

Annual Goals for Continuing Studies and Outreach

2011-2012

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| Goal 1: | Staff Certification Training |
| Description: | Complete certified program planner staff certification training for two additional staff members. (1) Staff members will complete online training. (2) Staff members may elect to attend a LERN conference and complete the training at the conference. The program is self-funding. |
| Budget: | 0 |
| University Goals Supported: | 1,2,3,4,5 |
| Strategic Goals Supported: | |
| Responsibility: | Director |
| Participation: | Program Coordinator |
| Results: | Online access and study materials were ordered for two program coordinators. Online sessions were held and the coordinators participated in the sessions |
| Actions/Improvements: | One Program Coordinator completed the Certified Program Planner designation in July, 2012. The second coordinator has yet to complete her online sessions and take the certification test. Plans are for the coordinator complete in FY 2013. |

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| Goal 2: | Alabama Planning Institute |
| Description: | Implement Advanced Certified Alabama Planning & Zoning Official Program. (Program extended from 2010-2011 due to time constraints for staff and instructors.) 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. |

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| Budget: | 0 |
| University Goals Supported: | 1,3,4,5 |
| Strategic Goals Supported: | |
| Responsibility: | Director |
| Participation: | Director |
| Results: | Two classes for the advanced certification have been completed and successfully delivered to participants. The remaining classes will be completed in FY 2013. |
| Actions/Improvements: | Continuation of course development should be completed in FY 2013. |

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| Goal 3: | Professional Development Training Materials |
| Description: | Plan, develop, and distribute training materials to businesses in north Alabama and beyond. (Extended from 2010-2011.) (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 |
| University Goals Supported: | 1,4,5 |
| Strategic Goals Supported: | |
| Responsibility: | Director |
| Participation: | Program Coordinator |
| Results: | Due to a new registration system implementation, a grant, and the loss of a staff member, this project has been placed on hold until FY 2013. |
| Actions/Improvements: | Due to a new registration system implementation, a grant, and the loss of a staff member, this project has been placed on hold until FY 2013. |

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| Goal 4: | Appellate Law and Practice Conference |
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Description: Develop and implement appellate law and practice conference for attorneys. (1) Plan, develop, and implement conference. (2) Market conference through social media, email, website, brochure, and UNA weekly calendar. The program is self-funding.

Budget: 0

University Goals Supported: 1,3,4,5

Strategic Goals Supported:

Responsibility: Director

Participation: Program Coordinator

Results: Contracted with a paralegal to help in the assistance of the implementation of the conference. Evaluations were very good.

Actions/Improvements: This conference is being planned as a continuing annual event.

Goal 5: Expand Online Course Offerings

Description: Expand online course offerings by twenty (20) 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.

Budget: 0

University Goals Supported: 1,3,4,5

Strategic Goals Supported:

Responsibility: Director

Participation: Program Coordinators

Results: Online courses were explored and additional offerings were uploaded to our new registration system in addition to being marketed through social media, website, brochures, and the UNA weekly calendars.

Actions/Improvements: Online courses were marketed heavily and we are now seeing a new generation of online learning participants. New programs are offered continuously.

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| Goal 6: | 1st Annual Leadership Conference |
| Description: | Develop and implement UNA's first annual leadership conference. (1) Plan, develop, and implement leadership annual conference. (2) Market conference 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. |
| Budget: | 0 |
| University Goals Supported: | 1,3,5 |
| Strategic Goals Supported: | |
| Responsibility: | Director |
| Participation: | Program Coordinators |
| Results: | Conference was marketed and registrations were very slow. The conference has been placed on hold until further evaluation. |
| Actions/Improvements: | Supervisor conference is being re-evaluated and will be offered again in FY 2013 |

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| Goal 7: | Forensic Accounting Program |
| Description: | Develop and implement forensic accounting workshops and offer a 40-hour certificate. Program was implemented in 2001, but content has not been updated or offered since 2007. (1) Plan, develop, and implement forensic accounting workshops and certificate program. (2) Market workshops and certificate through social media, email, website, brochure, and UNA weekly calendar. The program is self-funding. |
| Budget: | 0 |
| University Goals Supported: | 1,3,4,5 |
| Strategic Goals Supported: | |
| Responsibility: | Director |
| Participation: | Program Coordinator |
| Results: | Program was successful in the Huntsville market. Evaluations were excellent. |

Actions/Improvements: Approximately 25 participants in the Huntsville area received certificates in the program. The programs were offered in other areas, but several locations were cancelled due to low enrollment.