McKimmon Center for Extension & Continuing Education
2010-2011 Annual Report

Introduction

McKimmon Center for Extension & Continuing Education (MCE&CE) was established by NC State in 1924 to facilitate access to the University’s intellectual and technical resources. Through its primarily self-support program and applied research units housed in the McKimmon Conference & Training Center (MCTC), and at the Gateway Technology Center in Rocky Mount, partnerships and collaborations have been key components to our long term success. It is more critical than ever to initiate and sustain partnerships and collaborations within the University as well as externally to be of greatest value to the diverse constituents served.

According to the March 2010 issue of “InFocus”, a publication from the University Professional and Continuing Education Association, “The US labor market is projected to experience significant changes in labor force demographics and job growth. From 2008 to 2010, the labor force is projected to grow more diverse and have more workers age 55 and older…..” As a result, both employers and individuals are spending more on workforce training and education because they want access to the best practices and talent to train their employees as well as individuals are seeking retraining due to layoffs. Employers and individuals are seeking educational solutions from higher education institutions that will yield the biggest return on their investment in education. The challenges and opportunities for MCE&CE are to provide innovative, diverse, accessible, affordable, measurable and timely educational offerings that will impact employers and individuals in the most positive manner.

Demographic shifts will touch people in the workforce and future entrants in more ways than imaginable. They will need higher levels of education to enhance their employment options, making them more marketable as new or returning company employees or innovative and sustaining as new entrepreneurs or business owners.

Personal enrichment needs of the 60-plus sector of our population cannot be neglected since retirees in general enjoy longer active lives. Focused learning experiences, study trips and special interest groups not only enhance their lives, but also stimulates them to continue to make overall positive contributions impacting not only themselves, but others too. Statistics continue to reflect an alarming rate of high-school dropouts and lower than desired academic performance for certain subsets of students requiring the attention of educators, leaders and families. General K-12 initiatives, programs to enhance students’ success in school as well as more stringent public school accountability measures are both important and necessary.

The MCE&CE professional staff members are committed to timely and effective responses to fill the educational needs of our citizens, organizations, schools and communities through its quality programming units, working in partnership with campus faculty or field practitioners.

I. PROGRAMS: Scope of Activities, Volume of Activities

McKimmon Center for Extension and Continuing Education (MCE&CE)

MCE&CE recognized Dr. Tim G. Hatcher as the eighth recipient of the William L. Turner Award for Outstanding Contributions to Extension and Continuing Education. Mr. Lloyd Brown, who passed away on August 29, 2010, was the seventh recipient of the Mary Frances Hester Service Award, established to annually recognize the dedication and quality performance of a selected member of
the MCE&CE staff. Cindy Allen, Office of Professional Development, and Jud Hair, Continuing and Professional Education, were recognized as winners of the 2010-11 Extension, Engagement and Economic Development (EE&ED) Awards for Excellence.

The Accounting Office
The financial and accounting functions are centralized within the McKimmon Center for Extension and Continuing Education (MCE&CE). The Accounting Office provides management of funding resources, cash and receipts management, financial information analysis and develops and monitors policies and practices to ensure compliance with all federal, state, university and internal guidelines for all eight units of MCE&CE.

The Accounting Office is an Authorized Accounts Receipts and Receivable Center. The Accounting Office is responsible for registering and billing all clients; billing for registration fees and space and equipment usage, monitoring outstanding invoices and following the collection process according to the guidelines established by Attorney General’s Office. All payments are receipted and processed in this office. The office processes all invoices, travel reimbursements, Interdepartmental Transactions and Journal Vouchers.

Registration and Membership Fees

Registration and Membership Fees

Computer Training Unit
1,534 Registrations Fees $ 1,057,159

Office of Professional Development
14,536 Registrations Fees $ 3,586,958

Encore
1100+Members/ 6,240 Annual Enrollment Fees $ 272,924

Reservation and Proctoring Fees

McKimmon Conference Center and Training Center
1,752 Events
Reservation (Space and Equipment Rental) Fees $ 1,137,096
Test Proctoring Fees 18,041

Assessment, Contractual Education and Partnership Development (ACEPD)
During the 2010-2011 year, ACEPD delivered a wide variety of continuing education programs. ACEPD was successful in the continuing delivery of face to face contractual education programs through Computer Training Unit, Office of Professional Development, direct content deliveries with faculty and external expertise and space reservations for McKimmon Conference and Training Center. ACEPD also had opportunities to build partnerships with Campus units and external organizations for current and future programs. There were several significant successes during 2010-2011:

1) ACEPD delivered a ten part leadership education program to a national engineering firm covering topics of Effective Communication, Dynamic Listening Skills for Successful Communication, Creative Conflict Management, Giving and Receiving Constructive Feedback, Win-Win Negotiating Strategies; 2) Contracted and delivered 72 online classes to managers at a LC Industries, which is the largest employer of people who are blind in the United States.
Completed the delivery of for the first custom designed and developed *non-credit* online course without the support of any outside funding for NC State Treasurer’s Office; 3) Completed the delivery of a program designed and developed, in partnership with the North Carolina Solar Center, a 17 week program, covering Residential Weatherization. This program was developed based on an inquiry by the Capital Area Workforce Board to address an educational need for “At Risk Youth”. 4) Delivered six two-day AutoCAD classes to Cree, Inc. which is the largest manufacturer of LED’s in the United States. These classes were for the design engineering staff on a company-site located in Research Triangle Park, NC; 5) Contracted with and delivered to Delta Dental, a Virginia-based health insurance provider, the fourth, (Team-Based Project Management), of five programs required of the Project Management Certificate Program. With the capacity to create customized online programs, MCE&CE can now grow its overall offerings by creating and launching new online programs for existing face-to-face programs to a new online audience. This model for new online programs focuses on creative marketing, focused partnership development and capitalizing on the use of Webinars and Webcasts. The two models of *non-credit online* programs are:

1. Synchronous learning where students would participate online and view content, including streaming video of an instructor;
2. Asynchronous learning where students could participate based on their schedule and availability.

Looking forward to the 2011-2012 year, in the fall, ACEPD will begin a delivery of the Project Management Certificate Program that will span five-quarters, to the Monsanto, RTP, NC, world’s largest seed and agricultural products company.

**Customized Contractual Education featured clients:** Capital Area Workforce Development Board – Weatherization for Youth; Delta Dental of Virginia, Roanoke Virginia (Project Management Certificate Series – four of five classes completed); US Postal Service (36 employees for four-day Microsoft Excel Level 3 and Microsoft Excel Programming); Health Decisions CRO (a global clinical research organization) delivered MS.Net, ASP.Net, MS SQL, MS Project); contracted with NC State University’s Nonwovens Institute for an annual reoccurring conference for *Nanofibers for the 3rd Millennium*; continued with the Annual ISSA Raleigh Chapter InfoSec Conference – McKimmon Center (Information Security Professionals, approximately 350 attendees and 24 related vendors booths); Cree Inc. (six deliveries of AutoCAD Level I & II; Sealy, Inc. (fifteen managers for MS Project in Trinity, NC); and Caterpillar, a Negotiation class for buyers/purchasing managers. Approximately 1,010 participants and 30 organizations served and approximately $230,000 in revenue.

