

Queensborough Community College
Committee on Continuing Education

Minutes of the Meeting of the Committee on Continuing Education, Arts, and Business
Development: October 13, 2004, 3:00 PM, Room A407

In attendance: Sheila Beck, Sophia Foglia, Marvin Gayle, Jane Poulsen, Jan Ramjerdi

The committee met with Ms. Sophia Foglia, the Administrative Representative for the Office of Continuing Education, Arts and Business Development.

Ms. Foglia is in the process of creating an assessment plan. It will be forwarded to the committee when completed.

The general aim of the Office of Continuing Education is to bring Queensborough's program up to par with programs offered at other institutions. Specific goals include the following:

- o identify and offer courses of interest to the community in a more proactive manner
- o increase the number of certificate programs
- o participate in the voucher program offered by New York State's Workforce Development Initiative
- o increase offerings through outside vendors
- o develop a training program for employees of the *New York Times*
- o develop apprenticeship programs with unions
- o upgrade the computer lab (in progress)

The Office of Continuing Education recently changed its brochure to include a wider range of activities at Queensborough, such as performing arts events. Listings in the brochure were organized in thematic "clusters." In the future, the office will create "mini-brochures" describing courses offered in particular subjects or involving a common theme.

Two major constraints affecting course offerings are limited room availability and insufficient parking. These limitations sometimes prevent courses from being offered or discourage prospective students from enrolling.

The Office of Continuing Education is working with the Marketing Department to develop new ways to evaluate courses, such as running focus groups. A longitudinal study measuring student satisfaction from beginning to end is being considered for the real estate program.

Ms. Foglia clarified questions the committee had about the development of new course offerings and about faculty pay. Office staff evaluate new course proposals submitted by faculty. The office also maintains a talent bank of resumés and proposed course offerings. The Office of Continuing Education uses its own pay system but attempts to base pay rates according to the CUNY adjunct/faculty scale.

The Continuing Education program is the non-credit side of the University. The absence of credit-bearing courses is apparently CUNY-wide.