

Re-envisioning Life-Long Education and Credentialing Meeting Minutes

Monday, May 4, 2020

11:00 am to 12:30 pm

Members in Attendance: Dean Buckless, Darien Dixon, Dan McGurrin, Janice Sitzes, Leonard Stefanski, David Woodbury, Vanessa Doriott, Hans Kellner, Barbara Mulkey, Kelly Wick, Paola Sztajn, Mark Bernhard and George Rouskas

Absent: Fashaad Crawford

Complete responses to the questionnaire are available on the Strategic Plan Drive (and linked here) in an [Excel spreadsheet](#).

Questions and response summary from meeting:

1. What should NC State strive to achieve in Lifelong Education and Credentialing during the next 5-10 years?

- There needs to be integration, collaboration and coordination across campus
- The process will need to be done quickly with some degree of flexibility
- We will need to see growth and be the “go to place” for North Carolina
- There needs to be some form of recognition and/or branding from NC State
- Will need to be broad and personally & professionally enriching

2. What broad, university-wide, multi-year strategies should we adopt that will be "game-changers?"

- Visible web presence to allow for ease in accessing
- Establish a group of representatives from various colleges/units to allow for continued discussion and engagement. This group will also assist with the coordination collaboration.
- Stakeholder engagement (corporate and community partners)
- Centralized “database” to allow for the pooling of information. Advantages: investments in co-marketing and new programs & revenue and expense sharing.
- Infrastructure needs: revenue sharing and an efficient “quick” approval process
- Research: What can we offer that will be of value? What are people willing to pay for?
 - Identify a core group to collaborate with to assist with generating revenue dollars across the different models to synergize our different investments
- Increase engagement with Alumni so they’re willing to give money back to the university to assist with generating revenue

- Inclusive marketing: Marketing will need to be reflective of the groups of individuals we are looking to attract
- Establish an “advisory” coordinating group
- Work with the NC State branding team to come up with “distinctive” branding. Examples of “*catchy*” names that will assist with building the collaboration amongst generations and industry sectors.
 - NC State Generations Campus
 - NC State for Life
 - Pack Plus
- Work with current students to develop branding. Doing so allows them to assist with communicating a better understanding of what we “do for life” with them.

3. What are 2-5 themes for lifelong education and credentialing that should be considered for the next strategic plan?

- An “NC State for Life” theme- “We’re here from the cradle to your golden years”
- Coordination with Degree and Non-Degree programs
- Expose our current students to what we have to offer to allow for that information to be spread via word of mouth.
- NC State branded badges

Upcoming Tasks: A [Google form](#) will be sent out for everyone’s completion to gather a list of constituents that we will reach out to. A summary of today’s discussion will be sent to them to allow for their feedback.

Upcoming 5/13 Meeting Objectives:

- Next Steps: Begin working on the report (3 parts)
 - **Challenges to achieving what we want to achieve**
 - **Where we are today and how this fit into our last strategic plan**
 - **Goals and strategies moving forward**
- The next meeting we will break out into two groups and focus on the *challenges to achieving what we want to achieve* and *where we are today and how this fits into our last strategic plan*. NOTE: Developing the goals and strategies will be the second step.
- Think about where/how each of you would like to contribute with the writing of the report