

Re-engineering the Operations and Executing the Organizational Strategy Based on 4P's in Redesigning Continuing Education Organizations

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Soma Chakrabarti, PhD

Assistant Dean, Summer Term

Division of Continuing Studies

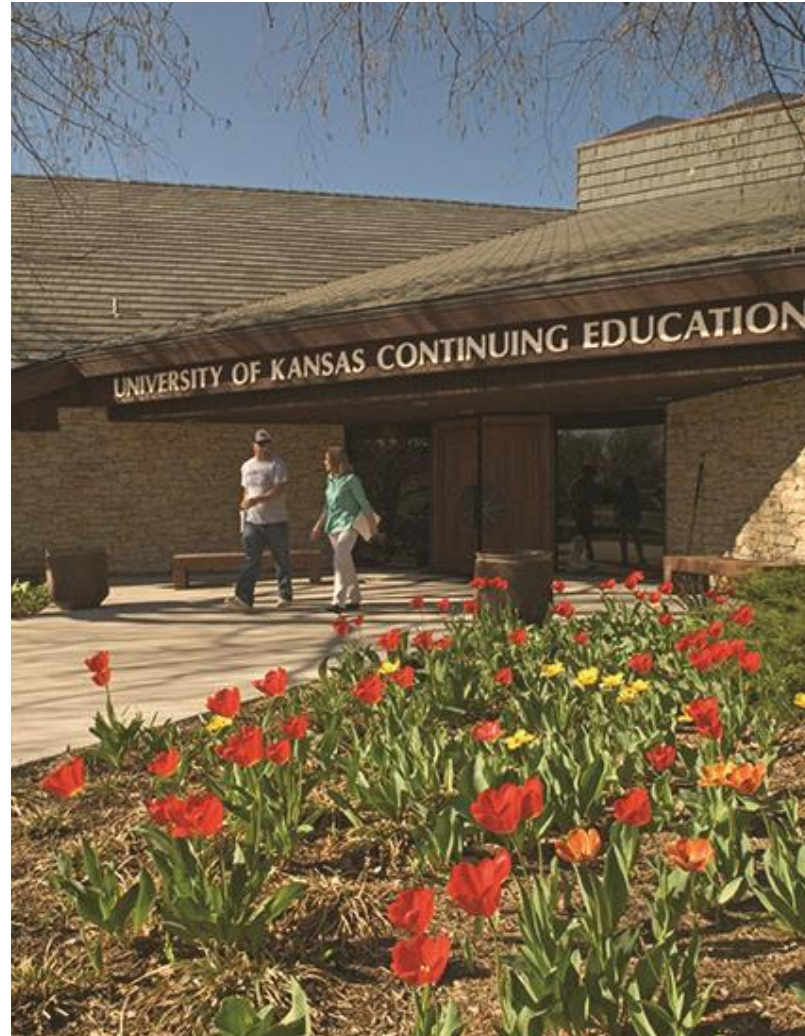
University of Wisconsin-Madison

What I'm going to cover today...

- Three stories from
 - The University of Kansas - Past
 - University of Delaware – Immediate Past
 - University of Wisconsin-Madison – Present and Future
- Use of Quality Program in these stories
- The simple formula of 4Ps
- Want to hear from you!

