

Division of Continuing Education (DCE) Strategic Priorities 2016 – 2017

1. Continue to improve quality of DCE offerings.

While we have maintained a general consistent quality in our offerings, competitive forces, most importantly those coming from MOOCs and other forms of online education, present significant challenges to us. Our instructor led courses must be distinguished by superior quality, from other providers. We need to concentrate on utilizing the increasingly robust features of new instructional technology to reinforce and support our instructors as they serve our students.

2. Financial Health.

Reverse the prior year's dip in profitability and improve our financial stability by:

- A. Actively seeking new opportunities with positive long term financial strength,
- B. Controlling costs, especially in non-revenue producing areas, and
- C. Emphasizing the strategic use of business plans.

3. New program development.

To remain organizationally vibrant and financially healthy, DCE must continually create diverse new programs for new markets. Opportunities include:

- A. New relationships with campus designed to explore self-supporting opportunities brought to us from Schools, Departments, and faculty members,
- B. Leveraging MOOC and open education channels to produce cost-effective programs available to learners world-wide,
- C. The new building will create increased capacity for international students, as well as for new programs for our domestic students. The emphasis will be on increasing the enrollments in current course offerings while strategically selecting new programs.
- D. Support development of financially viable out-of-scale opportunities that build upon or expand DCE's core competencies.

4. Career Services.

Clearly the focus on career development, for traditional DCE students, matriculated grads and undergrads of UCI, the UCI Alumni Association, and from society in general as evidenced by the success of our Career Success sequence on Coursera, propels us to focus on this area. We will build not only our courses in this area, but also begin providing services for most all of our constituencies related to career development and preparation.

5. Building capacity for more and more effective relationships.

As our range and scope of services and programs expand, so does the need for us to form strategic relationships with campus units, community organizations and companies, and, most importantly, our students. We will introduce state-of-the-art CRM (Customer Relations Management) technology to facilitate a more comprehensive and analytical approach to serving our various constituencies.