Preamble
Engagement between the University and the communities it serves is vital to the mission of the public university. LSU created University Extension in 1924 to extend higher education throughout the state. Today, Continuing Education (CE) continues to provide access to the highest quality educational opportunities to help individuals and groups meet learning needs of nontraditional, part-time and off-campus audiences.

LSU Continuing Education puts into practice the values of LSU. CE is collaborative, creative, culturally adept, globally engaged, innovative, and transformative. Outreach and engagement form the core of the Continuing Education mission. Continuing Education is a place where the academic programs of the university and the academic and workforce development needs of the state’s population meet. CE communicates directly to prospective participants, building public awareness of the University and its programs.

The Vision of LSU Continuing Education is to be a national leader in continuing, professional, and higher education outreach and engagement.

The Mission of LSU Continuing Education is to identify, create, and support lifelong learning opportunities through quality programs that address educational, professional, and economic development goals of individuals and organizations.

Continuing Education embraces the values of the university and its own distinctive values of being agile, entrepreneurial, client-focused, and ethical.

Program Planning, Implementation and Assessment
Understanding that the strategic planning process is a continuous cycle of planning, implementing and assessing. Continuing Education uses a structured process to regularly evaluate existing program offerings and to examine new offerings. The process, used by a number of peer continuing education programs\(^1\) to assess their offerings, looks at the overall alignment of each program offering to the university mission while weighing the return on investment generated by the program. Following this process, priority is given to programs that will support and advance the university mission while understanding the overall need for self-funded units to generate the resources needed to support those efforts. Graphically, the process is represented as a family of four quadrants.

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\(^1\) Engage 2008-2013, Penn State Outreach / Strategic Framework, Penn State University.
Programs in Quadrants 1 and 2 have high fit with the broader university mission and goals. While Quadrant 1 programs self-generate sufficient revenues to offset the investment required to offer those programs, quadrant 2 programs, while desirable, may require financial support either by Continuing Education, external sources or the university. Quadrant 4 programs, while not as well aligned to university goals, generate financial resources that can be used to support more desirable programs or to fund other university priorities. Programs in Quadrant 3 with limited fit and low (or negative) return are assessed to identify actions that would move them to another quadrant or are discontinued.

**Goals**

- Enhance program growth and development to extend access and expand learning opportunities.
- Engage learners in quality educational programs and expand awareness of learning opportunities.
- Optimize operational excellence to enhance the student experience.

**OBJECTIVES/OUTCOMES**

**Enhance Programs**

- Transform educational access through expanding the distance learning program portfolio and improving relevance and utility of program offerings.
- Address the University’s economic development challenge by building professional development solutions that meet regional economic development and modern workforce needs, prepare working professionals for career advancement, strengthen their ties to LSU, and enhance LSU’s national and international reputation for high-quality professional education.

**Engage Learners**

- Cultivate positive relationships with stakeholders using processes and resources that are efficient, sustainable, and scalable.

**Operational Excellence**

- Recruit, retain, and continuously develop outstanding staff.
- Upgrade CE facilities and deploy technologies to provide an optimal environment for student success and staff performance.

**MEASURES/METHODS**

**Enhance Programs**

- Expand portfolio of online credit courses by 3 to 5 courses within 12 months.
• Increase the number of certificates, badges, and micro-credentials by 10% within the next 12 to 18 months.
• Develop 5-8 new noncredit courses and 2-3 certificate programs to address emerging professional development needs during the next 12 to 18 months.
• Collaborate with business and industry to utilize workforce development grants to fund 3 to 5 employee training programs in high demand job categories.

Engage Learners

• Fully implement a CRM technology for conducting and tracking communication with key constituencies to enhance enrollments and support brand messages within the next 12 months.
• Expand the number of communication impressions with students and stakeholders by 15% over the next 12 months.

Operational Excellence

• Over the next 12 months, review positions, realign resources as needed to support program growth and reduce duplication of effort between CE and LSU Online.
• Support employee participation in professional development and educational opportunities by offering 3-4 in-house training sessions and continuing to support participation in relevant off-campus training during the next 12 months.
• Maintain and improve existing facilities by renovating 1 to 2 classroom and relocating the English Language & Orientation Program (ELOP) into enhanced facilities over the next 12 to 18 months.
• Continue to invest in technology and training over the next 12 months to enhance digital and social communication with prospective students and clients.