University of Kansas Continuing Education 2011

Lawrence, KS, USA



Uncertain Times - 2011

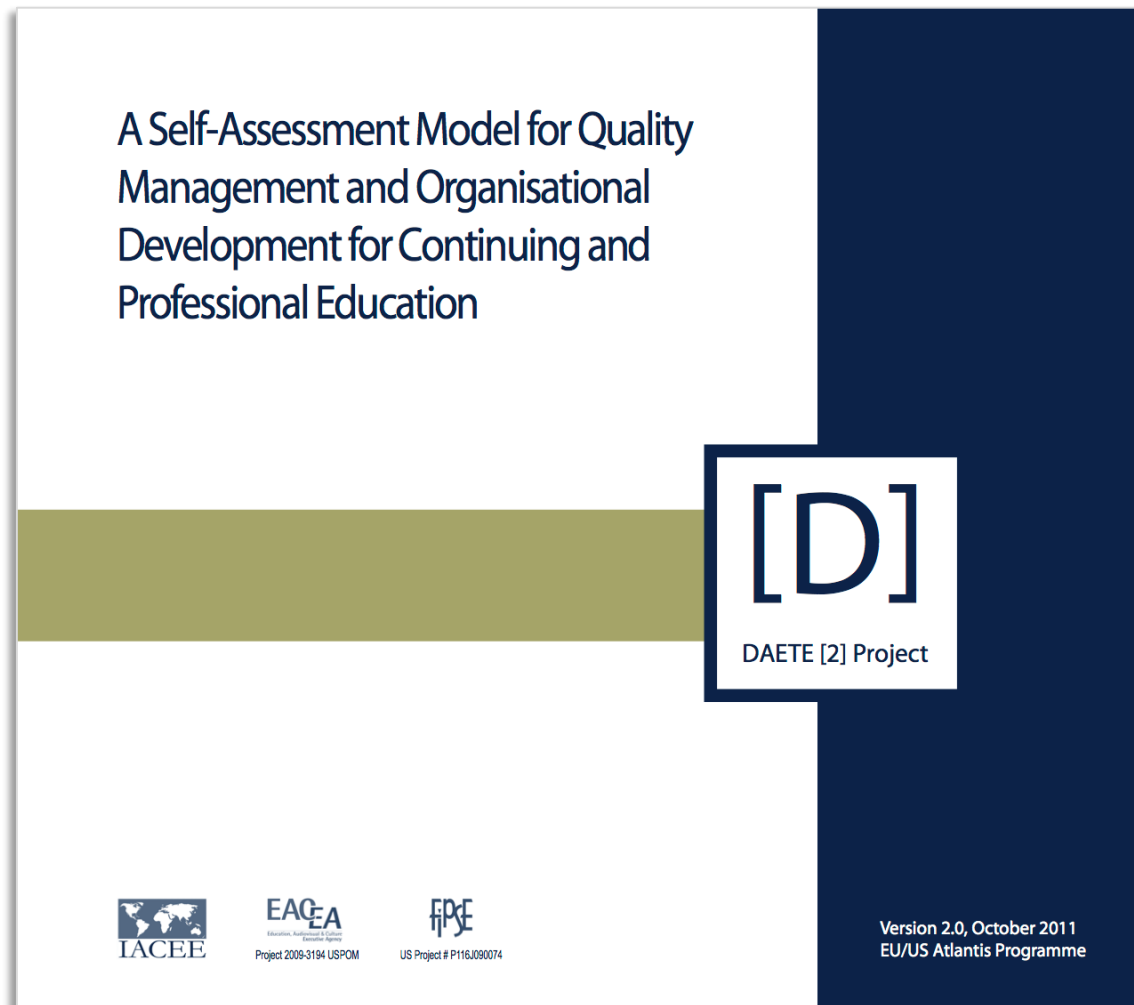
Event: Distance Learning unit separated

Effect: Largest source of Net Revenue lost

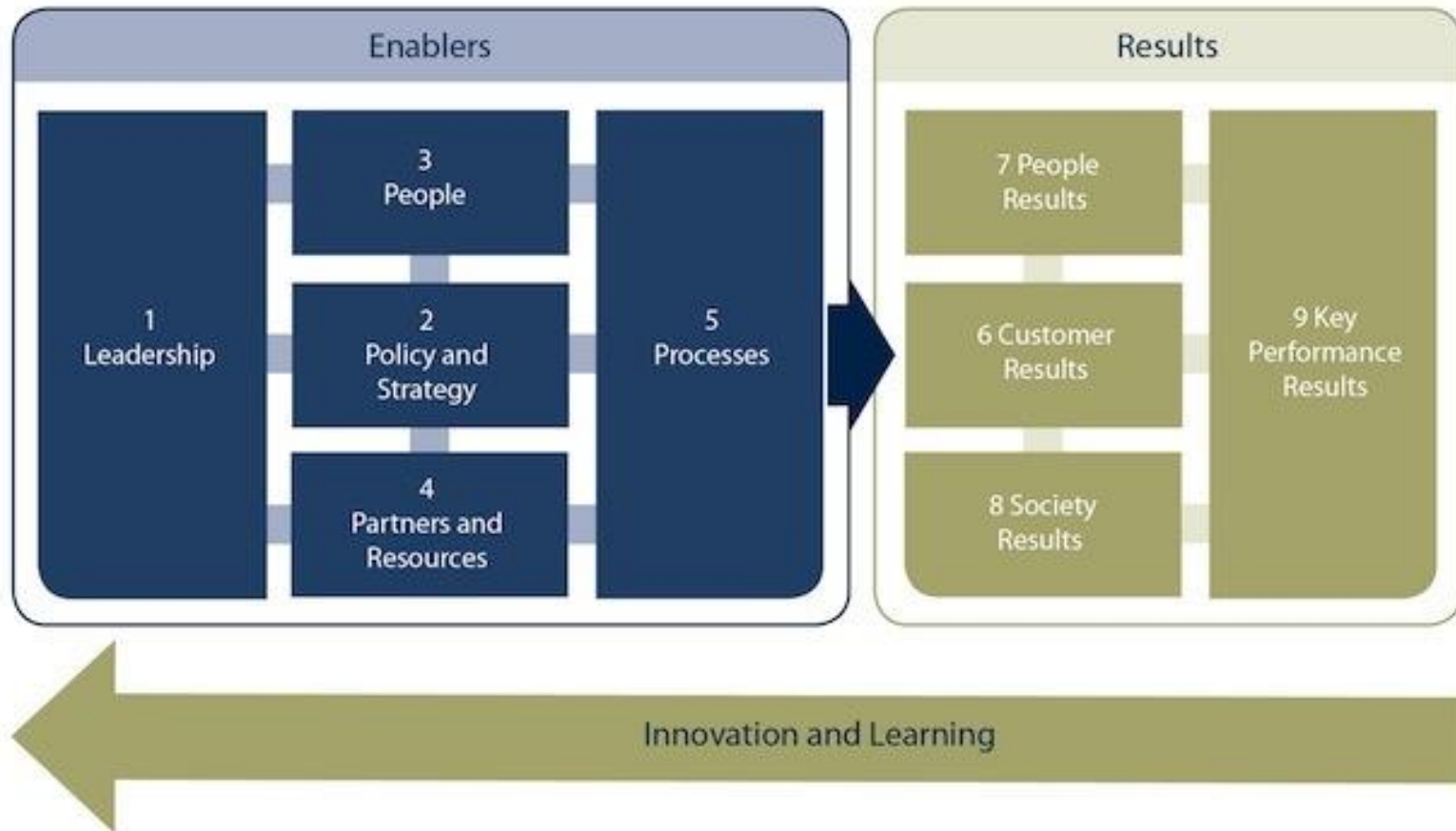
Strategic approach:

- Reevaluate long-term vision
- Build values within communities
- Focus on re-achieving financial self-sufficiency

