

Re-Envisioning Lifelong Learning and Credentialing

Meeting Minutes from 5/13/2020

Address questions on last google form

What are the challenges to achieving what we want to achieve regarding lifelong education and credentialing?

Overriding themes:

- Decentralized nature will pose a challenge
- Financing/marketing and dealing with competition
- Stay abreast of the many online learning opportunities
- Different model option – Subscription model - one that says recertification provided in future (4 years) Opt-in type activities offered to graduates/alumni/constituents
- Decentralization and centralization will be key issue and how they compete with each other
- Potential for bureaucracy to take away innovation
- Branding of University is important
- How to share and coordinate resources across the University and not curtail creativity
- How to present as one to the end user
- Badging – based on measured learning objectives with brand consistency

Where do you think we are today as a university regarding lifelong education and credentialing and what if any aspects of lifelong education and credentialing were addressed in our last strategic plan?

Overriding themes:

- Was not in last strategic plan
- University is not benefiting from efforts
- Can University benefit from branding
- Difficult to say – don't have clear idea on what's available
- Do not utilize the brand of the university in our current approach
- Encourage more at University to participate and operate as one
- Largest piece of this may be branding and consistently market what we have to offer
- Development of website is critical to easy navigation for consumer
- More bargaining and utilizing better resources if we operate as one
- No efficient way to charge or be compensated – different financial structure model needed
- Canvass all units/deans about what they are doing for continuing education

Other items

1. Survey:

If you look at list and see names that should be there – please populate anyone you think should be surveyed asap. Want to include key constituents across campus

Have different survey for external participants – who to ask and specific questions to ask external stakeholders and partners

Ask internal survey participants to provide external names to survey

2. Writing teams:

Report format – deadline has moved to July 15th

Timeline (substitute your dates here)– 2 plus weeks to write

Break into teams – come back together on May 29th or June 1st

Tackle writing next sections

Reconvene June 15th and review current draft

Editors review and strengthen report

Send out as draft July 8-10

Final draft on July 15th

- o Each writing group can make outline and allocate pieces to each person; use google doc so all can edit
- o Have separate documents for each writing group but all can see each other's documents
- o Vision for document overall? – Kelly agreed that the reports should be organized in some version of the suggested format. Three sections: Context/Goals and Strategies/Recommendations
- o White papers will be shared with all NC State campus. Campus will have opportunity to provide feedback. Feedback will be sent back to individual task forces to review.
- o Length of report – 5 to 25 pages
- o Frank and Mark will assign writing teams and send communication by this Friday.