**The Collaborative at Gateway Technology (CGTC)**

The ECU/NCSU Collaborative at the Gateway Technology Center (GTC) served a record number of individuals during 2010-2011. Over 8,000 individuals made use of the many for-credit and non-credit programs offered at the GTC, with a total replicated headcount of more than 30,000 individuals served since opening our doors in May, 2006: thereby providing ample proof of meeting the NC Senate mandate, “to extend advanced educational opportunities to Eastern North Carolina through the Gateway Technology Center (GTC) in Rocky Mount” (SB 1239).
CGTC PROGRAMS:
The 8,000 individuals served reflects face to face academic programs, face to face non-credit programs, K-12 outreach, academic enrichment camps, community nonprofit outreach, and student support services for face to face and online students. We continue to experience a marked increase in our test and exam proctoring services for online students. These services saw a 75% increase from 2009-10.

Credit Bearing Academic Programs
Credit bearing academic programs offered via the GTC include the following which accounted for 32% of our total population served:

NCSU Masters in School Administration (2nd cohort began Fall, 2009; 3rd cohort began Fall, 2010). The 4th MSA cohort will begin Fall, 2011 via the North East Leadership Academy.
ECU Masters in Social Work (1st cohort graduated Spring, 2011; 2nd cohort begins Summer, 2011)
FSU MBA (began Spring, 2010)

Impact Statement from NCSU NC TEACH Coordinator, Ms. Alison Winzeler:
“The staff at the GTC is always warm, courteous, and helpful each time we use the facility. Since we reside in Raleigh, the (GTC) staff was able to make the Rocky Mount connections and talk to local agencies about our program. NC TEACH is fortunate to have the GTC and its staff representing us in Rocky Mount.”

Impact Statement from Rocky Mount Preparatory School Headmaster, Michael J. Pratt:
“The ECU/NCSU Collaborative has been of valuable assistance in expanding the educational opportunities for our students and teachers. Students at Rocky Mount Prep have truly enriched their educational experience by participating in a number of highly enriching academic exercises. In addition, with our school adopting more rigorous teaching standards the programs offered through the Collaboration have made it possible for teachers to explore master’s degree work as well as pursue highly qualified status and licensure. It is nice to have such a large technology environment which assists us with our efforts in sitting for various national foreign language exams. The impact of the ECU/NCSU Collaborative is a necessary and welcome addition to those of us at Rocky Mount Preparatory School.”

Non-credit Academic Programs
Non-credit university programs have increased again in 2010/2011. These programs include the following:

- Customer Service Workshop
- Forestry Department Videoconferencing Professional Development
- Computer training from Computer Training Unit
- Small Business & Technology Development Center workshops and trainings
- Auto-Cad Level II

Impact Statement from Savvy Service Workshop Participant:
“The instructor’s personality and energetic style were great. She presented a lot of information which kept my attention and reminded me to always put the customer first.”

Impact Statement from Dr. Wanda Sykes, NCSU Professor Emeritus:
“The GTC staff was extremely helpful, courteous, definitely customer savvy. I have had the opportunity to “teach” in many different settings, and at the GTC I was made to feel valued and appreciated! The experience was wonderful. A+ service!”

K-12 Outreach Services
Implicit within our mission is assuring that our K-12 partners have access to various university programs and usage of our facilities here at the GTC. With this mission in mind, K-12 Outreach continues to be a major emphasis and comprised 14% of our total population served this year. These programs include the following:

- Nash/Rocky Mount Schools Health Workshop
- Halifax County Schools Healthy Relationships Workshops
- UNC Teach One/Reach One Workshop Trainings
- Northern Nash High School AP testing
- Rocky Mount High School Quiz Bowl competitions site
- Rocky Mount Preparatory School National Spanish Language testing and AP Calculus Testing
- Nash/Rocky Mount Schools SMART START workshops
- Department of Public Instruction Nutrition Regional Trainings
- READ ACROSS THE PLANET video conference
- Region 3 NC Alliance & TRPC Meeting
- High School Engineering Workshops
- Edgecombe County Schools Teacher Orientation

Impact Statement from Ms. Patty Green, NRMS:
“Excellent meeting facility! GTC staff were very helpful. They went above and beyond to assist our speaker with equipment needs.”

Impact Statement from Ms. Pam Mould, AIG Coordinator, Edwards Middle School, Nash/Rocky Mount Schools:
“Your staff made me aware of the READ ACROSS THE PLANET enrichment opportunity for my AIG students, provided the technical support throughout the presentation, rearranged the room to accommodate my students and were active participants in the videoconferencing.”

Academic Enrichment Camps
As a sub-category of our K-12 Outreach efforts, the ECU/NCSU Collaborative has a strong history of bringing high quality, academic enrichment camps to the general Rocky Mount area. Since opening its doors in May, 2006 and offering the NCSU Math Enrichment Camp that first summer, our academic enrichment camp offerings have now grown to eight programs being offered Summer, 2011 during which we will serve almost 500 students. The camp programs offered through 2010-2011 included the following:

- NCSU Math Enrichment Camp for 3rd-5th grade students (5th year of offering)
- NCSU Engineering Camp for Middle Grade students (4rd year of offering)
- NCSU Reading Enrichment Program (3nd year of offering)
- 4-H Biotech Camp (2st year of offering)
- NCSU Vet Camp for Middle Grades students (1st year of offering this program, and only NCSU Vet Camp in NC)
- Saturday Program for Academic and Cultural Education (3rd year of offering)
Impact Statement from Ms. Fran Haley, Director of the Math Camp:
“There’s an air of excitement here whenever we do math camp and I believe the students’ excitement about their learning is heightened by it. I especially appreciated the use of the interactive White Board; it was ideal for this camp and the students responded to it in a powerful way. It kept them completely engaged.”

Impact Statement from Dr. Bill Fortney, NCSU College of Engineering and Director of the NCSU Engineering Camp:
“We conduct this camp in three locations and the GTC facilities are the best.”

Community Non-profit Outreach & Engagement
The ECU/NCSU Collaborative’s involvement with Community Non-profit Outreach & Engagement has seen a steady increase in participation since 2006. During the 2010-2011, 35% of our participation came from non-profit involvement. This category includes any non-profit group or agency with a direct correlation to education and often impacts our relationship with a diverse community of individuals and needs. These groups may use any of our facilities here at the GTC free of charge providing we have not committed this space to any university programming. An integral part of allowing GTC usage with these non-profit education groups in the opportunity to apprise them of the many different program offerings available from our partnering institutions and has resulted in follow-up contacts and enrollment. These programs included the following:

- Turning Point Workforce Development
- Down East Partnership for Children
- Rocky Mount Industrial Association
- NC Wesleyan Psychology Club
- Area L AHEC
- Project Grace Leadership Council
- Department of Health & Human Services
- NC Department of Labor, Apprenticeship & Training
- Leadership North Carolina
- USDA NRCS Training
- Delta Kappa Gamma
- NC Oral Health
- Rocky Mount Writers’ Guild
- Sierra Club Meetings
- Rocky Mount Leadership
- E-NC Meetings
- Rocky Mount Chamber of Commerce Education Committee Meetings

Impact Statement from Dr. Yvonne Ferguson, UNC Chapel Hill, Director Project Grace:
“Our program would not have been a success if it were not for the attentive and courteous staff at the Gateway Technology who always prepared for our weekend sessions. All materials were ready for our use.”