Searching a Solution: Self-Assessment

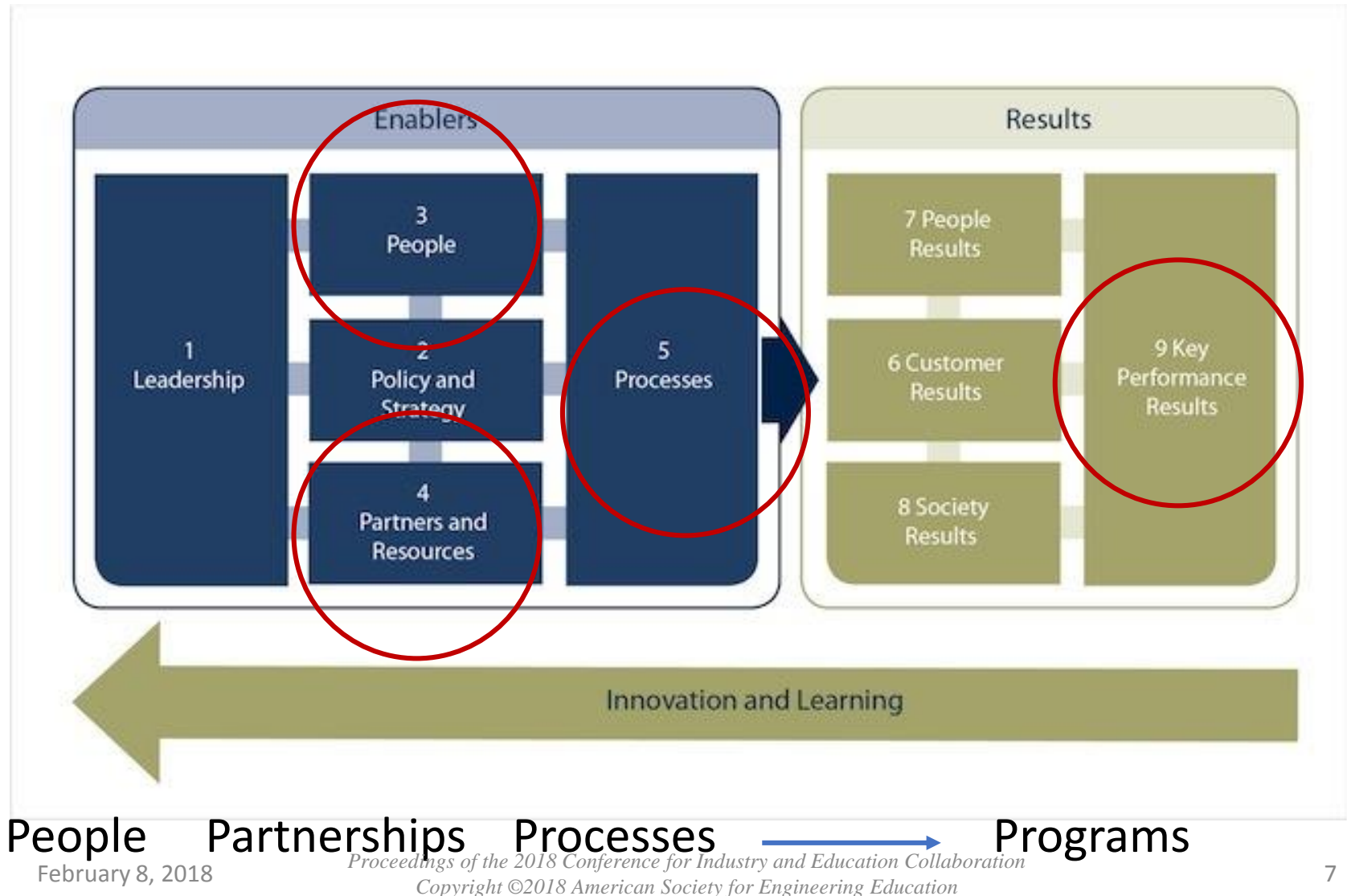


Continuing Professional Development Benchmarking and Quality Improvement Model

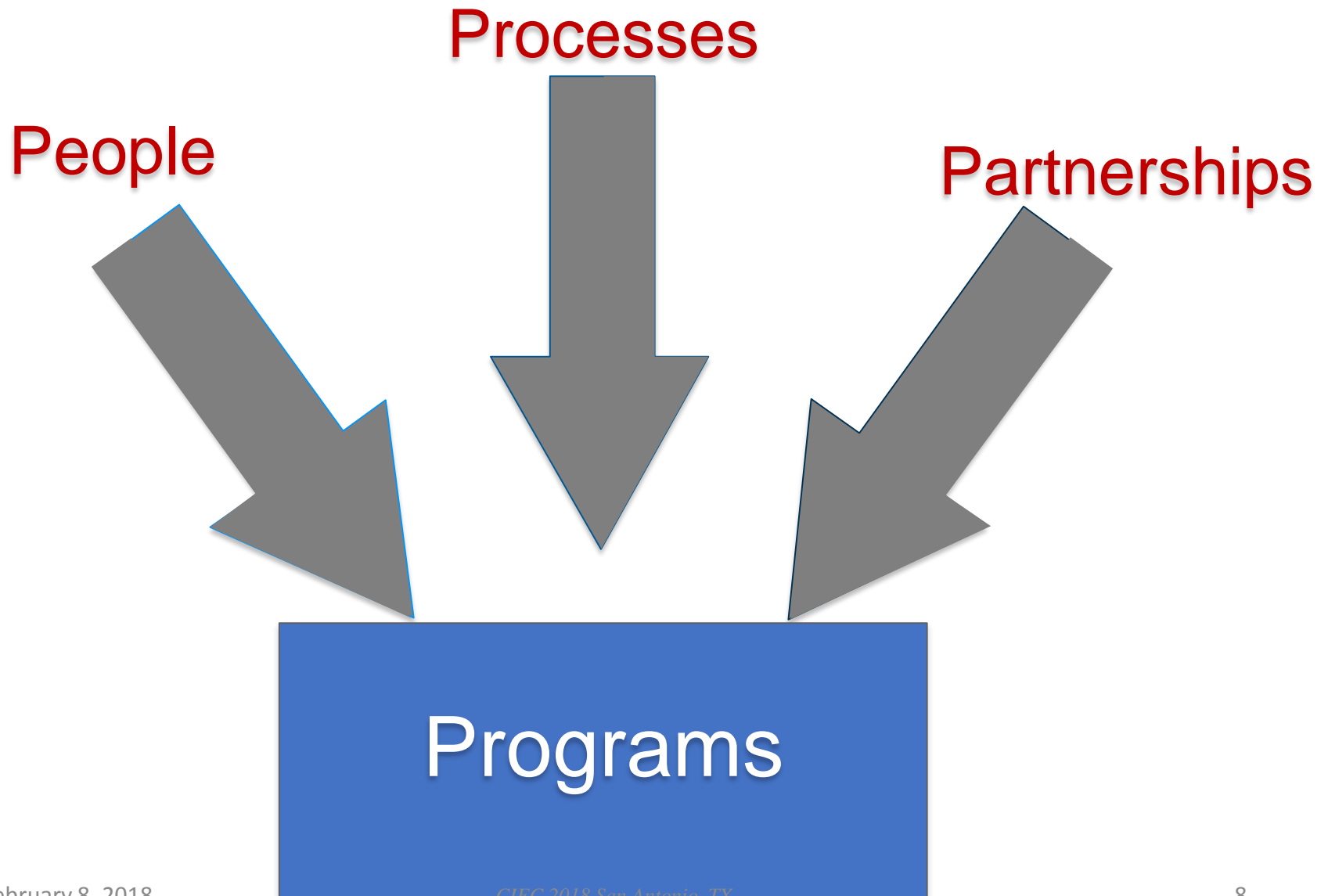


Reference: http://www.cpd-bqip.org/docs/Matrix_and_Scoresheet.pdf and The EFQM Model 2003 (© European Foundation for Quality Management)

Continuing Professional Development Benchmarking and Quality Improvement Model



The Four Ps



PEOPLE

- What is the best utilization of each employee?
- What strengths, knowledge, skills and ability each employee has? How can we use those?



- Redistribute employees to the appropriate department/work.
- Utilize their potentials.

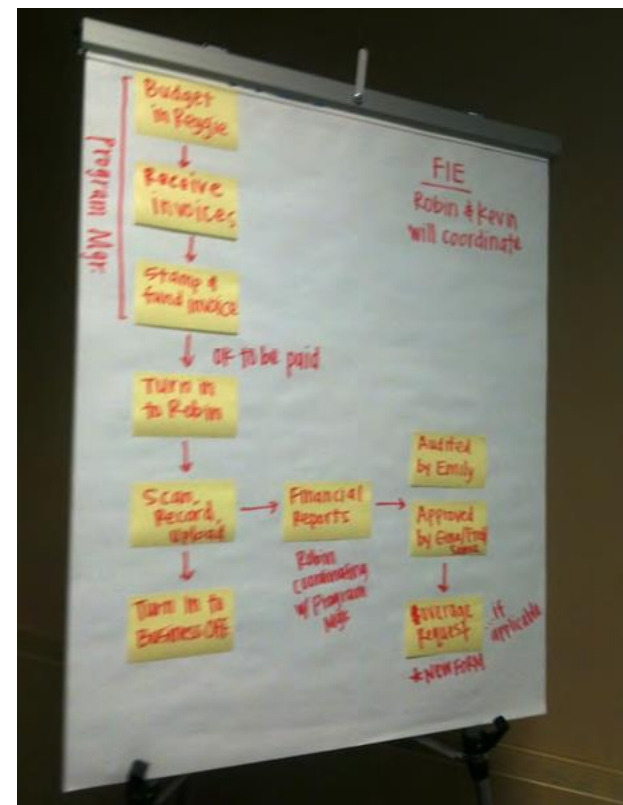
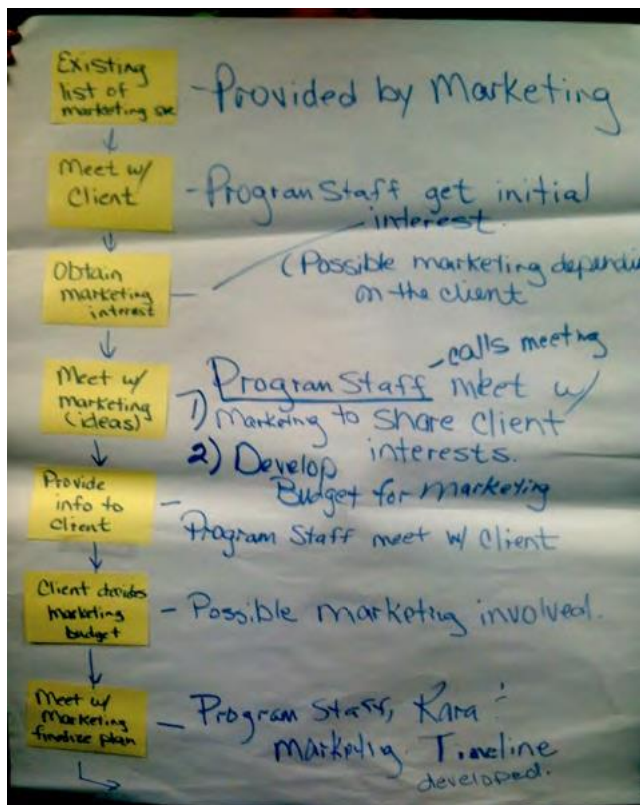
PARTNERSHIPS

- What partnerships – internal and external – we need to develop?

