Non-Credit Continuing and Professional Education Policy and Guidelines

Revised Date: *04/03/18*

Purpose

The purpose of this proposal is to revise and expand the criteria, guidelines and procedures established by the current "Continuing Education" institutional policy created by Academic Affairs and The Graduate School in 2010. As Winthrop begins its work to develop more intentionally its capacity to provide continuing, professional, specialized and personal-enrichment learning opportunities, this proposed policy reflects the University's commitment to *provide personalized and challenging undergraduate, graduate, and continuing professional education programs of national caliber within a context dedicated to public service to the nation and to the State of South Carolina.* (See SACS 3.4.2)

This proposal is based on existing institutional policies, discussions with faculty and staff, as well as consultations with several peer institutions (see list in section VII).

I.   Definitions

Continuing Education

Continuing Education (CE) courses and programs are designed to provide professional development and life-learning opportunities to community members, students, and alumni. The University's continuing education offerings include: non-credit courses, non-credit certificate programs, Continuing Education Unit (CEU) offerings, and personal-enrichment courses.

Continuing Education Unit (CEU)

A CEU is defined as 10 contact hours of continuing education instruction under the supervision of a qualified professional (60 minutes of instruction per one credit hour; this does not normally include breaks, lunch or dinner hours, or recreational activities). The CEU is a standard measure for participation in a course, does not include degree credit, and may not be converted to graduate or undergraduate credit.

CE Credentials

CE credentials from the University may be in the form of a pre-approved CEU, Certificate of Participation, and micro-credentials such as Digital Badges/Achievements, which provide educational institutions the ability to recognize learning and competencies on a smaller scale.

II.   Categories of CE Program Offerings

As a public higher education institution with a focus on service to the nation and to the State of South Carolina, Winthrop University will offer four categories of non-credit CE program offerings, described below, to support the professional, intellectual, and creative activities and pursuits of adult and lifelong learners. CE program offerings by the University may be offered

via short courses, workshops, or seminars and delivered on-campus, or in partnership with third party or professional organizations.

The four categories of CE program offerings by Winthrop University are:

1. Continuing Professional Development (CPD): CPD programs are designed to serve individuals in specific professions by providing career training and professional development opportunities. These include CEU-based and non-CEU programs. The key audiences for CPD programs include: healthcare professionals, finance-related specialists, public safety practitioners, teachers, managers, administrators, and engineers.

2. Human and Career Development (HCD): HCD programs serve a general audience by providing tailored professional development and targeted technical training opportunities. HCD offerings will not normally offer CEU credits. However, some HCD may offer CEU credits if all of the required criteria are fully met. The audiences for HCD programs include practitioners, career changers, and lifelong learners.

3. Personal-Enrichment Programming (PEP): PEP programs are designed primarily for recreation, leisure, and personal enrichment. The delivery of these courses may include lectures, workshops, seminars, short-courses, and field activities. By definition, personal-enrichment programs are not CEU-eligible. PEP offerings include: Arts, conversational language, history, wellness, writing, ecology, and gardening and landscaping courses.

4. Non-Credit Certificate (NCC): NCC programs are designed to certify that a participant has completed a prescribed number of units or CEUs which, taken as a whole and appropriately sequenced, provide a comprehensive overview or review of a particular subject or discipline.

The table below provides examples for each category of CE offerings along with applicable contact hour ranges.

Table 1: CE Course Category and Applicable Contact Hours

Category	Examples of courses and program offerings	Contact Hours range
CPD	Project management, accounting, audit, IT security, criminology, healthcare, data analytics, data security, social media, program evaluation, real-estate	24-36
HCD	Critical thinking, organization development, leadership courses, diversity, arts management, nutrition, entrepreneurship, real estate, basic technology and internet	12-18
PEP	Conversational French, 18th-Century dance, financial literacy course, bird migration, the Battle of Brattonsville, health and fitness	4-8

Category	Examples of courses and program offerings	Contact Hours range
NCC	Summer Business Institute, Non-profit Management, Social Media, Web Development, and Medical Assistant/Pre-Nurse Certificate	36+

Contact hours for CE offerings may be achieved face to face (F2F), online or hybrid. In addition, F2F sessions may be organized in multiple ways to include: hour blocks, one to multiple half-days (each half-day equals 3 hours), one to multiple full days (each full day equals 6 hours) or combinations of hour blocks, half-days, and full days. For example, a CPD offering may require four (4) full-day sessions on Saturdays, eight (8) half-day sessions on Friday mornings, or six (6) 2-hour sessions on Tuesday mornings plus four (4) half-day sessions on Saturdays. The faculty member's chair, dean, and the Director of Adult Programs (DAP) must approve the planned schedule for contact hours.

