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April 3, 1991

To: Alice Betz, Chair, Academic Planning Committee  
From: Duane Rost, Chair, Continuing Education Subcommittee  
Re: Strategic Plan *D. Rost*

Enclosed are the recommendations from the Continuing Education Subcommittee for planning into the future, specifically the Strategic Plan your committee is working so diligently on.

We hope these are specific enough to convey our thinking without the Planning Committee having to guess what was meant.

Please contact me or any member of our Subcommittee if you have any further questions.

## CONTINUING EDUCATION SUBCOMMITTEE

Members: Angle, Campbell, Chen, Davis (Student), Husain, Hicken, Kale, Lock, Mapley, Rost, Sweetkind, Wan-tatah

Recommendations for the future of the University Outreach.

1. a. Current programs in University Outreach (Continuing Education, College for the Over-Sixties, EduTravel, Educational Outreach, and the Center for Quality and Productivity) should be continued through the Office of the Associate Provost during the first two years of the Strategic Plan.

b. A commission should be convened which would investigate a system which would coordinate all activities that link the University to the surrounding community during the first two years of the Strategic Plan.

c. The current "University Outreach" program would consider changing its name if an umbrella agency was formed to coordinate "Outreach" activities.

2. a. Appoint a Dean or Associate Provost position for the Director of the University Outreach program by 1992-1993.

b. Appoint Directors for each of the areas of Continuing Education, College of the Over Sixty, and Center for Quality and Productivity by 1992-1993 who would report to the Dean (2.a.).

c. Appoint Directors for each of the areas of EduTravel and Educational Outreach by 1993-1994 would report the Dean (2.a.).

3. a. There should be a representative from University Outreach on the University Marketing Committee.

b. There should be a University-wide 800 number used to implement "voice mail".

c. With Continuing Education as the umbrella agency, each academic department would organize three conferences or courses during the academic year that would interact with the community.

d. The President of the University has mandated that there will only be one office of Continuing Education, not six independent organizations (by college).

e. Present tabloid produced by University Outreach should be expanded to a glossy magazine format during the five-year plan. This magazine should be targeted toward the large population of graduates that live in the immediate area. Implement by 1991-1992.

f. Programs should be developed which address the problems in our community. This could be a collaborative effort between the academic departments and Continuing Education.

g. University must address issues which fit the demographics of our area. For instance, creative programs for educating our aging population (Institution for Learning in Retirement).

h. University should investigate producing a series of one-minute television spots which highlight the activities on campus. In addition, a weekly, YSU Reports, half hour TV and radio program should be produced.

i. University should tape concerts from Dana or Butler Art Gallery for rebroadcast on WYSU.

j. Media Center should be involved in archiving the total picture of events at the University.

k. There is a feeling that the community of scholars at YSU is quite departmentalized. To encourage interaction among faculty, it was suggested that informal luncheons should be scheduled periodically so that views from faculty could be shared with each other and with upper administration.

l. Establish ongoing contact with regional business, manufacturing and agency settings to assess training needs and to work with University Outreach and the academic departments to develop and deliver these training programs.

m. Create a facility (new or restoration of existing) as a Center for Continuing Education. Such a facility would provide a community focus to facilitate and encourage training.

n. Negotiate with Kaufmann's to set up an office for the University within the regional mall stores (Eastwood, Shenango Valley, Southern Park). (In Pittsburgh, Kaufmann's does this for the University of Pittsburgh on the 10th floor.)

o. University Outreach work with the Northeast Ohio Library Association and similar Western PA groups to locate permanent information racks at all libraries for the dissemination of information. A similar step might be taken with area hotels and motels.

p. Establish at the regional shopping malls a YSU display and update every three months.

q. Create a video series on majors and services to be included in community libraries for check out by prospective students.

r. Establish a cross-discipline Center for Creative Retirement linked with the College for the Over Sixty with research, teaching, and service components.

s. Explore the appointment of 1/4 to 1/2 time Assistant Dean's position in each college to encourage the development of non-credit offerings.

t. Look at Summer School as an administrative entity charged with budget, marketing, scheduling, etc. (Almost all of Ohio's State Universities do this.)