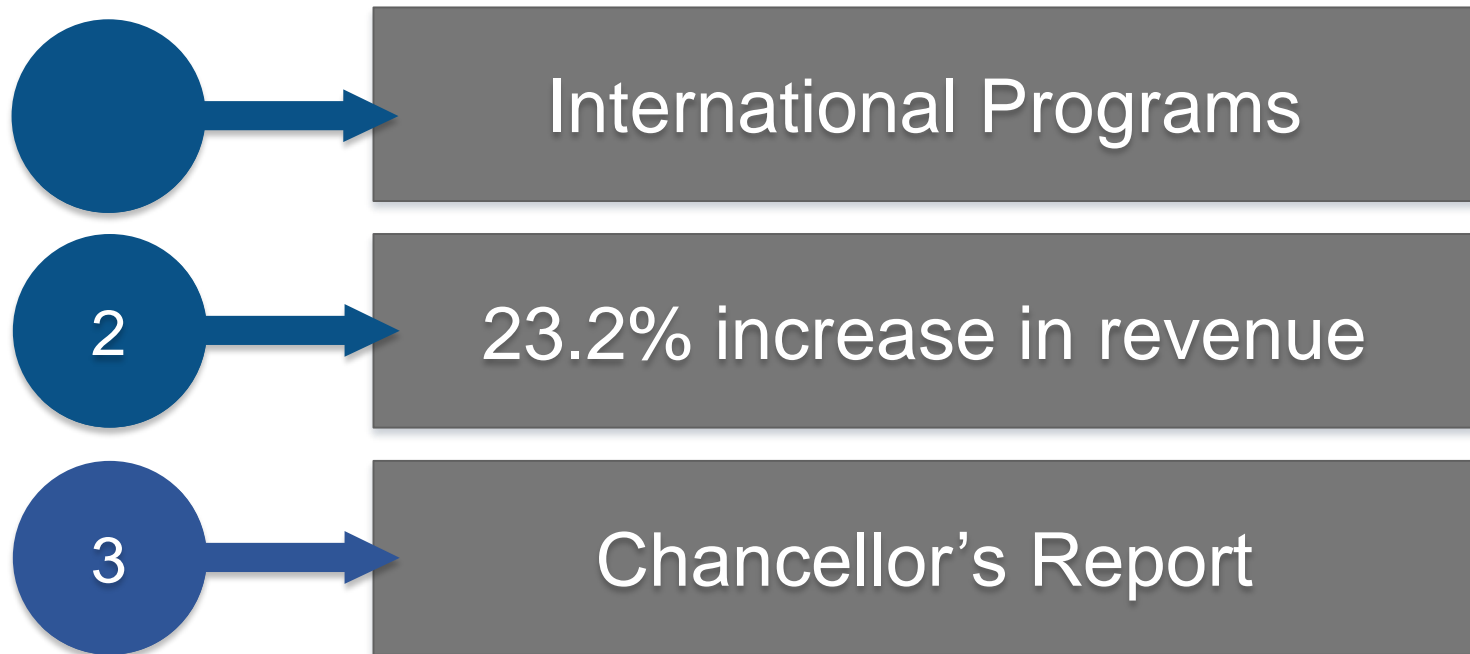


- Departments partnerships
- International partnerships

Streamlining PROCESSES - 2012



Results



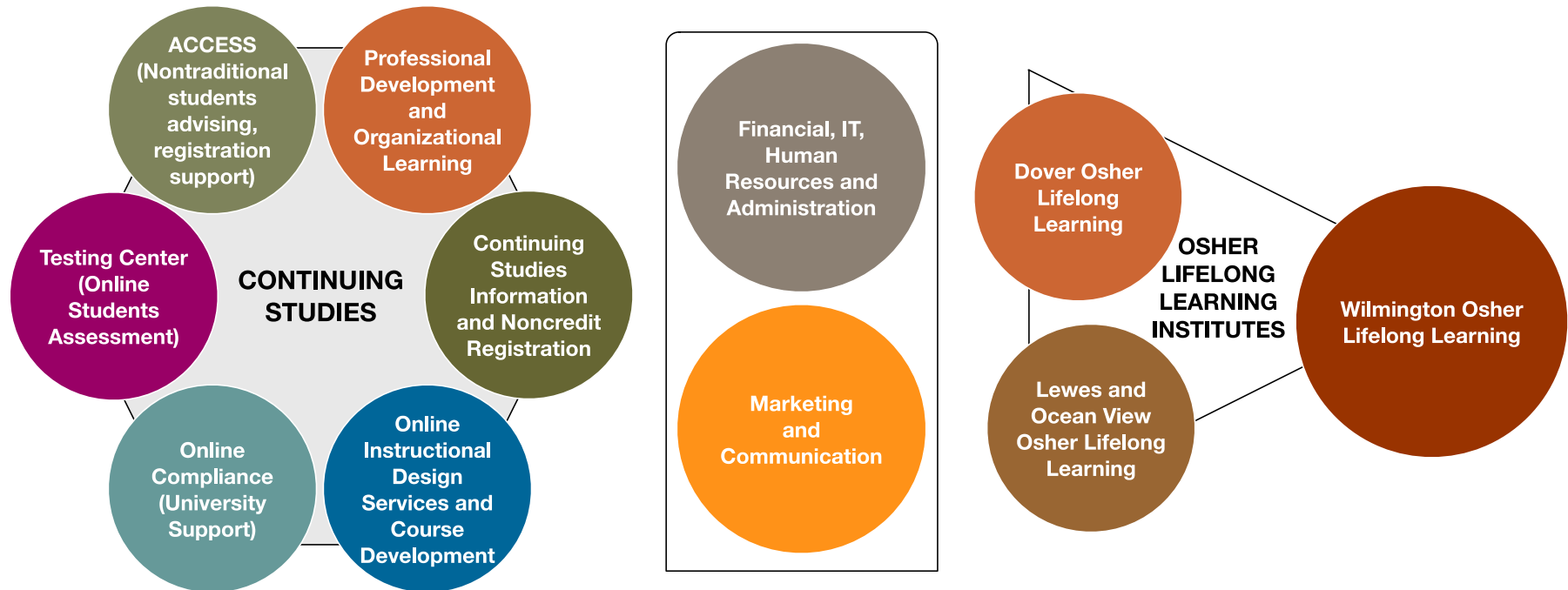


Professional & Continuing Studies

