President Barker:

Following is the report of the task force on Executive and Continuing Education. Our group felt that we needed to engage colleges to develop relationships and revenue producing programs in continuing education. This would be essential as a revenue generator to recapture recent budget cuts during the current budget crisis. The College of Business and Behavioral Sciences, through the PACE program is engaging in the development of a strong executive education presence – this needed time to unfold. We felt a move in establishing a Greenville, SC presence for executive education is prudent.

Further, we felt that while there was merit in establishing a strong central presence in executive and continuing education, it was not prudent to recommend a new infrastructure and related costs at this time. However, following a continued study, and an evaluation of the college response, a Steering Committee, also recommended, could move toward this centralized system – and this concept is offered as a potential long-range direction for Clemson University.

The task force sought counsel from continuing education professionals at Clemson University, studied structures from other institutions, and held an open summit for feedback. This report was shared across campus for feedback. Our response was very positive to the attached plan.

Thank you for allowing us the opportunity to study this structure and we welcome the opportunity to share our recommendation further at your request.

Task Force Members

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Executive and Continuing Education Task Force

Executive Summary

The Executive and Continuing Education Task Force recognizes the value of executive and continuing education as a college-based programming unit of each college. Relationships, program expertise and reputation are established at the individual faculty, department and college level. Given existing budget cuts, executive and continuing education will serve as a resource recovery arm of each college – an important strategy to meet budget reductions as required by recent state mandate. Each college must seek isolated and uncoordinated programming efforts and create an environment and revenue-sharing program to sustain the college budget.

We offer an immediate and a long-term strategy addressing executive and continuing education. The immediate strategy offered by this task force is the following:

1. Reorganize and emphasize existing programs at the college level. Each college would organize program offerings consistent with the specialized academic expertise of the faculty of the college. Each College will recover E&G funding (already cut from base budgets) that will be made up through the continuing education effort in a fair and transparent revenue sharing program.
2. As required by SACS, one unit (CBBS – PACE) will have the authority to issue continuing education units (CEUs) relevant to academic program emphasis areas. College partnerships will be created to support college efforts.
3. Two service bureaus will be established outside of the academic arena. These bureaus will provide expertise in all areas of program delivery, not to include academic program origination.

We additionally recommend the creation of an ongoing Steering Committee to study executive and continuing education as an entity beyond college programs and to seek new niche areas of Clemson expertise for program development and revenue generation.

1. The Steering Committee on Executive and Continuing Education (Steering Committee) will serve to establish a clear mission and vision for centralized continuing education at Clemson University, if needed.
2. The Steering Committee will have representation from each college and will be chaired by an appointee of the President of Clemson University.
3. Within one year, the Steering Committee will evaluate existing executive and continuing education efforts and prepare a report, with recommendations to take the “next-step” in executive and continuing education.