



Committee Approved: 06/05/2024
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OUTREACH AND CONTINUING EDUCATION COMMITTEE Meeting Minutes of May 29, 2024

Meeting Location: OM 340

SOCEC Chair Jennifer Seltz called the meeting to order at 4:00, welcoming 9 attendees (roster attached).

The meeting minutes of [April 17, 2024](#) were electronically approved as written on April 22, 2024.

Reports and Announcements

The Chair reminded Committee members that Vice-Chair Shawn Knabb will serve as SOCEC chair next AY. reports

Action Items

[AY 2024-25 Meeting Schedule](#)

Committee members unanimously approved a motion by the Chair (and seconded) to approve the AY 2024-25 meeting schedule.

Annual Committee Report to Faculty Senate

Robert Squires, Vice Provost for Outreach and Continuing Education, presented and reviewed the [OCE Annual Report](#) to be submitted to the Faculty Senate under the Committee charge.

The presentation highlighted information about the CiHS program, which SOCEC spent a significant amount of time this AY discussing. There were several follow-up questions regarding course offerings and possible future program expansion in the future. One example cited was interest in offering finance and management classes in Poulsbo because of the existing 2+2 program. Andrew Blick, OCE Director of Technology, reported on the CiHS Summer Institute, which will be held on August 13, with an optional additional two days for

faculty and educators to collaborate. Robert Squires suggested that one idea for SOCEC next AY is considering course evaluations with respect to accreditation requirements, which includes CBA-related issues for faculty versus high school teachers.

It was reported that the prison-based program conversations are continuing with the Department of Corrections, with possible a program not until Fall 2025. The Vice Provost will keep SOCEC informed.

A question was asked regarding the OCE budget. The Vice Provost reported that the budget is balanced for FY 2023 and he described the revenue sharing agreement. The CiHS budget is tracked through the Provost's Office due to the UFWW MOU.

The report will be included in the meeting minutes submitted to the Faculty Senate.

Discussion Items

OCE Programs Under Development

Robert Squires, Vice Provost for Outreach and Continuing Education, Andrew Blick, OCE Director of Technology, Planning, and Instructional Design, and Holly Hill, OCE Senior Director gave a [presentation on OCE programs under development](#).

OCE focuses on basic areas of need for professional employment opportunities and works with faculty, grants, organizations, individuals, and online education companies. The Vice Provost reported that the programs are primarily finance and business and key verticals and are to build out a number of programs that WWU ultimately owns and is responsible for.

- Top 10 Topics for Financial Wellbeing (OCE & Paul Merriman, [Merriman Educational Foundation](#))
 - Participants would not incur a cost to attend, but instead would receive a request for donation to foundation
- Supply Chain Management for Better Business Practices (OCE & CBE)
 - Many alumni are working for SCM in the region, so this is targeted to support them. Steve Winters is the instructor, and classes will be held in-person in Mulkioteo.
- Digital Marketing and eCommerce (OCE & CBE) – OCE is looking at launching the program in Jan/Feb when there is more interest in noncredit classes.
- Project Management (OCE/CBE and Ziplines)
 - This program focuses on digital project management. OCE has talked with Decision Science Department Chair Craig Tyran about the offering. There is a suggestion to explore the course through Ziplines for a year to determine if this is an area for WWU to pursue.
- Technical Writing (OCE & Craig Baehr, CEO, [Society for Technical Communication](#))

- STC has some existing university partners, but WWU approach is different because it will have multiple entry points. STC will do the certification and is currently reviewing their competency exams. As a result, the program is still in the development stage and not at the point of collegial communication with faculty.
- Sales Training – OCE & Frank Marcus, CEO, [Montreux Training](#))
 - Holly Hill reported that this program will focus on alcohol beverage distribution. It has six one-week modules and is asynchronous with one weekly face-to-face session and a sales call session with industry professionals during the last week. The hope is to launch later this year.

There was a follow-up question about enrollment goals. OCE reported that 15-20 enrollees would indicate the potential to launch something through WWU.

Items From The Floor

There were no items from the floor.

Meeting adjourned at 5:01 pm.

OUTREACH AND CONTINUING EDUCATION – ROSTER 2023-24

VOTING ATTENDEES			NON-VOTING ATTENDEES	
Faculty Members			Advisory Members	
Jennifer Seltz*	CHSS	P	Ryan Larsen, Director, Institute for Global Engagement	--
Shawn Knabb*	CBE	P	Robert Squires, Vice Provost, Outreach & Continuing Education	P
Tarek Idriss	CSE	P	Recorder	
Vacant	Library	N/A	Becky Johnston, Faculty Senate Specialist	P
Vacant	FC	N/A	Guests	
Susan Haines	CFPA	P	Andrew Blick, OCE	P
Elizabeth Boland	WCE	P	Holly Hill, OCE	P
Vacant	CENV	N/A		
Student Members (if applicable)				
Mariana Flores, AS Representative		--		
Ex Officio Members			Voting attendees	5
Kerry Allen, IEP, or Language & Culture Programs		--	Non-voting attendees	4
Lindsay Foreman-Murray, Faculty Senate Representative		--	TOTAL ATTENDEES	9
Jason Query, UFWW Representative		--		