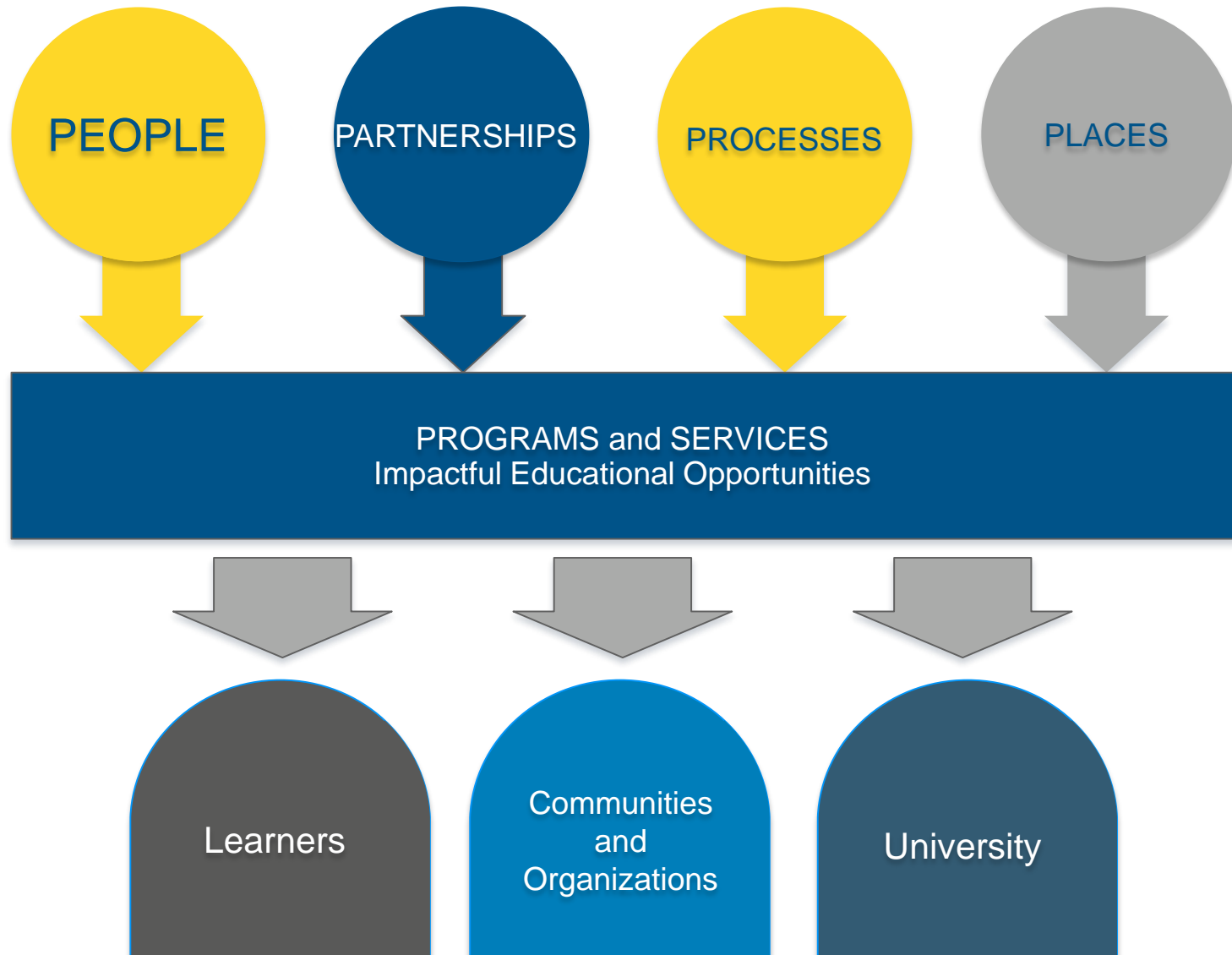
2014-2017

Division of Professional and Continuing Studies

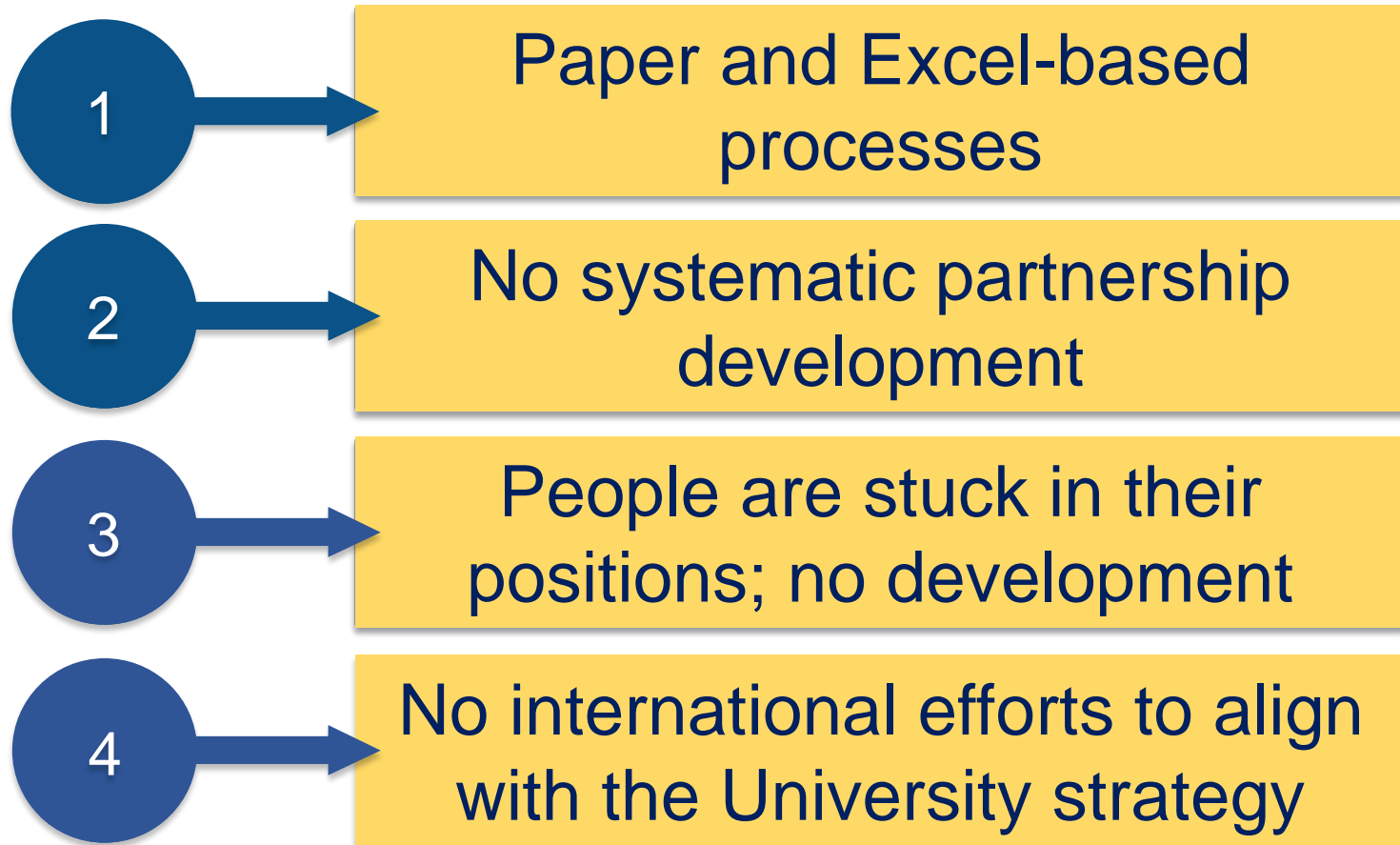
Functional Units and Budget Models

