

“Management of Continuing Education” Training Program

Organized by: **Kennesaw State University, USA
Association of the Carpathian Region Universities (ACRU)
Technical University of Kosice, Slovakia**

Date: May 13 – 17, 2002
Location: Kosice, Slovakia
Language: English
Class size: Maximum 18 participants

Target group: University staff members with interest and at least limited experience in continuing/further education working (or planning to work) in existing (or to be established) Centers of Continuing Education at their home universities.

Requirements: Each applicant is expected to submit:

- Filled in Registration form
- Professional CV (max. 1 page)
- Motivation letter (1 paragraph)

The applications will be processed on the first-come-first-served basis. Applicants from ACRU member universities will be given preference.

Participation fee: 150 USD for participants from ACRU member universities
200 USD for participants from non-ACRU member universities
The fee can be subject to changes. It will cover tuition fee, board and lodging (in double rooms). The fee does not include transportation costs.

Note: Graduates of the Program will receive a **Certificate of the Kennesaw State University, Georgia, USA.**

RATIONALE

In a rapidly changing global society, there is an increasing demand for effective outreach activities by institutions of higher education that are encouraging and supporting social, economic, and community development in their regions and worldwide as well. Many of these institutions have historically served only traditional students. This growing demand for service oriented, non-traditional programming has created a critical need for a cadre of professionally trained and certified continuing education leaders. This program is designed to prepare educational leaders to successfully develop and manage public service education programs.

This will be an intensive one-week program (37 hours) focused upon the applied practices for the operation and management of public service education activities in institutions of higher education. The major elements of the program are as follows.

- Principles of Public Services and Adult Learning
- Strategic Planning
- Program Development

- Program Management
- Program Evaluation
- Marketing
- Staff Selection and Development
- Financial Systems
- Project Management

COURSE DESCRIPTIONS:

PRINCIPLES OF PUBLIC SERVICE AND ADULT LEARNING

The organizational culture and expertise requirements for a successful public service program differ significantly from that of traditional education activities. Public service programs are largely custom made based upon the principles of effective adult education (andragogy). This module includes the forms and functions of public service, the history and principles of adult education as well as current trends in continuing education in the U.S.

STRATEGIC PLANNING

The strategic planning module is designed to prepare the participant to implement an effective strategic planning process to maintain continuous improvement and expansion of the program. The process will include developing a vision and mission, long-range forecasting (futuring), establishing lines of business, setting measurable/realistic goals and objectives, and establishing operational plans.

PROGRAM DEVELOPMENT

Effective program development is a complex activity that includes an analysis of the future trends, needs analysis, program design acquisition and allocation of curriculum resources, planning and scheduling. This module will feature a variety of case studies that will provide participants an opportunity to develop a customized program that will be appropriate for their organization and locale.

PROGRAM MANAGEMENT

Effective program management includes the acquisition, organization, allocation and supervision of the diverse resources needed to deliver public service programs. These efforts involve faculty recruitment, faculty training, facility identification and preparation, staffing, group dynamics, food services management, and a variety of additional critical activities. During the presentation of this module, teams of participants will plan and manage a sample conference or seminar.

PROGRAM EVALUATION

Effective program evaluation not only assures that the clients received full value for their investment, but is also the key for continuous improvement of the entire operation. A variety of evaluation techniques will be utilized to measure the success of the diverse programming activities normally conducted as part of a dynamic public service organization.

MARKETING

Since a comprehensive public service is a relatively new initiative for many institutions of higher education, the success of public service programming is dependent upon intensive marketing efforts. Promoting public service activities means using publicity, direct mail, advertising, and personal contacts to recruit customers to the program. In this module the participants will develop a marketing plan to include brochure design, planning and writing marketing copy of advertisements, customer development techniques, product pricing, budgeting, tracking and a variety of other marketing techniques.

STAFF SELECTION AND DEVELOPMENT

Support service activities involve registration systems, financial systems, information systems, materials production, and communication systems. Public service professionals must understand these systems and how to manage their operation. This module briefly presents support system models and examines their day-to-day operation.

FINANCIAL SYSTEMS

The largely self-supporting nature of the Public Service operation requires an in-depth understanding of financial systems and management techniques that differ significantly from traditional academic budgeting and accounting. This module includes exercises in developing budget projections, income and expense estimation, break-even analysis and calculating cash flow requirements. Various financial system options will be evaluated and explained.

PROJECT MANAGEMENT

Establishment of a continuing education center as well as development and delivery of continuing education courses can be done as a project utilizing principles and techniques of project management. This module will provide a brief introduction into project management – phases of project (project identification, planning, organization, control, closing), support tools – network diagram, Gantt diagram, staffing, managing meetings etc.

LECTURERS

The program is presented by Kennesaw State University Continuing Education. The presenters are Dean Barbara S. Calhoun and Dr. Bill Smith.

Barbara S. Calhoun is the Dean of Continuing Education at Kennesaw State University. She has twenty years experience in the field of Continuing Education and currently manages a 6.7 million dollar budget for Kennesaw State University Continuing Education. Dean Calhoun manages 2,800 public programs annually with over 33,000 participants each year, a corporate training center, an international program, and a computer training center. Dean Calhoun is a nationally acclaimed speaker and trainer having worked with such clients as Pfizer Pharmaceuticals, the Department of Defense, the Department of the Army, the State Department, and Turner Broadcasting in Atlanta, Georgia. She is the past president of the Georgia Adult Education Association (1995 - 1996), the umbrella organization for all public services/continuing education in Georgia, U.S.A.

Dr. Bill G. Smith is the retired Dean of Continuing Education at Mississippi State University. His doctorate is in Adult and Vocational Education, and he has over 25 years experience in the field of Continuing Education. He has managed a comprehensive continuing education program that included distance learning, international program activities, industry training, environmental training, teacher training, and a broad range of personal and professional development activities. In addition to his university experience, he has been proven a community college leader and has experience in both business and the military. Dr. Smith has taught in the traditional classroom and in business and industry. Recognized for his training of managers in both the public and private sector, Smith is a specialist in the understanding of strategic planning and organizational shifts that are necessary to address rapid social and technological change. His clients have included business, financial institutions, departments of education, community colleges, and schools.

The US team will be complemented and supported by a team of practitioners from ACRU universities, who passed the Management of Continuing Education training program Level #1 (2 weeks) in Slovakia in 1999, and Level #2 (2 weeks) in USA in 2000, and have a long term experience in management and delivery of continuing education at their home universities:

- Iveta Orbanova, M.S., Technical University of Kosice, Institute of Life-long Education
- Natasa Urbancikova, PhD, Technical University of Kosice
- Gejza M. Timcak, PhD, Technical University of Kosice
- Dr. Maria Kocsis Baan, University of Miskolc
- Eniko Batiz, M.S., Babes-Bolyai University, Cluj-Napoca
- Tomas Sabol, PhD, Technical University of Kosice