Center for Urban Affairs and Community Services
Continued for the eighteenth year, our partnership with the NCDPI statewide testing and accountability program to implement new and revised tests based on revised statewide curriculum (common core) and also implemented an extensive alternate assessment program for students
who were exempted from regular testing this year. We improved technology to communicate better between remote sites since we serve one hundred and fifteen school systems and to enhance teacher training leading to improved instruction. We continued to make significant strides in on-line testing for all high school and 3-8 assessments. Similarly, we are proud of our continuing, growing work in the mental health and substance abuse research and evaluation area and we continue to develop and improve ways to measure program outcomes in terms of evaluating the effectiveness they have in serving mental health clients. Finally we continue to provide hosting of web sites and hosted numerous surveys this year.

**REVENUE**

Our revenue for **2010-2011** is as follows:

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Projects</td>
<td>$8,389,964</td>
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<tr>
<td>State Appropriated</td>
<td>$120,210</td>
</tr>
<tr>
<td>Overhead</td>
<td>$149,850</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>$8,508,024</strong></td>
</tr>
</tbody>
</table>

**Continuing and Professional Education (CPE)**

- **Computer Training Unit (CTU)**
  
  This unit increased programmatic and business activity in three important areas, significantly enhancing its financial position. While most of the programs offered through CTU are in the limited seating, laboratory format, the **Advanced Tips & Tricks for Microsoft Excel** class has successfully been offered in a non-laboratory setting, allowing for unlimited attendance and much higher revenue potential. Two offerings were held with a total of 162 participants. CTU partners with MCTC to occupy four computer laboratories on a 365 day per year basis. Since these laboratories are not needed for public offerings every day, CTU has successfully rented lab space to such outside organizations as Talecris, NC Office of Rural Health, and Numerical Applications Corporation when the space is not being used.

  The very popular Webmaster Certificate Program traditionally held in McKimmon Center, was successfully taken to Wilmington and presented as a contract training offering to UNC Wilmington personnel to increase their skills in all facets of internet website design and development.

- **McKimmon Conference and Training Center (MCTC)**
  
  In the face of daunting economic circumstances, MCTC has maintained a steady level of business activity, hosting 1,752 programs for over 198,495 people in 2010-2011 generating over $1,000,000 in contribution toward operational costs. Also, almost 15,000 people viewed webinars broadcast through McKimmon Center. The overall effectiveness of McKimmon Center is illustrated not only by the total amount of business activity, but by the amount of new business and the amount of repeat business generated. During the past fiscal year, **The Pantry Corporation**, a new private sector client agreed to hold a 500-person store manager’s meeting and luncheon in McKimmon and to hold 4 subsequent events over the coming year. Additionally, **The ARTS NC Gala**, a long-time McKimmon customer that had decided to move their event downtown, made the decision to come back to McKimmon because of greater value and level of service. Finally, in an effort to maximize efficiency and economy while addressing environmental concerns, McKimmon converted all client user contracts to electronic versions, demonstrating an ability to be technologically progressive while saving money and conserving natural resources.

  Following a total overall professional audio assessment for the entire building, major improvements have been made in the sound systems for Area 1 and similar improvements will
follow for Area 2. Improving the sound systems in these two large meeting rooms will substantially increase the quality of presentations. Additionally, security in McKimmon Center has been improved with the addition of 11 new interior and 4 exterior surveillance cameras as well as higher capacity DVR equipment for archiving and inspecting building activity.

Office of Professional Development
In spite of challenging economic circumstances, OPD marked the 10th straight year of operating without a financial deficit in this fiscal year. While continuing education units at other prominent colleges and universities around the country have ceased to operate because of poor financial performance, the operation at NC State University has flourished. Over the past fiscal year, OPD hosted over 300 individual programs for 14,527 students, generating gross revenue of $4,500,000.

One of the highlights of the past fiscal year was the 2010 National Outreach Scholarship Conference which was hosted by NC State on October 4-6 and reached a record level of attendance under the management of OPD. Finding new business while maintaining and continuing to please existing clients is a hallmark of OPD success over the years. This fiscal year, two new events management clients came to OPD for services. North Carolina Department of Transportation brought the Sixth Annual Geo3 T2 Conference & Exposition to McKimmon Center on April 4-6, 2011. Also, on April 21-24, the NC State University Department of Statistics along with the International Indian Statistical Association held the 2011 International Conference on Probability, Statistics and Data Analysis at McKimmon Center under the event management of OPD.

Encore
Total Encore membership numbered 1,144 (as of May 12) compared to 1,115 last year, a three percent increase. Twenty-six percent of members were new to Encore, 61% were members the previous year, and 13% percent returned to Encore after a break of a year or more. Encore sustains an average growth rate of 2% annually, and has a membership renewal rate of 65%.

Eighty-nine short courses were offered with a total enrollment of 2,726 (as of May 3), a decrease compared to last year’s 2,860. Seventy special events, study trips, and lectures were offered, with a total enrollment of 3,218, also a decline over last year’s 3,376. Seventy-nine percent of the short courses and lectures were newly developed for the 2010-11 program year. Fourteen courses/lectures were taught off-site in collaboration with campus and community partners, nine courses were team taught by two or more instructors, and 16 courses featured multiple guest speakers. Eleven courses offered optional “extras” for the participants, such as lunch with the instructor, field trips led by the instructor, or a movie shown in addition to class time.

Seventy-six NC State current and emeriti faculty, staff, and students from 36 different campus units taught courses or portions of courses, lectures, or colloquia. An additional 20 Encore members and 84 individuals from the community/current and emeriti faculty from other colleges and universities taught or coordinated courses or lectures/colloquia.

Several courses, lectures, and study trips were specifically organized to highlight research being conducted by NC State University faculty and students. The course, What’s Going On? featured the research of four faculty members and two graduate students: topics included bioluminescence, oil spills and animal life, aging and memory, biomass energy, air pollution, and the work of the rapid prototyping lab. The course evaluations were very positive, and comments from members included these:
“Wow! This was a great series. So important to learn about what is new and what NC State is doing.”
“Wow! This was a great series. So important to learn about what is new and what NC State is doing.”
“This was first rate! Each topic was very relevant, the presentations were clear, all gave a great deal.”
“Please have more of these collective learning opportunities.”

Encore’s Snapshot lecture series regularly featured NC State faculty projects. The course *In the Heat of the Moment* was organized by a MEAS faculty member and presented climate change research being conducted by NC State faculty. Study trips were organized to the Lake Wheeler Field Lab to study vermicomposting and a trip to Centennial Campus gave an overview of the campus and highlighted the work of both the Envision Center and Center for Wildlife Education.

A variety of courses and lectures kept Encore members current with trends and enhanced their engagement as citizens. Among these were courses and lectures regarding the Gulf oil spill, digital photography, new technology, global human rights, climate change, NC General Assembly changes, Afghanistan, international politics, and immigration issues.