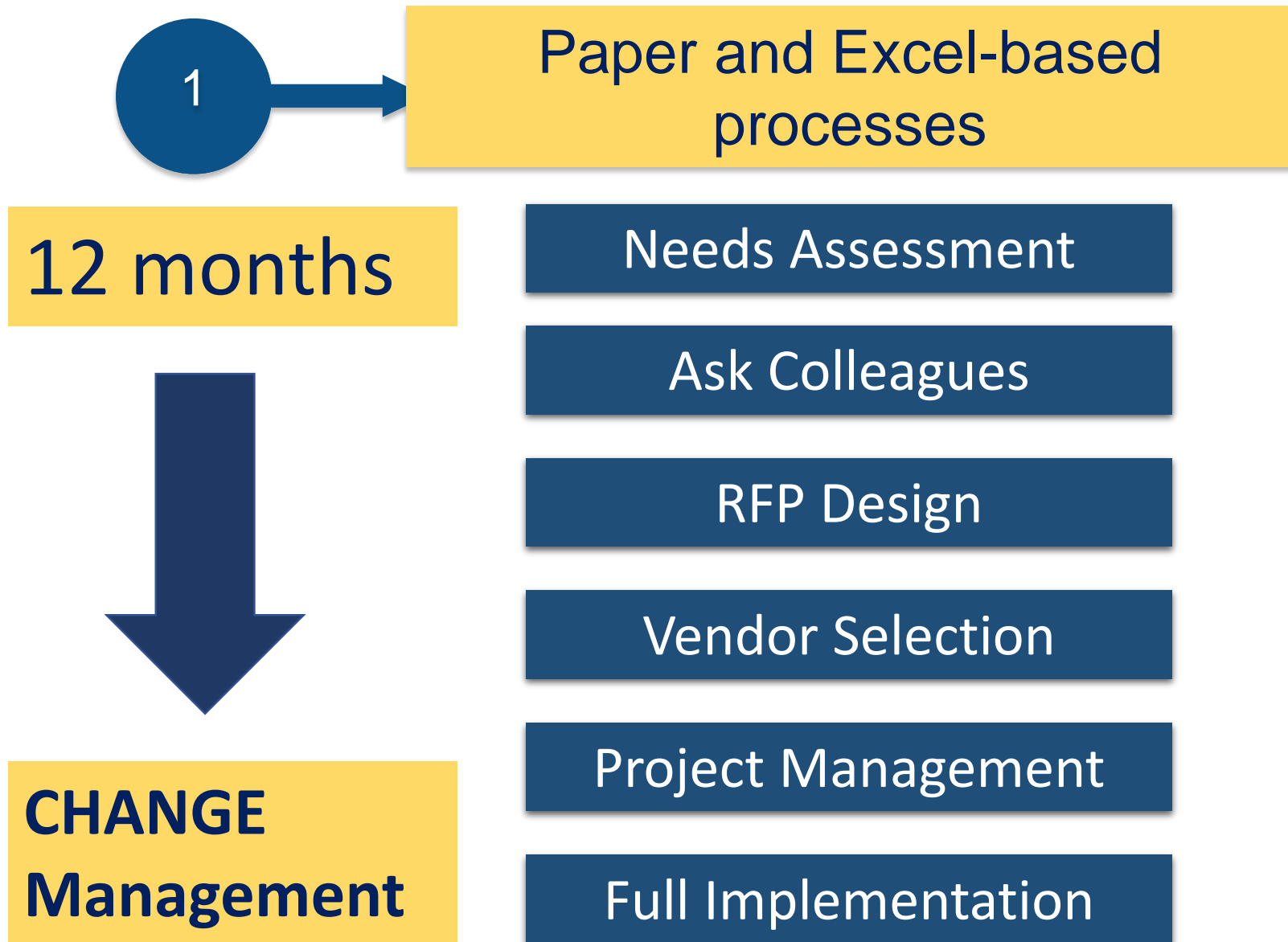


Our Beliefs



UD PCS CS Issues





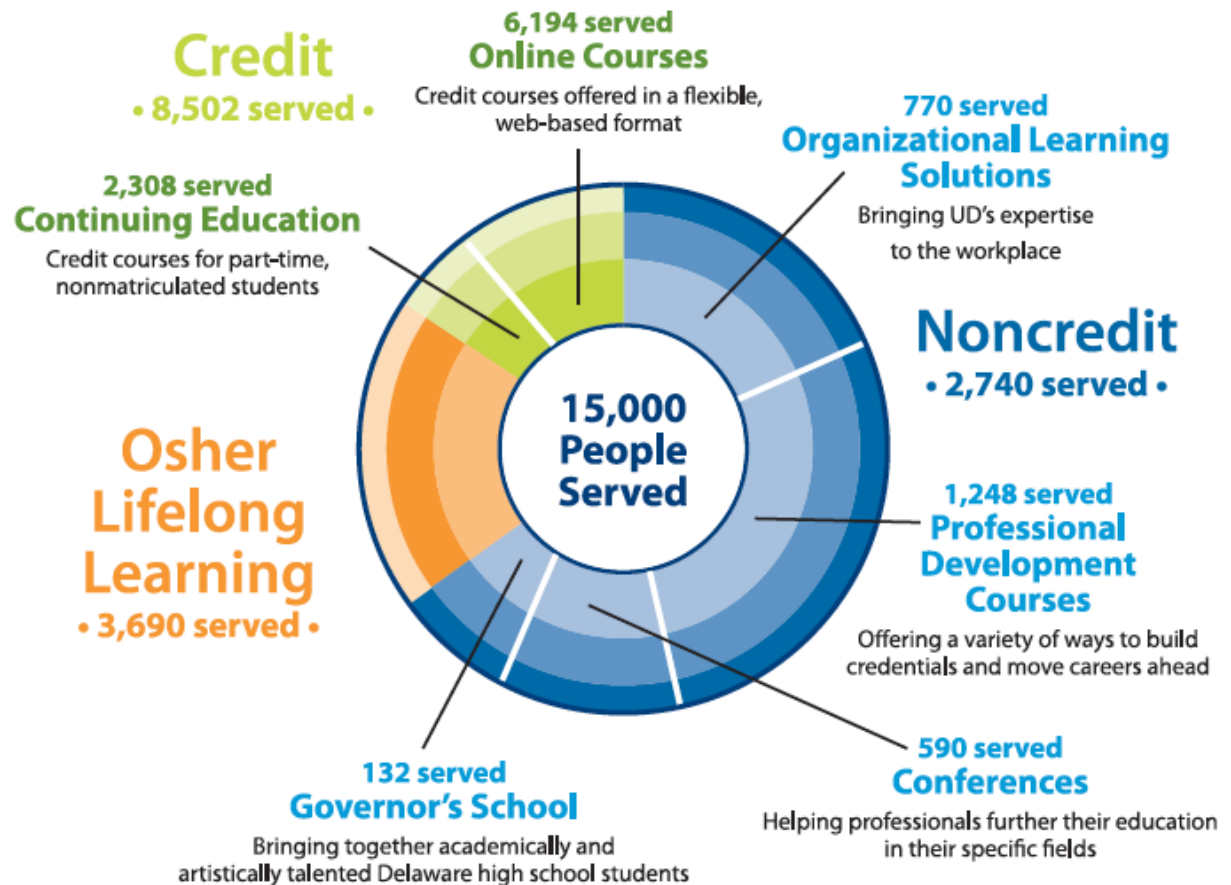
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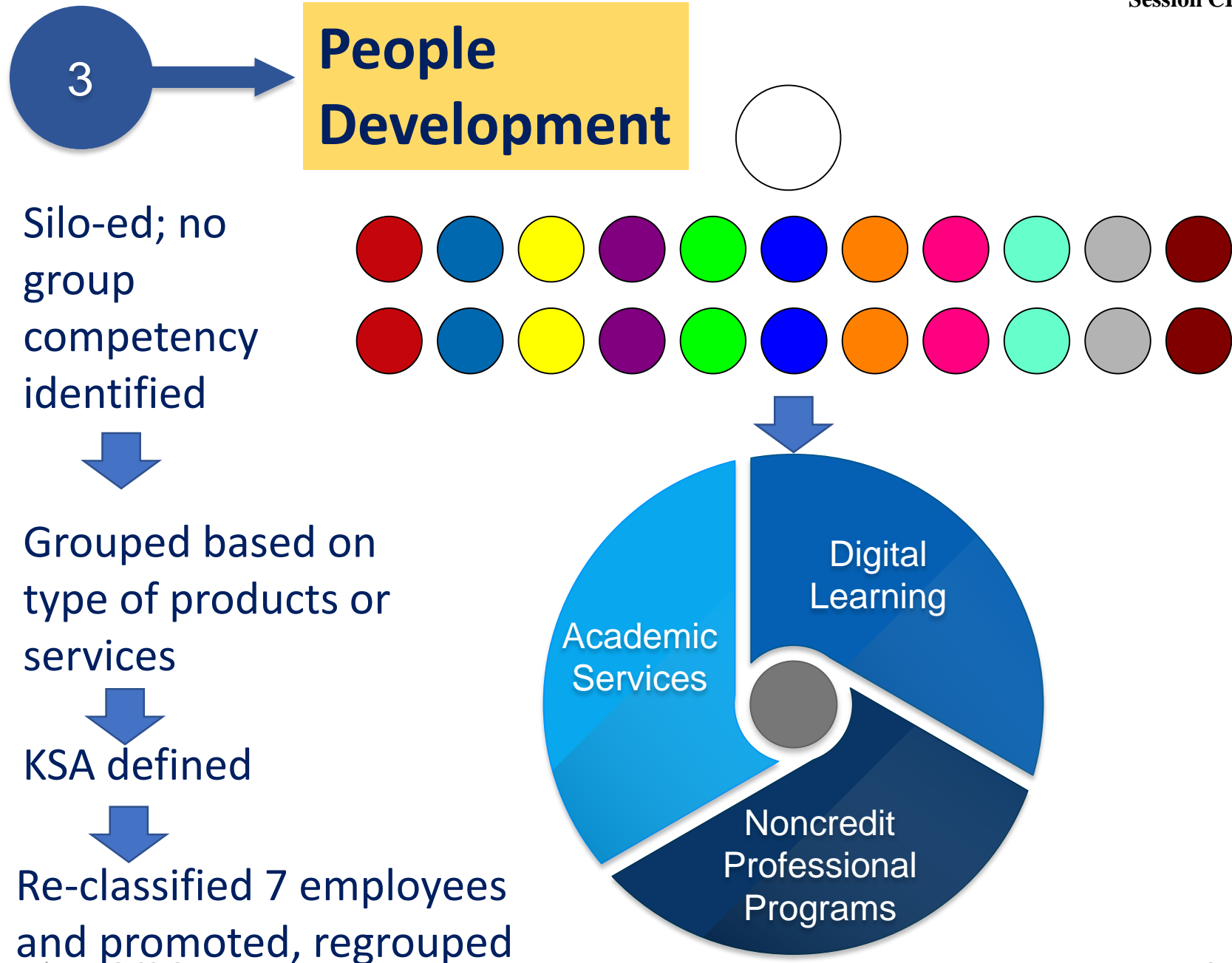
IMPACT REPORT

