

STRATEGIC PLAN

FOR THE

OFFICE FOR PROFESSIONAL STUDIES & LIFE LONG LEARNING

This document comprises a strategic plan which is a foundation for business plan for Office for Professional Studies & Life Long Learning. It reviews its strengths, weaknesses, threats and opportunities; presents a series of fundamental statements relating to Office for Professional Studies & Life Long Learning's vision, mission, values and objectives; and sets out Office for Professional Studies & Life Long Learning's proposed strategies, goals and action programs.

Strengths, Weaknesses, Threats & Opportunities

The following are key strengths, and weaknesses which are internal to the program as well as the threats and opportunities which are external to the program in the foreseeable future:

Strengths:

- University operations
- Internet technologies
- Marketing capabilities
- Existing CEU courses ready to be used in the program

Weaknesses:

- No current structure in place for program
- Have to wait to hire a Director
- Fragmentation of existing programs
- Financial resources not immediately available

Threats:

- Distance from key businesses
- Surrounding Universities have strong existing programs
- Distance from Mass Transit
- Need to crystallize image in community
- Changing student and business needs to offer appropriate venues that serve the needs of the target market

Opportunities:

- Segment of population unserved or underserved
- Traffic is favorable compared to Houston
- Service the Rural community
- Accessible location
- Alumni organization
- Location
-

Vision

To have a functional Continuing Education Program that will serve Southeastern Texas Business, professional and personal needs of the area.

Mission Statement

To meet the needs of the business and professional community that is looking for professional and life long learning opportunities to improve their lives.

University Values

- *Access and Quality:*

Prairie View A&M University will provide equal educational opportunity to increasing numbers of persons from the unserved and underserved populations residing primarily among the economically and socially bypassed in the society; further, the University will provide educational programs designed to prepare all graduated to compete successfully in the graduate and professional schools as well as in the labor force.

- *Diversity*

Prairie View A&M University will sustain its commitment to recruit, enroll, educate, and graduate students and to employ and advance faculty and staff without regard to age, ethnicity, gender, national origin, socioeconomic background, or educationally unrelated handicap; further, the University will offer challenges to both the academically talented and the under-prepared who arrive in college with ability, but without college-ready achievement.

- *Leadership*

Prairie View A&M University will stimulate, initiate, and implement programs and services to both inspire and guide students, faculty, and staff in developing their self-confidence, self-discipline, and other requisites to becoming successful leaders in their professions and in their communities; further, the University will offer campus-based and distance education programs to enhance the life chances for persons in its service areas.

- *Relevance*

Prairie View A&M University will respond to the need for highly literate, technologically competent graduates educated to excel in the 21st century work force; further, the University will extend the products of its research and service to address concerns and solve problems such as violence, abuse and misuse; drug and alcohol abuse; mental, physical, and psychological neglect; environmental injustice; and other forms of social dissonance that compromise the quality of life for the citizenry.

- *Social Responsibility*

Prairie View A&M University will promote active participation in constructive social change through volunteerism, leadership, and civic action on the part of its faculty, staff, and students; further, the University will utilize channels available for influencing public policy on the local, state, national, and international levels.

Business Objectives

Longer term business objectives:

- Position Prairie View A&M University as a source for life long learning for the Southwest Texas area.
- Provide source for income and future students that would otherwise not be able to gain the education through traditional means.

Key Strategies

The following critical strategies will be pursued:

1. Begin the Continuing Education Program with one program from each University entity FY07
2. Define Market
3. Establish a Pricing model
4. Hire Director of CEU by FY07
5. Establish marketing model

The following important strategies will also be followed:

1. Canvass local market to determine CEU needs
 1. Local leaders
 2. WISD, HISD
 3. Region 4
 4. WorkSource
 5. Businesses
2. Review other programs via
 1. Internet
 2. Visit with program director
 1. Phone
 2. In person
3. Work with Linda Glessner from TAMU

Major Goals

The following key targets will be achieved over the next 3-4 years:

- Attain University wide CEU program incorporating all University Colleges
- \$500,000 Income by FY08
- \$750,000 Income by FY10

Strategic Action Programs

The following strategic action programs will be implemented:

1. FY07 Program Budget by 6/06
 1. Mary Lee Hodge
 2. Dr. Laretta Byars
 3. Frank Jackson
2. Develop Director job description by 5/06
 1. Dr. Laretta Byars
 2. Frank Jackson
 3. HR Department
3. Director Search Committee formed by 6/06
 1. Dr. Laretta Byars
 2. Frank Jackson
 3. CEU Committee
4. Director hired and in position by 9/06
5. Program staffing model developed by 7/06
 1. Dr. Laretta Byars
 2. Frank Jackson
 3. CEU Committee
6. Provide framework for organization by 5/06
 1. CEU Committee

Jackson, Frank

From: Corder, Alan
Sent: Tuesday, March 21, 2006 2:48 PM
To: Rhodes, Dan; Williams, Renee; Burbridge, JoAnn
Cc: Jackson, Frank; Byars, Laretta; Dyck, John
Subject: RE: Strategic Plan

Hi all,

This is a good beginning document. I have a few notes to add.

Weakness:

Lack of identified qualified trainers
 Lack of dedicated training venues
 Lack of dedicated IT resources

Key Strategies

Define operational structure (CE, Contract Training, Lifelong Learning, other)

Define organizational certification requirements (SHRM, MCSE, etc.).

Define instructor qualifications (Covey, Blanchard, ISO 9000, MCSE, MOUT, etc.).

Identify and contract potential instructors

Develop curriculum to support the different operational areas

Identify dedicated training venues

Establish IT support to include training development software, learning management software, internet training access, and laptops and projectors for off-site training.

Establish operating budget

Establish fiscal plan that will tie into FAMIS in order to support the programs, provide financial aid, establish payroll procedures for instructors, and provide for receiving and disbursing of funds

Thanks, Dan,

Alan ☺☺☺

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From: Rhodes, Dan
Sent: Tuesday, March 21, 2006 1:22 PM
To: Williams, Renee; Burbridge, JoAnn; Corder, Alan
Cc: Jackson, Frank; Byars, Laretta; Dyck, John
Subject:
Importance: High

Continuing Education Strategic Planning Committee,

Please review the attached document and make comments where necessary. Please return those comments and suggestions back to me so I can make changes and have fresh document available for the next CEU meeting. I would appreciate any input you can contribute.

3/24/2006

Sincerely,
Dan



Providing Effective Business Solutions
Small Business Development Center
Dan T. Rhodes

Director

dtrhodes@pvamu.edu

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Add me to your address book... Want a signature like this?

3/24/2006