Like many museums, libraries, and organizations nationwide, Encore launched a series of courses tied to the sesquicentennial of the American Civil War. Encore’s series is entitled, *Another Look at the American Civil War Era* and will cover a variety of issues – not just battles and history, but also topics such as music, literature and science. The series will also strive to include diverse perspectives, including the African-American and female experiences, and address the war’s legacy. A multi-day study trip focusing on the 1861 battles in Virginia was cancelled because of under-enrollment, but two overview history courses and two lectures on prominent African-Americans, Thomas Day and Anna Julia Cooper, were well-enrolled. A member of the Encore program committee is also managing an email distribution list that keeps interested members informed of other events, books, and websites related to the anniversary.

The average number of courses taken per member per semester was 1.5 in both the fall and spring semesters, which is a significant decline from previous years. Twenty-two members chose membership-only, and did not enroll in any courses or events; fifteen members enrolled in the gym program but did not take any classes. Encore members ranged in age from 50 to 90+.

Twenty-five study trips were offered. Ten of these study trips were either specially-arranged tours or contained another “extra,” not available to the general public. A notable example was the *Life in a NC Textile Mill* trip; participants read the book *Plant Life*, which was discussed throughout the day with Jim Clark, NCSU professor emeritus of English, as the group traveled to former textile mill villages at Glencoe and Saxapahaw, both in Alamance County. Other examples include the trips to Pittsboro, NC Shakespeare Festival in High Point, the Lake Wheeler Field Lab, the Silk Road, the Islamic Center of Raleigh, Roy Underhill’s Woodwright’s School, and the Appalachian Literary Heritage trip (which was preceded by a six-week literature course). Two major multi-day trips were canceled because of under-enrollment: the international trip to Buenos Aires and 1861-62 Civil War Battles trip. The decision has been made to put international trips on hiatus until the economy and international travel outlook improves.

Encore celebrated its 20th anniversary with a special event entitled *Encore: Together We Grow*. The event played on that theme, with speakers, a quiz, a retrospective video, birthday cake, and a redbud seedling party favor. Two-hundred and fifty members and guests attended the celebration. The event met the planning committee’s goals of an interactive event in which attendees socialized and learned more about Encore and its history, and which also helped newer members meet other Encorians and get sensitized to Encore’s activist/volunteer culture. We heard many positive comments from the members about the event; this was a typical comment from a member:
• "Please let everyone know that the birthday party yesterday was great. The speakers were
interesting, the people I sat with were fun to get to know, and the cake was scrumptious.
Thanks to all for making it a delightful afternoon."

• One of Encore’s co-founders commented: "I was absolutely thrilled with yesterday's Encore
celebration and want to thank each of you for your hard and outstanding work to make this
such a special event. It couldn't have gone better and is a day I will remember for a long time."

• From a charter member: "The 20th Anniversary celebration was, in all ways, a class act. I left
the event feeling proud of the Encore Program and privileged to be associated with it.
Applause ad infinitum to all who put energies into planning a wonderful occasion."

Encore’s Fall Open House and Kick-Off Colloquium featured Gene Nichol, professor of law and
director of UNC’s Center on Poverty, Work, and Opportunity, speaking on Poverty and Economic
Justice. The Spring Kick-Off Colloquium featured AC Snow, newspaper reporter, editor and
columnist; and Nancy Snow, NCSU assistant professor emeritus. In addition to talking about
journalism and the newspaper business, the Snows read from both humorous and poignant
columns and stories. In reply to a thank you note from Encore, Mr. Snow wrote: "Thanks for the
note and compliments... it was a fantastic audience one of the best I've ever spoken to...so very
responsive." Encore was also fortunate to line up Hodding Carter for a special lecture in the fall
about current politics from an historical perspective.

Many efforts were made this year into developing the Encore sense of community and making
membership meaningful:

• We continued to expand our efforts to communicate with our members electronically since
87% of Encore members share their email addresses when registering.

• In July, Encore staff created a Facebook site for the Encore Program as another means to
share information with members. Encore staff held a “Connecting to Facebook” workshop in
the fall, which 50 members attended. Postings included photos from Encore trips and events,
the location of the weekly Trailblazers hikes, and information about upcoming Encore trips,
events, and courses. Staff also posted articles about healthy aging and other resources and
events of interest to Encore members. The Facebook site provides another forum for
communication with members and prospective members.

• A subcommittee from the Encore Membership Development & Marketing Committee
developed a new tagline for Encore, which captures the essence of the Encore membership
experience: Encore – More than Just Great Classes. The tagline was approved by the
Advisory Council at the May meeting and will be rolled out this summer.

• A group of Encore members launched the Encore Extra, a member-to-member newsletter,
conceived, written, and edited by members. The quarterly newsletter is distributed
electronically and posted on the Encore website. Three issues were produced this program
year, and the content and format has been positively received.

• Encore held its seventh annual Newcomers Orientation for a group of over 40 new members.
The orientation is designed to acclimate new members to Encore and encourage them to be
contributors rather than just consumers of programming. Evaluations for the event indicated
these objectives were met. Participants rated the effectiveness of the format as 4.8 (on a 5
point scale with 5=excellent); and the information presented as 4.9. Five participants volunteered to be class host as a result of the event, and several signed up to be kept informed about special interest group activities.

- The special interest groups, study trips, and special events all contribute to developing a sense of community. The Activities & Services Committee provided refreshments for the fall and spring kick-off colloquia, planned the fall picnic, the Seasonal Celebration, and the Instructor Recognition Luncheon. Three fundraising events also provided an opportunity to socialize outside of the classroom. Additionally, new members are welcomed in class, and members are encouraged to meet after class. Evaluations are collected for classes, lectures, one-day and multi-day study trips, which help members understand the importance of their input and contributions.

- Encore’s extracurricular special interest groups are notable for being completely member-run, with limited or no staff involvement: The Encore Trailblazers, the Encore Writers Group, the Encore Book Group, the Encore Knitting Circle, the Games Enthusiasts Group, the Movie Group, and the Games Enthusiasts Group.

- The participants in the following three Encore classes so enjoyed the topic and each others’ company that they have continued to meet after the course ended: Write When You Are Ready, Economic Crises, and Great Decisions.

Program promotion included the regular submission of press releases to the general media, the 50+ focused media, and the university news services. Encore’s programs and courses were mentioned in the July, August, January, February, March, and April editions of the Elderhostel Institute Network (EIN) newsletters. Over 400 lifelong learning institutes belong to EIN, and the newsletter is a means of sharing noteworthy program ideas. Jim Clark’s memoir-writing course was the topic of a News & Observer article. The reporter visited the class twice, and the story included photos of Encore members and Dr. Clark. The article generated good publicity for Encore, delighted the members featured, and resulted in several new members signing up for a different writing class in the second spring term.