Partnerships

February 8, 2018

In 2015, University of Delaware's Professional & Continuing Studies had an impact on **14,945 students** through **credit** courses, **noncredit professional development** certificates, courses, workshops and conferences and **Osher Lifelong Learning** programs.





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INTERNATIONAL:
Leveraged IACEE
Connections
Metropolia and UD
partnered in
Erasmus+ Mobility
Programme

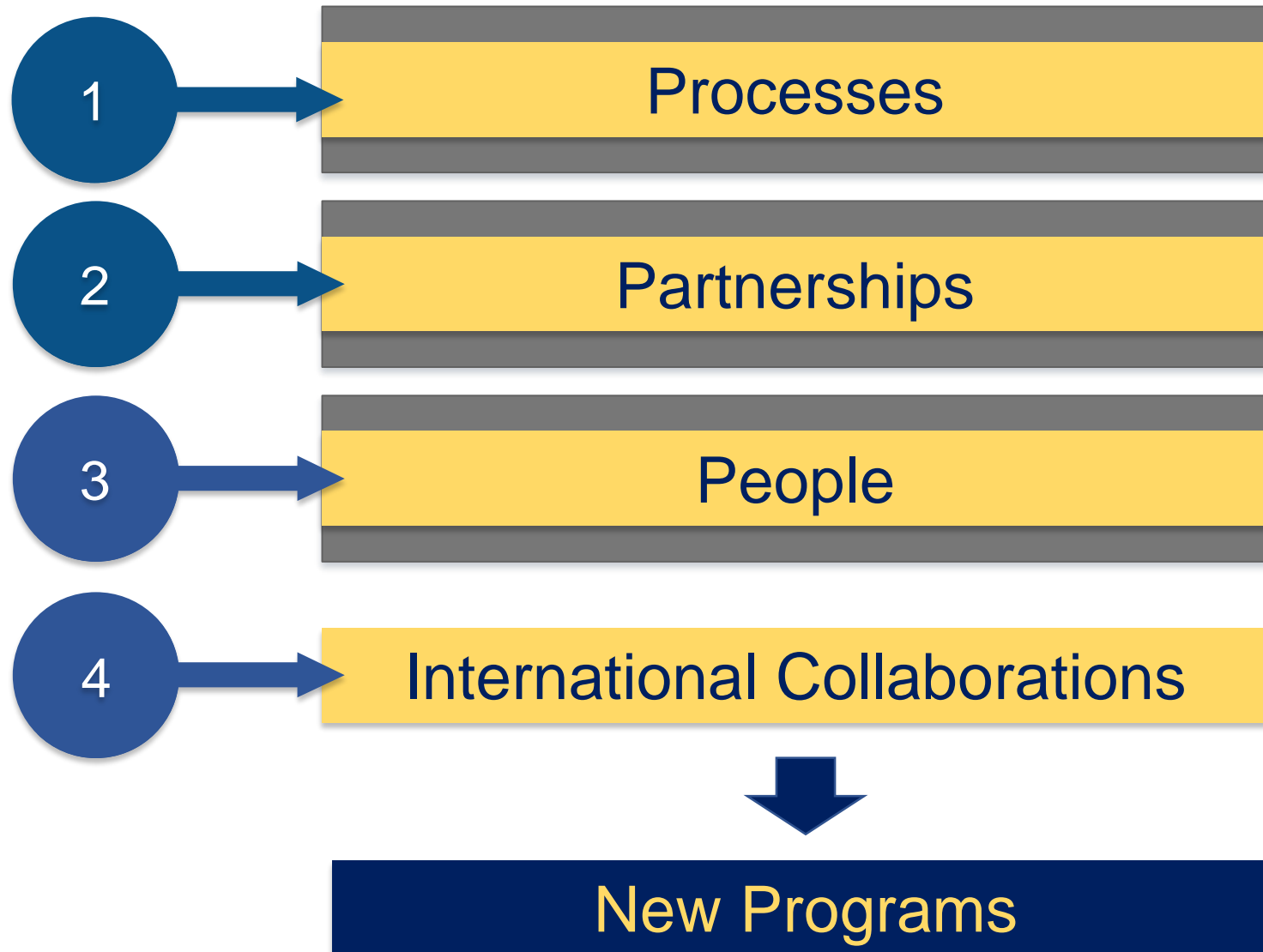
A Helsinki-Finland based University
and a Newark-Delaware-USA based
University