III.   Administrative Responsibility and Oversight

Winthrop University, through the Office of the Provost and the Graduate School, assumes administrative responsibility for all CE courses and programs offered by its faculty, staff or third party partners. Implementation and oversight of all Winthrop CE courses and programs are delegated to The Graduate School.

Quality Control of CE: The academic department of a CE offering (course or program) is responsible for ensuring its quality. The department is to ensure that the academic contents of the CE program are consistent with the mission and purpose of the University.

Institutional Approval for CE offering: The Graduate School, through the Director of Adult Programs, must approve all new CE courses and programs. Established and sustainable CE offerings may be approved *ex post facto* to allow program continuity and maintain consistency in the learning experience offered to the participants.

Issuance of Official CE Credentials: The Office of the Provost authorizes the Graduate School with the specific authority and exclusive right and responsibility on behalf of Winthrop University to approve the issuance of documents exhibiting the title "Continuing Education Unit" or "Non-credit Certificate" or exhibiting the appearance of an official credential related to any approved CE course or program.

Monitoring and Oversight of CE: The Graduate School will serve as the University-wide clearinghouse for all CE activities and will maintain documentation on curriculum, qualification of instructions, and program delivery. The Graduate School will also serve as the reporting entity at the University for CE offerings.

IV.   New Program Development

New CE programs may be initiated by faculty or staff of Winthrop University in consultation with DAP and the Graduate School. Following preliminary discussions with DAP, a formal

application titled *Continuing and Professional Education New Course Request* must be completed by the initiator (see Appendix A). DAP will review formal requests only after the approval of the department chair and college dean has been secured. Further, junior tenure-track faculty are strongly encouraged to check with their department chairs prior to engaging in discussions about CE course development.

The New Course Request form provides DAP with all the pertinent course details, including subject, course description, the rationale for the course creation, market sustainability, and a proposed fee schedule among other data. Inquiries about the form may be directed to the DAP.

Considerations for Program Qualifications

In addition to criteria described above, the program must meet SACSCOC 3.4.2 and "be consistent with the institution's mission"; the program should expand the relationship of Winthrop University with both students and the surrounding community, while providing a valuable learning opportunity.

Procedures for CE Approval

1. A CE course or program initiator obtains from DAP and completes the course proposal form, *Continuing and Professional Education New Course Request*.

2. The course or program initiator submits the completed course proposal form to the appropriate department chair and college dean for review and approval.

3. CE courses or programs approved by college deans are forwarded to DAP for administrative review and approval. Depending upon the scope of the offering, DAP will work with the CE initiator and sponsoring department or college to develop a budget and marketing plan for the offering to affirm financial sustainability.

4. Courses and programs reviewed and recommended by DAP will be forwarded to the Office of the Provost for final approval. Non-recommended proposals will be returned to sponsoring academic departments for clarification, revision, or additional information.

5. If the request is approved by the Provost, the DAP will inform the course initiator. Denied proposal requests will be returned to the initiator and sponsoring department with comments explaining the denial as well as suggestions, if any, for proposal improvement.

CEU Standards

CEU courses will comply with the following standards:

1. CEU offerings should be tied to the mission of the university and the goals of the sponsoring department/unit. The sponsoring department/unit is responsible for ensuring that course content and educational experience are of quality and appropriate academic rigor.

2. In consultation with DAP, registration may be processed at a variety of location, platforms, and or internet.

3. Instructional personnel must be qualified by education and/or experience and such qualification must be documented prior to the delivery of the course.

4. All participants must have the opportunity to evaluate the course in a confidential setting.

5. An individual's participation in the course and completion of course objectives must be appropriately documented and recorded.

6. The Office of Records and Registration will keep records of participation in CEU courses and the awarding of CEU credits.

Quality Assurance of CEU offerings and Non-credit Certificate programs

Continuing Education Units and Non-credit Certificates are awarded to participants of approved seminars, symposia, workshops, non-credit program offerings that are overseen and administered by the DAP. These programs shall be jointly reviewed every five (5) years by the DAP and the sponsoring academic department to ensure currency and relevancy to the goals and objectives of the University's CE program. The financial viability of all CE courses and programs shall be reviewed annually by the DAP.

Delivery Options

CE courses may be delivered on-campus and via seminars, conferences, professional meetings, lecture series, distance learning, or at appropriate off-campus locations.