Volunteers with the Membership Development & Marketing Committee made presentations to 21 community groups and participated in four information fairs. Committee members also hand delivered 1,400 catalogs each registration period to 52 sites such as bookstores, libraries, health clubs and senior centers. The committee also conceived the idea of a business card that members could easily keep in their purses or wallets and have ready to share with prospective members. Committee members also made contact with 68 companies, organizations, and clubs to determine what type of information they would like about Encore for their members (presentation, fliers, catalogs, etc.).

Tom Price, chairman of the Finance & Development Committee and longtime volunteer instructor, was the sixteenth recipient of the Betty Poulton Volunteerism Award, given to Encore members in recognition of outstanding volunteer service.

**Collaborative Efforts**
Encore seeks collaborations with community and campus groups because they strengthen the bond between members and the university and directly benefit programming. In addition to the contacts noted elsewhere in this report, and the obvious support from the variety of campus units that provide instructors, the following are additional examples of how Encore worked with campus and community groups in 2010-11:
Encore members volunteered for four campus projects: 1) Eleven Encore members helped NC State University Professor Ross Bassett and the Franklin Scholars with a special project. The Scholars were focusing on nuclear power and developed an educational website, which Encore members volunteered to review and give feedback. The Scholars incorporated the feedback in their final presentation. 2) Seventeen Encore members volunteered for NC State’s Stop Hunger Now annual food packaging event. 3) Twenty-three members volunteered to bag seedlings for the NCSU Forestry Department’s annual public seedling distributions on Arbor Day and Earth Day. This is the eighth year that Encore has helped with this project. 4) Twenty-six members responded to an appeal from an NC State Textiles student to participate in a research study that examined how aging eyes perceive color. The student sought Encore members between the ages of 60-75, and she was delighted at the response: “They have been very flexible and I really appreciate their willingness to make the schedule work. I have been incredibly impressed by how many people are interested in volunteering!”

For the eighth year, the Office of International Services (OIS) helped Encore organize a class, Postcards from around the World, in which international students gave overviews of their countries’ history and culture.

Encore repeated its collaboration with the NC State Honors program in offering the class Research Adventures from NC State Honors Students. Program director Dr. Larry Blanton uses the Encore class as a means for students to do a "dry run" of their research project presentations. Encore members are invited to critique the presentations and ask questions, and participants get to learn about the interesting research that these talented undergraduates are undertaking.

Encore continued and further developed relationships with area museums and galleries, including the NC Museum of Art, the Natural Sciences Museum, and the Raleigh City Museum. These courses are taught onsite at the museums and at other locations in Raleigh to take advantage of special exhibitions and other museum resources.

We continued our collaboration with the National Veterans History Archival Institute (NVHAI) in offering courses in which veterans tell their stories. This year two courses, US Army History through the Prism of West Point and US Naval History through the Prism of Annapolis were offered.

We continued to partner with Capital City Christian Church to provide space for two Encore classes: Great Decisions, and The Fountain of Youth: Staying Active. The church’s flexible meeting space and location near the McKimmon Center makes it an attractive off-site venue.

Encore continued to offer one year of complimentary membership to NC State faculty and staff retirees. Three retirees took advantage of this benefit this year and four retirees continued their Encore membership after using the complimentary membership in a previous year. Encore partners with Human Resources in identifying who is eligible for this benefit.

Encore continues to have a relationship with the university's Association of Retired Faculty (ARF). ARF's president serves on the Encore Advisory Council, and each group shares information thought to be relevant to the other's membership.

Quail Ridge Books & Music continued to host the two sections of the Encore book group. Bruegger’s Bagels in Ridgewood shopping center continues to host the Encore Knitting Circle.
The Encore affiliate, the B-Western Film Preservation Society, continues to offer monthly cowboy movies and serials to Encore members and other interested adults.

Encore staff helped Arts NC State, Gardeners of Wake County, the Cleveland Library in Garner, Waste Reduction Partners, and Wake County Board of Elections publicize their need for volunteers. Encore also helped publicize programs and events organized by the NCSU Science House, the Gregg Museum, the NCSU Office of Diversity, NCSU Sci-Link, the JC Raulston Arboretum, the Joel Lane Museum, the National Humanities Center, the Raleigh Chamber Music Guild, the Star Twirlers square dancing club, and the Triangle Area Freelance Writers Conference.

Special Program Reviews

Member Impacts

Inherent in Encore’s mission is the goal that participation in Encore will positively impact members’ quality of life. The following quotes are a sample of the comments Encore members made in the past year about how the program has affected their lives:

- “I will be retiring soon, but hesitate to move from the Raleigh area, because I want to live somewhere where there is an organization like Encore.”

- “Encore impacts my life in ways that continue to surprise me. It definitely broadens my reading choices and consequently my thinking. My fellow Encore members are just exactly the sort of people you want to be in a small room with. Thanks for everything.”

- “Encore makes me read and think, stimulates my mind, and breaks the monotony of my existence.”

- “Encore has been a blessing to us who have worked or taught all of our adult lives. When we join Encore a new phase of life opens... Meeting new people and having classes to look forward to each week makes each week interesting.”

On the fall and spring end-of-course evaluations, members rated 90% of Encore instructors as excellent, 8% as very good and 1% as good (overall rating on a five-point scale with 5=excellent was 4.8). Participants gave an overall rating for Encore courses as 89% excellent, 9% very good, 1% good, and 1% satisfactory (overall rating was 4.7). On average, 60% of course registrants completed course evaluations. Headcounts taken in final class sessions showed that approximately 76% of registrants were still attending. All of these numbers compare favorably with previous years as well as established benchmarks. Course evaluations give ratings of at least 90% in the very good to excellent range, which Encore exceeded.

Evaluations of the multiple-day study trips also registered a high degree of satisfaction. On a five-point scale, with 5=outstanding, participants rated the Colorado Trains trip a 4.6, the Textile Mill Trip a 4.6, the trip to Charlotte a 4.9, the trips to Caswell County a 4.3, and the Appalachian Literary Heritage trip a 4.8. Among the comments made by participants on the trips were these:

- “The group was delightful, the guides were knowledgeable, the tour leader and bus driver helpful and courteous, the Encore leader a joy to be with, and learned much of Colorado history unknown to me before.”

- “Fantastic trip! Well suited to much needed diversions from the ordinary routines.”

- “Increased knowledge and appreciation for area cultural history.”

- “I am now smarter than I was at 8:15 AM. The day was great!”
• “I want to read more books by the authors we studied, take more literature classes by Dr. Clark, and take more trips with Encore”

**Instructor Impacts**
Of the instructors who taught fall and spring courses, 37 completed evaluations of their experiences, and all 37 said they would consider teaching again. Among the comments made by instructors during the year were these:

“Encore is energizing”
“I learn from the members”
“The lifelong learning experience applies to the teachers as well as the students”
“I’m impressed by the motivation level and interest of Encore members”

**Financial Report**
Encore experienced a challenging year:

- Relative flat enrollments combined with severe budget cuts will result in the need to draw significantly from reserves to balance Encore’s main operating account at the close of the fiscal year.

- The awkwardly-named Third Quarter’s Scholars Fund was renamed the Encore Enhancement Fund to facilitate fundraising efforts for this annual gift fund.

