

# Annual Goals for Continuing Education

## 2010-2011

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<b>Title:</b>	Expand Online Courses
<b>Description:</b>	Expand online course offerings by ten percent. (1) Explore additional online program offerings. (2) Promote courses through social media, email, website, brochure, and UNA weekly calendar. The program is self-funding.
<b>Budget:</b>	0.00
<b>University Goals:</b>	1,5
<b>Strategic Goals:</b>	
<b>Responsibility:</b>	Program Coordinators
<b>Participation:</b>	Director
<b>Results:</b>	Online registrations increased by 35%, and two additional online programs were offered. Courses were promoted using social media, email, website, course catalogs, brochures, and advertising in UNA's weekly calendar.
<b>Actions:</b>	Registration staff has become more familiar with the online program offerings and directs more leads to the website.
<b>Improvements:</b>	Keep registration staff informed of additional online program and course offerings. Online program and course offerings will be more easily accessed and cross-marketed as a result of an updated registration system in Fall 2011.

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<b>Title:</b>	Administrative Assistants' Annual Conference
<b>Description:</b>	Development and implement UNA's first annual administrative assistants' annual conference. (1) Plan, develop, and implement administrative assistants' annual conference. (2) Market seminar through social media, email, website, brochure, and UNA weekly calendar. (3) Promote sponsorships and exhibitors to help with the cost of the program. The program is self-funding.
<b>Budget:</b>	0.00
<b>University Goals:</b>	1,3,5
<b>Strategic</b>	

**Goals:****Responsibility:** Program Coordinator**Participation:** Director**Results:** Administrative Assistants' Annual Conference was held October 29, 2010 with approximately 40 participants.**Actions:****Improvements:** Provide larger meeting space for participants with an area for exhibitors and sponsors.

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**Title:** Professional Development Training Materials**Description:** Plan, develop, and distribute training materials to businesses in north Alabama and beyond. (1) Plan, develop, and implement professional marketing pieces to promote continuing education. (2) Make personal contacts and deliver promotional materials to 100 businesses in the industrial park and surrounding areas. The program is self-funding.**Budget:** 0.00**University Goals:** 1,4,5**Strategic Goals:****Responsibility:** Director**Participation:** Program Coordinator**Results:** Due to budget constraints, marketing efforts are ongoing into summer and fall.**Actions:****Improvements:** Marketing materials will include more online learning opportunities.

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**Title:** Alabama Planning Institute**Description:** Implement Advanced Certified Alabama Planning & Zoning Official Program. 1. Notify and request endorsement from the Alabama Association of Regional Councils. 2. Notify and request endorsement from the Alabama League of Municipalities. 3. Review curriculum. 4. Plan, develop, and implement marketing piece for promotion. 5. Market program through email, website, social media, brochures, and UNA weekly calendar.**Budget:** 0.00

**University Goals:** 1,4,5

**Strategic Goals:**

**Responsibility:** Director

**Participation:** Program Coordinator

**Results:** Advanced Certified Alabama Planning & Zoning Official Program: developed course titles and number of hours for each; course curriculum and endorsements are currently under development by designated instructors. Program likely to begin Fall 2012.

**Actions:**

**Improvements:** Look at ways to develop online training for this program.

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**Title:** Staff Certification Training

**Description:** Complete certified program planner staff certification training for two staff members. (ongoing from 2008-2009 and 2009-2010). (1)Explore online training opportunity. (2)Explore conference/instructor-led training opportunity. The program is self-funding.

**Budget:** 0.00

**University Goals:** 1,2,3,4,5

**Strategic Goals:**

**Responsibility:** Director

**Participation:**

**Results:** Two program coordinators are currently enrolled and participating in the online certified program planner training; they should complete the training by Fall 2010.

**Actions:**

**Improvements:**