V.   Instructor Compensation

Faculty and/or staff employed by Winthrop University are encouraged to offer non-credit courses, seminars, or workshops in their fields of study or areas of interest for the professional development, technical training, or personal-enrichment of community members.

Compensation Model

Instructors will be paid a flat amount for offerings, which must meet a minimum requirement of seven (7) fee-paying participants. The pay is based on the course category and course fee. In addition, instructors will have the opportunity to earn a bonus if the course enrolls 12 or more students (see Table 2 below).

Table 2: Instructor Pay Level (Base and Bonus) by Course Category

Category	Course Fee	Contact Hours	Base Pay	Bonus Pay	Total Pay w/Bonus
CPD	$900 - $1200	25 - 36	$2800	$1500	$4300
	$701 – $900	19 - 24	$2000	$1200	$3200
HCD	$501 – $700	13 -18	$1600	$900	$2500
	$301 – $500	9 - 12	$1100	$600	$1700
PEP	$151 - $300	5 - 8	$600	$350	$950

Category	Course Fee	Contact Hours	Base Pay	Bonus Pay	Total Pay w/Bonus
	$50 - $150	2 - 4	$375	$250	$625
NCC	$1201+	36+	*To be determined during course/program approval*		

Additional Notes to Compensation Model

a) Compensation for teaching non-credit programming (courses, workshops, lectures, certificates, and CEU offerings) at Winthrop University shall be derived from the income generated by the activity.

b) The Compensation level for a non-credit program offering shall be based upon the nature of the activity (see table 2) and will be determined as part of the approval process.

c) The Director of Adult Programs (DAP) of the Graduate School shall be responsible for all activities related to the marketing, advertising, public relations, sales, and any applicable special promotions of CE courses.

VI.   Financial Terms for Program Management and Administration

Revenue distribution of non-credit programs shall be as follows:

1. Instructor Compensation: The amount paid as per Section V.

2. Institution: 15% of gross tuition revenues shall be distributed to the University.

3. Direct Charges: 15% of gross tuition revenues shall be retained for Direct Charges. The DAP will oversee the distribution of all direct charges to applicable departments. For example, transfer payments for direct marketing and promotion of the offering, events, field trips, student/staff assistance, software use, blackboard, and other information technology usage.

4. Indirect Charges: 10% of gross tuition revenues shall be retained for Indirect charges. That portion of the revenue shall be used for General and Administrative expenses to include: Overall CE marketing, course registration, administrative support, documentation, and general tech support. The DAP will oversee the distribution of all indirect charges to applicable areas. .

5. Net Balance: The Net Balance (after instruction, institution, direct charges, and indirect charges have subtracted from revenue) shall be split 50/50 between the Graduate School and the "home" College of the offering. "Home" College will distribute a portion of its net balance to the applicable sponsoring department(s) of the offering. In the College of Arts and Sciences, the College's portion of this Net Balance will be divided 50/50 between the College and the instructor's "home" department.[1] Note: *For programs with*

---

[1] Highlighted passages added by CAS 4/3/2018.

multiple "home" Colleges, the net balance shall be distributed based on the total instructor-related contact hours by each college. For example, if the total instructor contact hours for an offering is 40 and instructors in College A are responsible for 36 of those hours, then College A will receive 45% of the Net Balance (36/40 X 50%). <mark>Similarly, for instructors with multiple "home" departments, or for cross-listed courses, the department's share shall be further divided between the respective departments in a like manner.</mark>

6. The <u>minimum enrollment</u> for non-credit courses at Winthrop University shall be seven (7) participants. However, at the discretion of the DAP and in consultation with instructors of record for a given offering, classes may be conducted with fewer than seven (7) students, if special arrangement are made to achieve break-even. No class shall be offered if enrollment is below five (5) participants.

Table 3: Examples of pay and revenue distribution based on the course categories

Example 1: Project Mana ➜ Category: CPD	
Revenue	
Students Enrolled	14
Contact Hours	20
Course Fee	$800
Total Revenue	**$11,200**
Expenses	
Institution @ 15%	**1680**
Instructor (Fixed)	2000
Instructor (Bonus)	<u>1200</u>
Total Instructor	**3200**
Direct Costs (Non-Instructor) @ 15% *e.g. student asst., specific advertising, , Blackboard, IT*	**1680**
Indirect Costs @ 10%	<u>**1120**</u>
Total Expenses	**$7680**
Net Revenue to "Home" College(s)	**$1760**
Net Revenue to Graduate School	**$1760**
Example 2: Critical Thinking ➜ Category: HCD	
Revenue	
Students Enrolled	10
Contact Hours	12
Course Fee	$500
Total Revenue	**$5,000**
Expenses	
Institution @ 15%	**$750**