- Efforts were continued to raise funds for both the Encore Enhancement Fund and the Korte/Kirsch Encore Endowment. A fall appeal letter was sent to 540 members/couples, which resulted in 66 gifts totaling $9,033 (a decrease compared to the previous fiscal year). Forty-one donations by members/couples resulted in $3,880 in gifts to the Encore Enhancement Fund; 33 of these gifts were a result of the fall appeal letter. Seventy-five donations by Encore members/couples added $9,378 to the Encore Endowment; 33 contributions were a result of the fall appeal letter. The fact that the Encore Endowment principal has yet to fully recover from the 2008 market drops, which precluded receiving any spending budget, added to Encore’s budgetary challenges.

- Three fundraisers were organized by the Finance & Development Committee: A Dixieland Jazz evening at 18 Seaboard (61 attendees), a Winetasting (53 attendees), and an evening at Irregardless restaurant (75 attendees). These three fundraisers were intended to be small-scale events that could be developed and managed by committee members, with limited staff support. These events raised a total of $4,754. While fundraising was a primary purpose, another objective was to provide an opportunity for Encore members to socialize outside the classroom.

- Encore and McKimmon staff sought sponsorships for the Encore catalog, resulting in three organizations sponsoring Encore at the platinum level of $1,000 (Glenaire, Springmoor, and Kerr Drug). Three organizations sponsored Encore at the bronze level of $250 (Anthony-Berra-Griffin-Whitney Investment Group of Wells Fargo Advisors, Chandler Gaddy Realty, and the Raleigh Chamber Music Guild). These sponsorships raised $3,750, which partially offset the rising costs of catalog production.

**Upper Coastal Plain Learning Council**
The 2010-11 fiscal year began where the end of the 2009-10 left off; assessing needs of the areas five counties and its seven school districts and matching those needs to resources. A number of partnerships were established in our many, many visits to area businesses, government agencies, community colleges, four year colleges, the Department of Public Instruction, social services and
schools. As a result of these visits and developing partnerships new resources and new opportunities were established for students, educators, and community members in our service area. Among the many grants written and programs we have held are:

- Computer 'Boot Camp' was held at the Gateway Technology Center for homeschooled students.
- “Why Won't They Come?” parent involvement workshops have been held for school administrators and counselors.
- A mini-education summit was held for Halifax and Northampton school administrators and business people.
- Collaborated with The Turning Point Workforce Development Board to host two workforce conferences.
- Have developed grants for Bridgestone/Firestone Educational Wildlife Habitat, funding for the Kenan Fellows program, Biotechnology Training for teachers and students, and Project Lead the Way.
- Began initial steps for educational and workforce reform in Nash and Edgecombe counties in collaboration with Cummins Diesel.
- Co-sponsored a five day math workshop for teachers with the Department of Public Instruction.
- Held a biotechnology workshop for teachers.

In addition, UCPLC have provided funding (2009-2010--$82,920; 2010-2011--$41,000) in the form of mini-grants for the following programs:

- Funding to Halifax Community College to support its new BSN program which is a collaborative program with NC Central University.
- Funding has been committed to support the Fayetteville State University MBA on-site counseling and recruiting activities at the Gateway Technology Center.
- Funding has been awarded by the Golden Leaf Foundation in the amount of $140,000 to support the planning and development of a pilot program focusing on retaining African American boys in the K-12 system in the Halifax area.
- Edgecombe Community College has received start-up funds for their initiative titled "Get an Edge Up" (an initiative to enable students to prepare for and take WorkKeys, an industry based skills assessment that measures real-world skills critical to job success).
- Nash Community College received funds for laboratory equipment and supplies for health services programs. This grant will also include funds for travel and professional development for three instructors.
- Funding was provided for an Art Enrichment Component for the 4-H Co-Op Extension Camp of Halifax County.
• Funding to support a new portable video conferencing system for UCPLC educational programs, workshops, and meetings.

• Wilson Community College receiving funding to support the WCC Foundation to purchase equipment for the college's broadband wireless virtual classroom development.

• Funding provided for a Child Bereavement Workshop for the five Northeastern UCPLC counties.

• Southwest Edgecombe High School received funding for a new greenhouse to support the "restart" of its agriculture curriculum.

• Halifax Community College has received a grant of $10,000 to support their Career Readiness Certification and CIRCLE programs. The NC Career Readiness Certificate (CRC) is a portable credential that students can use in any area of NC or in any state in the U.S. The CRC is a reliable means of determining whether a potential employee has the necessary literacy, numeracy and problem solving skills to be "job ready".

• Funding has been provided to purchase four curriculum kits to put in the four county 4-H lending libraries that they share with the public schools.

• Area LAHEC in Rocky Mount has been awarded $9,500 to develop and plan five regional interprofessional healthcare trainings addressing smoking cessation, Alzheimer's, HIV, cancer and stroke.

• Edgecombe and Nash County 4-H has been awarded $4,000 for embryology education which will provide students the opportunity to develop life skills related to science processes, teamwork, keeping records, and planning and organizing.

• Halifax Community College is receiving $5,000 to provide training for high school and college teachers in the areas of instructional design and learning theory, student retention, and professional development for school leaders.

• Nash Community College has recently purchased a human patient simulator for the virtual clinical simulation laboratory. UCPLC has awarded them $7,500 to be used equipment and training.

• Edgecombe Community College has been awarded $5,000 to support workforce preparedness in their service area.

• Wilson Community College received $10,000 to support the WCC Foundation to purchase equipment for the College’s Continuing Education health programs.

II. DIVERSITY: Initiatives and progress

• MCE&CE and its units adhere to the policies of Human Resources and the University in acquiring new staff and by advertising in publications that are active in the minority community.

• MCE&CE encourages staff to become fully engaged in the challenging issues of diversity within the unit and broader university community.
## 2010-11

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### ACEPD

ACEPD serves a diverse audience of organizations, State and Federal Agencies, non-profits, and commercial “for profit” companies with deliveries to organizations ranging from five people to, this year, over 400. Program deliveries ranged from basic computer classes to high end IT programs, as well as management and leadership skills continuing education. Within each of these organizations, we find a broad range of socio-economic, cultural and ethnic groups. Our goal is to serve each client organization with the same high level of programmatic services that we delivery with all other clients.

### The Collaborative

Recognition of the importance of including diversity has always been one of our underlying priorities and principles. Every effort has been made for our participant pool to reflect the diverse demographics of the five county service regions. This translates into the importance of special relationship building with area schools, organizations and groups. To that end, we have offered the SPACE (from the NCSU Office of African American Affairs), and the NCSU Vet Camp which is targeting underrepresented populations in the field of veterinary medicine. Another example of our sensitivity to diversity is The Rocky Mount Engineering Camp which consistently has a more diverse student population than either the Raleigh or Havelock Camps. Furthermore, our academic student population tends to more closely mirror the racial demographics of the area than either the ECU or NCSU on-campus student populations.

### Center for Urban Affairs

Twenty one percent of our permanent staff members are classified as minorities. We adhere to the policies of Human Resources and the University in acquiring new staff. We advertise in publications that are active in the minority community.

### Continuing and Professional Education

CPE encourages staff to become fully engaged in the challenging issues of diversity.

