teachers
- c. Facilitate the development and delivery of instructional programs that provide staff development opportunities for teacher assistants to work toward degrees and certification
- d. Provide training for substitute teachers

7. Recruit and support academically proficient and talented students

- a. Expand recruiting efforts to bring highly motivated and experienced adult students into the University
- b. Pursue through various departments and professional schools the scheduling of adequate courses to enable nontraditional students to complete a wide selection of degrees during evening hours
- c. Engage personnel from business and industry (nontraditional students) in professional development activities, human resource development programs, and degree programs

8. Advance the University effectively to external publics

- a. Heighten public awareness of the University through high quality continuing education programs that positively affect the socioeconomic development of eastern North Carolina
- b. Initiate comprehensive promotion activity to inform the public of programs and activities which provide access to the University for the nontraditional student
- c. Assist in the development of the proposed regional activities center

9. Develop and use expanded information resources

- a. Integrate student records established and maintained by the Division into the central student files maintained by the Office of the Registrar

10. Provide effective stewardship of the University

- a. Promote the centralization of all University continuing education activities under the oversight of the Division
- b. Improve the efficiency of off-campus instructional programs through the development of an effective electronic media delivery system in collaboration with the Schools of Education, Nursing, and Social Work