Instructor (Fixed)	**$1,100**
Direct Costs (Non-Instructor) @ 15%	
e.g. student asst., marketing, promotion, Blackboard, IT	**$750**
Indirect Costs @ 10%	
e.g. registrations, Rec. and Reg. preparation of certificates	**$500**
Total Expenses	**$3100**
Net Revenue to "Home" College(s)	**$950**
Net Revenue to Graduate School	**$950**
Example 3: Bird Watching ➔ Category: PEP	
Revenue	
Students Enrolled	10
Contact Hours	4
Course Fee	$80
Total Revenue	**$800**
Expenses	
Institution @ 15%	**120**
Instructor (Fixed)	**375**
Other Direct Charges (Non-Instructor) @ 15%	
e.g. student asst., marketing, promotion, supplies	**120**
Indirect Charges @ 10%	
e.g. registrations, Rec. and Reg. preparation of certificates	**80**
Total Expenses	**$695**
Net Revenue to "Home" College(s)	**$52.5**
Net Revenue to Graduate School	**$52.5**

VI.   Program Fees

Program fees shall be set at the time of course creation and in collaboration and partnership with the Graduate School's DAP.

VII.   Institutions Consulted

Below is a list of institutions consulted to develop the proposed compensation model for non-credit program offerings:

Western Kentucky University	Georgia Tech University
James Madison University	University of Richmond
Champlain University	Virginia Commonwealth University
Salem State University	East Carolina University
North Carolina State University	Wentworth Institute of Technology
Texas Tech University	University of West Florida

Policy Author(s): Academic Affairs/Graduate School

Effective Date: 03/26/16

Review Date:

Appendix A

Winthrop University
Continuing and Professional Education: New Course Request

Initiator: _____

Initiator's E-mail: _____ **Initiator's phone:** _____

Course Title: _____

Department: _____ **Course Subject**: _____

Abbreviated Title: _____ **First Offering:** _____
                          (30 characters maximum)   (Specify semester & year)

No. CEU Credits (If applicable): _____

Winthrop Instructor _____ **WID** _____

Other Lecturer(s): _____

Course to be offered: Each semester ____ annually ____ biannually ____ other (specify)_____

No. of hours per week: Lecture _____ required lab, studio, field work, etc. (specify) _____

Enrollment: Anticipated/Average _____ **Maximum** _____ **Minimum** _____

Focus: 1) Professional Development __ 2) Job Requirement __ 3) Personal Enrichment__ 4) Other
_____

Course Description: Print exactly as description will appear in print.

```
┌──────────────────────────────────────────────────────────────┐
│                                                              │
│                                                              │
│                                                              │
│                                                              │
└──────────────────────────────────────────────────────────────┘
```

Explain the rationale for this course. Describe specifically how it expands the relationship with both students and surrounding community[2]. Articulate how it contributes to the knowledge and/or skills of its audience and, if appropriate, how it addresses program goals and/or applicable national or state standards, best practices, professional standards, etc.

```
┌──────────────────────────────────────────────────────────────┐
│                                                              │
│                                                              │
│                                                              │
│                                                              │
│                                                              │
│                                                              │
└──────────────────────────────────────────────────────────────┘
```

---

[2] Winthrop University's mission statement is at: http://www.winthrop.edu/president/default.aspx?id=1620

Proposed Class Meeting Schedule

MON _____ TUE _____WED_____THU_____FRI_____SAT_____SUN_____

DELIVERY: Face-to-Face _____ 100% Online ____ Hybrid_____

    If 100% Online:

    Synchronous_____ Asynchronous_____

    If off-campus

    Location _____ Address: _____

    _____

Number of Sessions _____

Proposed Fee Schedule _____

1. Course syllabus attached: Yes _____ No_____

2. Approval by relevant committee of sponsoring department: Yes _____ No_____

3. Course no. checked against historical files to prevent duplication: Yes _____ No_____

4. Course bibliography checked against library holdings: Yes _____ No_____

5. If this course would modify any curriculum other than that of the sponsoring department, please attach statements from all involved departments indicating their approval. List such departments below.

_____

_____

Initiator: _____ **Date:** _____

Department Chair: _____ **Date:** _____

College Dean: _____ **Date:** _____