### Encore

Encore is committed to building a diverse membership, and, in keeping with NC State’s land grant mission, serves as a resource to the community as well. The following summarize the results of these efforts:

- Minorities comprised approximately two percent of Encore’s 1,144 members.
• Encore continued to partner with Glenaire in offering courses to both their residents and Encore members: *Great Books* in the both the fall and spring semesters and *Antiques Road Show* in the summer term. The Games Enthusiasts Group continues to meet at Glenaire twice a month, and engages both Glenaire residents and Encore members.

• In keeping with the philosophy that diversity enhances the educational experience for all, 18 courses, 11 lectures, and five study trips dealt with diversity themes such as race, religion, culture and gender. This included two lectures about prominent African-Americans that was part of the sesquicentennial series. A few of these courses/trips are particularly notable:
  
  o The course *Living on the New Racial Frontier*, taught by Dr. Rupert Nacoste, former NCSU vice provost for Diversity and African-American Affairs, explored racial, ethnic, and gender differences and how Encore members can better understand and manage intergroup social interactions.
  
  o Encore also worked with First Baptist Church located on Wilmington Street in downtown Raleigh in developing a course that looked at the development of the two First Baptist churches, which sit across the state capitol square from each other (one predominately black and one predominately white). Encore members and members of the two churches attended the course at the church, which received positive evaluations. We plan to continue to work with First Baptist Church Wilmington Street in engaging their senior ministry with Encore.

• Encore continued efforts to expand programming to adults aged 50+ who still work. Two evening courses and one evening workshop were offered, and all were well-attended and evaluated. A non-member option was added to these evening programs and the Monday Matters lecture series to encourage enrollment.

• Members with accessibility distance and financial concerns comprised one percent of Encore’s membership. Staff made accommodations for Encore members with vision and mobility issues in both the classroom and on the study trips, and Encore members volunteered to provide transportation and other assistance.

• Three Encore members received financial aid to take ten courses. Thirty-four Encore members contributed $1,238 to the Encore course bank to offset the cost of this financial aid.

• Encore staff served as a consultant for other existing or prospective lifelong learning institutes at East Carolina University, Western Michigan University, and Blue Ridge Community College.

• Staff and other members made accommodations to support members with special physical needs in both the classroom and on trips.

III. **STAFF: Major new appointments, kudos, professional activities and recognitions**

**MCE&CE**

• Alice S. Warren, served as the Co-Project Leader for the Destiny OneCE initiative, leading and attending meetings and working sessions, interfacing with campus colleagues about the opportunities provided by OneCE, negotiating with leaders at Destiny for new requirement development, responding to questions from executive leaders at NC State, and identifying and committing funds to support the overall costs of the implementation of OneCE.
• Alice made two concurrent presentations at the UPCEA Annual Meeting in Toronto: 1) The Power of Regional Collaborative Partnerships and 2) Seize Opportunities for Change.

• Alice organized a pre-conference tour for the National Outreach Scholarship Conference Committee with the assistance of Celen Pasalar, Assistant Dean for Research and Extension, College of Design. The event included a tour of the Downtown Design Studio and the Urban Design Center, a windshield tour of South Park, a revitalized area of south Raleigh and concluded with a lunch stop at The Pit and an introduction to Ed Mitchell, the famous, award winning Pit Master. Mr. Mitchell gave the tour participants a brief overview of the history of NC Barbecue.

ACEPD
Andrew Billingsley attended and spoke at Ralph Elliott's Continuing Education Marketing Conference that was held in Chicago on "Making more Revenue with Contract Corporate Education.

The Collaborative
Although not ECU/NC State Collaborative employees, the addition of two Upper Coastal Plains Learning Council employees have strengthened the overall reach of the university presence at the Gateway Technology Center. In addition, the ECU/NC State Collaborative gave a presentation at the UCEA South Regional Conference in Raleigh October, 2010. We have added two exciting youth enrichment programs to our ever-growing menu of academic support. The NC State Engineering Place will add the Elementary Engineering Camp beginning Summer, 2011; and we have partnered with NC Wesleyan College and the General H. Hugh Shelton Leadership Center to offer the Shelton Leadership Challenge beginning Summer, 2011. Marketing and coordinating these various academic camp offerings constitutes a tremendous amount of time and effort for the GTC staff, but we remain convinced it is precisely this type of quality academic outreach which will positively impact the overall educational climate of our five county region. Additionally, Sara Hughes completed the University Accounting Series.

Center for Urban Affairs
We have had seven new hires and two promotions this year.

Continuing and Professional Education
Computer Training Unit
• Darla Alexander successfully completed Pathways.

McKimmon Conference and Training Center
• Valerie Jones served on the NC State Staff Senate.
• Cheryl Eatmon was hired to coordinate Exam Proctoring.
• Greg Emma and Ryan Lawrence earned the Professional Skills Certificate.
• Wayne Godfrey, who worked in the Print Shop, passed away on June 8th. He did an excellent job as the Interim Print Shop Manager. He was a remarkable employee.

Office of Professional Development
• Kerrie Cave was hired as Lead Program Coordinator
• Aimee Hepler was promoted to lead Program Assistant
• Shedrick Samuels and James Williamson successfully earned The Professional Skills Certificate.
Encore  
- Staff remained stable in FY 2010-11.  
- Nancy Huber, Encore’s program coordinator, presented at the 2010 Southern Regional Conference for Institutes for Learning in Retirement in Greenville, SC. She presented to 40 attendees at the "Hot Topics for Curriculum" session, and the concepts for both Encore’s Justice Series course and Raleigh 101 course generated a lot of interest from the session’s participants.  
- Tricia Inlow-Hatcher, Encore’s director, presented at three conferences:  
  o 2010 Southern Regional Conference for Institutes for Learning in Retirement: presented a session to 35 attendees about *Boosting Your Lifelong Learning Institute's Financial Stability*.  
  o National Outreach Scholarship Conference: co-presented with Dr. Jim Clark, as part of the "Engaged University System" session, which focused on the system's response to the UNC Tomorrow recommendations.  
  o NC Governor's Conference on Aging: Panel presenter for the "Lifelong Engagement and Contributions" conference track; her topic was "Empowering Seniors through Lifelong Learning Opportunities," which gave an overview of how Encore’s program structure engages seniors and allows them to make meaningful contributions that bring fulfillment.  

Inlow-Hatcher chaired the McKimmon Center’s Mary Frances Hester Service Award Committee and served on McKimmon’s William L. Turner Award Committee. Huber chaired the McKimmon Center’s Activities Committee.  

IV. Five Focus Areas of Strategic Planning  

1. Enhance the success of our students through educational innovation  
The Center for Urban Affairs employs NC State students throughout the year who work on various projects. The Center for Urban Affairs feels that they are augmenting and supporting the purpose of the University in that we give students work relevant/applied experience to help them in their careers after they graduate.  

Continuing and Professional Education provided services for the Annual 4-H Youth Congress sponsored by NC State University, 4-H Youth Development Office. This is an annual conference for nearly 1,000 youth and young adults across the state. Each year this event allows participants to be involved in hands-on activities, including farming, equestrian, accounting, physical fitness, leadership, and public speaking skills. Youth from around the state share activities they know with others forming lifelong friendships and connections.  