Leveraging professional society
relationship



UD PCS CS Successes



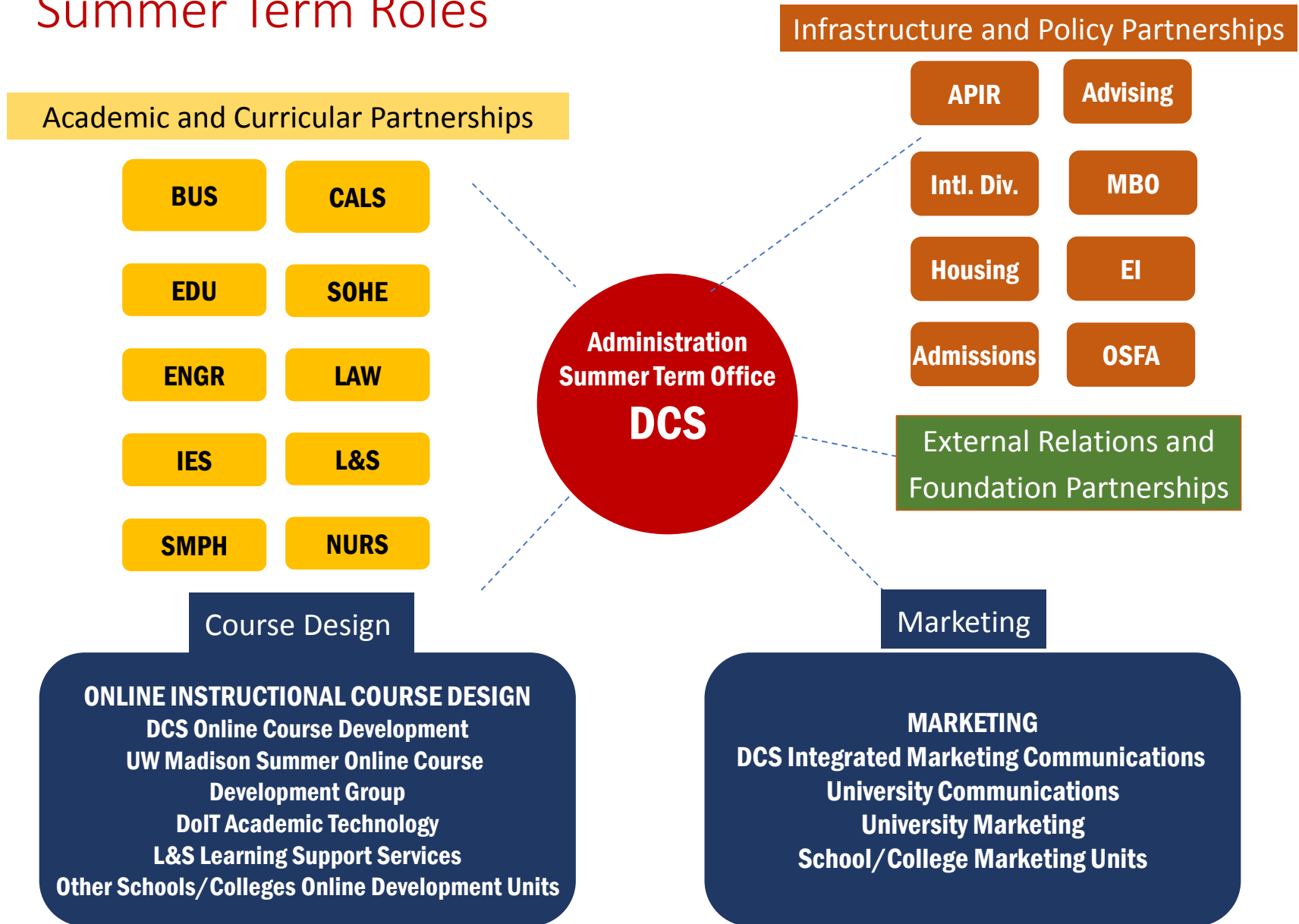


WISCONSIN
UNIVERSITY OF WISCONSIN-MADISON

Summer Term

Division of Continuing Studies
2017 -

Summer Term Roles



The Four
Pillars of
Our Work
Are in Four
Interdependent
Quadrants.

Find
similarities?



Summer Term Strategic Goals

1. Create transformative and meaningful learning experience for Summer Term students.
2. Develop the high performing Summer Term team members for programmatic, enrollment and financial success, and for their professional and career growth.
3. Develop and maintain symbiotic partnerships with schools, colleges, department, student life and administrative units, in partnership with summer deans, for creating future programs and infrastructural excellence.
4. Develop streamlined, systematic processes for research, program development, program management, operation, communication, data gathering and analysis, information dissemination, budget management, and event management.

The Four Ps

People

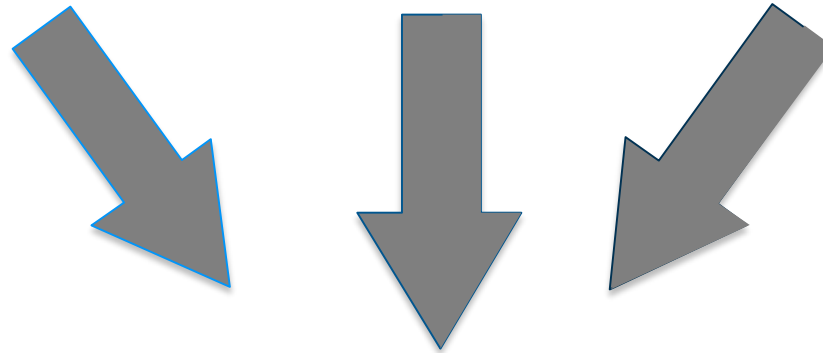
People must be developed, their career growth must be fostered and they should be given all the resources to be productive and flourish at work.

Processes

Streamlined processes should be developed to help create systems that support productivity and efficiency.

Partnerships

Excellent campus and external partners help in progress of good work; their support is valuable to our growth.



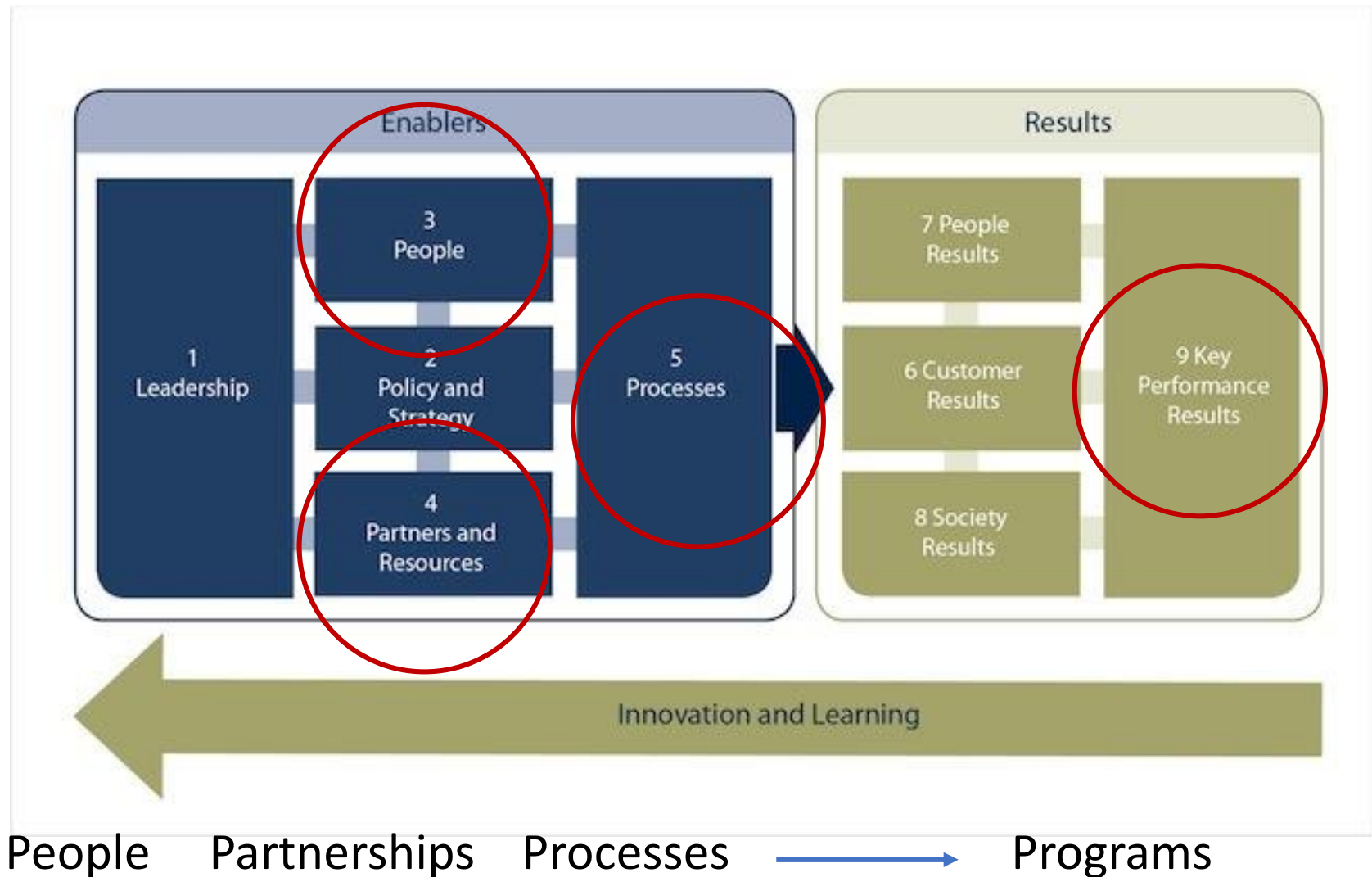
Transformative and meaningful summer educational programs prepare students for life and help them finish their degrees early to enter workforce.

February 8, 2018

Programs

Leads to increase in enrollment and revenue: Key Performance Results (10% in each)

Continuing Professional Development Benchmarking and Quality Improvement Model



QUESTIONS?

Thank You!

soma.chakrabarti@wisc.edu