2. Enhance scholarship and research by investing in faculty infrastructure  
Almost every program The Collaborative have offered here at the GTC has, in some way, contributed to the production of leaders for the state, nation and world. Whether that programming is continued education computer training, master’s degree programs or youth enrichment activities, the educational growth and development of the individual is the focus of this initiative. Particular examples of this leadership component include the Master’s in School Administration. In 2008, we conducted a survey of all area public school superintendents and asked specifically what areas of degreeed programs they anticipated needing. Over 90% of the respondents indicated a high need for the MSA. As a result, NCSU responded and offered two on-site MSA cohort programs with an
additional cohort planned for another cohort located in Rocky Mount at the Gateway Technology Center.

3. **Enhance interdisciplinary scholarship to address the grand challenges of society**

   Within the Continuing and Professional Education unit, they provided services for **Substance Abuse Professionals Training Series**. A series of four separate practical, real-world training opportunities for professionals working in the substance abuse and health fields, providing essential skills to make them more effective on the job. Up to 24 credit hours toward certification and re-certification were provided.

   Within The Collaborative, a key cornerstone to any economic development plan is a solid base of educational preparation of an area’s citizens. The lack of this cornerstone has contributed to the digital divide, unemployment and underemployment (Edgecombe county’s unemployment rate has topped the charts many times in the last three years). One of the first questions and/or concerns of potential new business/industry relates directly to the educational status of employees and the state of the local public school systems. Without corresponding levels of achievement, northeast NC will continue to be relegated to low-paying, low-skill jobs—many of which have seen high levels of international export (textile, manufacturing). What this means for northeastern NC is that we must bring the educational levels of our current and future workforce up to new standards which will support new and emerging workforce demands. This type of concerted effort must begin at the K-12 level and continue through the community college and university levels. The type of youth enrichment, 2+2 community college programs and local university offerings we host and support at the GTC will be part of the solution to this long-standing problem.

4. **Enhance organizational excellence by creating a culture of constant improvement**

   ACEPD developed a Partnership with the General Shelton Leadership office to build programs that integrate Values-Based Leadership concepts within future managerial programs. Identified new programs to build supervisory management skills through meetings with key contacts at organizations we have delivered programs to previously.

   The 9th Annual Shelton Leadership Forum managed by Continuing and Professional Education and was held at the McKimmon Conference and Training Center. The Shelton Leadership Forum held on November 5, 2010 at the McKimmon Conference and Training Center at NC State University, is an annual program that provides professionals in the field of corporate, government, community, higher education and K-12 education to develop in the areas of values-based leadership skills and learn from experts in their corresponding fields on ways to apply personal experiences back into their own communities and work environments. One feature of the forum is to provide keynote speakers whose experiences address across a broad spectrum of professional careers.

   ACEPD developed new revenue stream from the contract for our first custom designed and developed *non-credit* online course without the support of any outside funding. The course is developed for the NC State Treasurer’s office in Raleigh, NC.

5. **Enhance local and global engagement through focused strategic partnerships**

   Within the ACEPD unit a partnership with the NC Solar Center to develop and deliver the Residential Weatherization for at risk youth in Wake and Johnston Counties to help produce green jobs in North Carolina.
The Collaborative actively partners and works with NCWC, Barton College, seven public school systems, four community colleges, local educational non-profit agencies, the UCPLC and area economic development groups. We have opened the doors of access to higher education for this economically and educationally distressed and historically underserved area. In communities with a low rate of bachelor degreeed individuals (Edgecombe, 8%; Halifax 11%), we are welcoming, encouraging and empowering the next generation of college attendees via our enrichment camps and workshops. For some of the worst performing public school systems in the state, we are offering local, university sponsored professional development and degree opportunities, and we are providing much needed professional development to our business and industry services via the different training divisions at the McKimmon Center and IES.

The Collaborative also offer their facility use to any of their educational partners involved with health and well being. To this end, the public schools, DPI, Area L AHEC, the Department of Health and Human Services, NC Oral Health, Teach One/Reach One (focusing on AIDS/HIV awareness and prevention) and the ECU MSW are making positive contribution to the overall well being of this region through their workshops, courses, and academic programs of study offered at the Gateway Technology Center.

The Center for Urban Affairs have worked in the education field since 1982 and that is also when the Center for Urban Affairs received their first major grant from NC Department of Public Instruction (NCDPI). Partnering with NCDPI, the Center for Urban Affairs serve in effect as a test publishing service which offers considerable innovative services (and cost effective services) for the state including online testing and a formative assessment system for classroom teachers.

Continuing and Professional Education assisted with the Healthcare Worker Teacher Online Training sponsored by Wake Area Health Education Center (AHEC) through NC State College of Education. An online program designed to increase the overall number and educational skills level of clinicians entering the teaching field without formal teacher training, and to help new and inexperienced teachers to assume a teaching role. This program is supported through a 3-year grant from The Duke Endowment. Instruction is provided by NC State faculty.

The NC State Sport Fishing School was held on June 5-9, provided a valuable economic stimulus to the community of Hatteras and top Dare County in general while giving attendees from around the country a comprehensive learning experience. The services was provided by Continuing and Professional Education.

The 8th Annual Sustainable Energy Conference was held at the McKimmon Conference and Training Center on April 26-27, and attended by almost 700 people. The conference featured a slate of nationally and internationally recognizable speakers and exhibitors provided cutting-edge insight and information on the emerging energy economy and a valuable opportunity to stay on top of future technologies and services.

The Upper Coastal Plain Learning Council (UCPLC) was formed to provide higher educational opportunities through a collective effort of the University of North Carolina, the North Carolina Community College System and the North Carolina Independent Colleges and Universities in order to achieve the UNC-Tomorrow recommendations to increase access to higher education through UNC institutions and Community Colleges. The UCPLC was formed to address this collaboration covering the five county regions.
including Edgecombe, Halifax, Nash, Northampton and Wilson Counties and including the two private colleges in the region, Barton and NC Wesleyan. The North Carolina General Assembly has provided recurring funding since 2008 for this northeastern North Carolina initiative. The members of the council are exceptional leaders in their communities in the fields of education, business, and government.

V. **RECOMMENDATIONS AND CONCERNS for the FUTURE:**

MCE&CE operates in an extremely demanding customer-driven environment requiring knowledge of and effective responses to increasing educational and personal enrichment needs as well as significant public issues. Through partnerships, collaborative program agreements, grants, contracts and significant networking, the respective MCE&CE units have for 86 years served a diverse constituency through targeted, multifaceted services and programs accessible to individuals and larger entities.

Now more than ever, the challenge to accomplish MCE&CE's mission, while remaining financially stable in a world of changing trends, demographics, technology and drastically depleted State Appropriations is difficult. However, the fragile nature of these scenarios have provided opportunities to showcase the creative talent, business expertise, and quality customer service of MCE&CE employees and leadership in developing key partnerships, new programs, services, and measuring impacts as well as integrating efficiency measures and effective business practices to help ensure sufficient revenue flow to maintain our self-supported environment.