Assessment and Strategies for Building CONTINUING AND PROFESSIONAL EDUCATION

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"Man's mind, once stretched by a new idea, never regains it's original dimensions."

~ Oliver Wendell Holmes

Questions:

1. How do you see your role to conduct CPE in your community?
2. In the current economic climate, how do we justify growth?
3. What innovative programming formats have worked for you? (webinars, e-courses, hybrids, field tours)

AGENDA

Project Background
History
Clientele & Collaborators
SWOT Analysis
Recommendations

Why This Project?

College of Forestry Strategic Vision

"The principal educator of the next generation of forest industry and government agency leaders and innovators in the western US."

"Innovations and discoveries in science, engineering, technology, and business approaches are widely recognized as essential to a strong and expanding forest sector that drives Oregon's future."

What did we Do?

Interviews
  Successful University Models
  Industry
  Agency
  CPE Service Providers
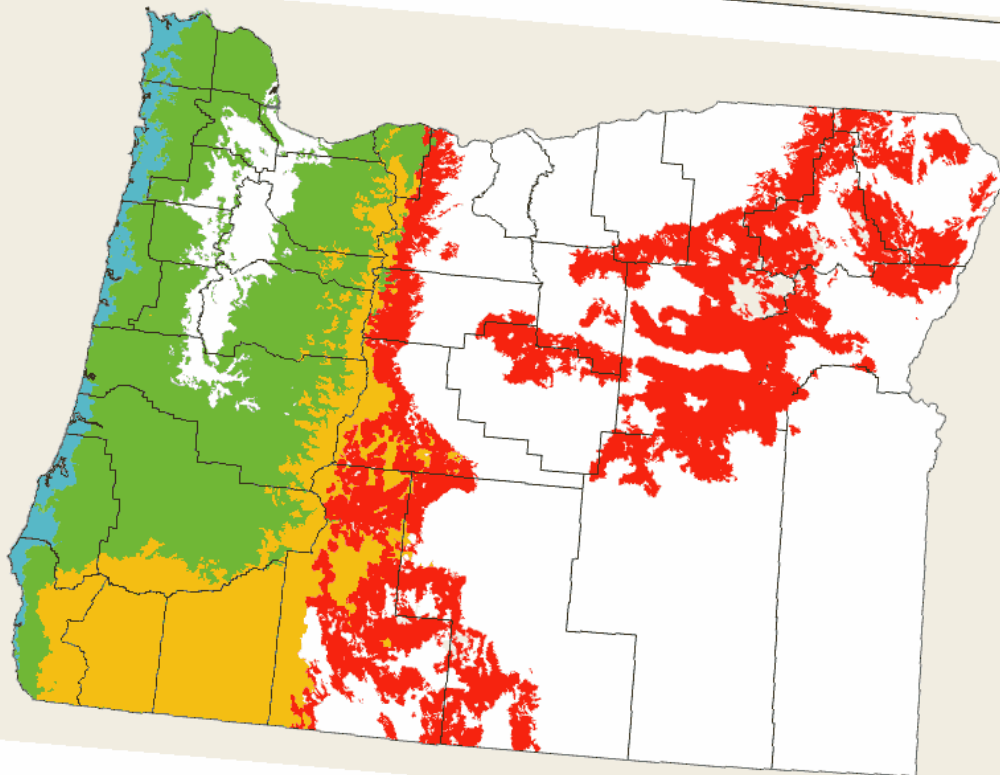 College of Forestry Faculty
Anonymous On-line Survey
2ndry data collection

What doe we mean by CPE?

Product Type	Projected Rates and Revenue
Open Enrollment Program	$ 150/day Break even at 30 - 40 participants, revenue generated after that number, and through sponsorships
Contracts / Grants	Sliding rates - $70 - $200 / day Grants can include salary and overhead expenses, revenue generation can be $30,000 - $300,000 annually, depending on grant success rate.
Conferences	$150 - $250 / day, depending on topic /client. Early and late registration fees. Can generate excess revenue, builds reputation and recognition for OSU College of Forestry.
Webinars / Audio Seminars / Web-based modules	$ 100 - $250 / module. Profits will occur after initial R + D and learning occur. These events can broaden participant pool and have reduced costs, very effective and growing tool.

Forests of Oregon
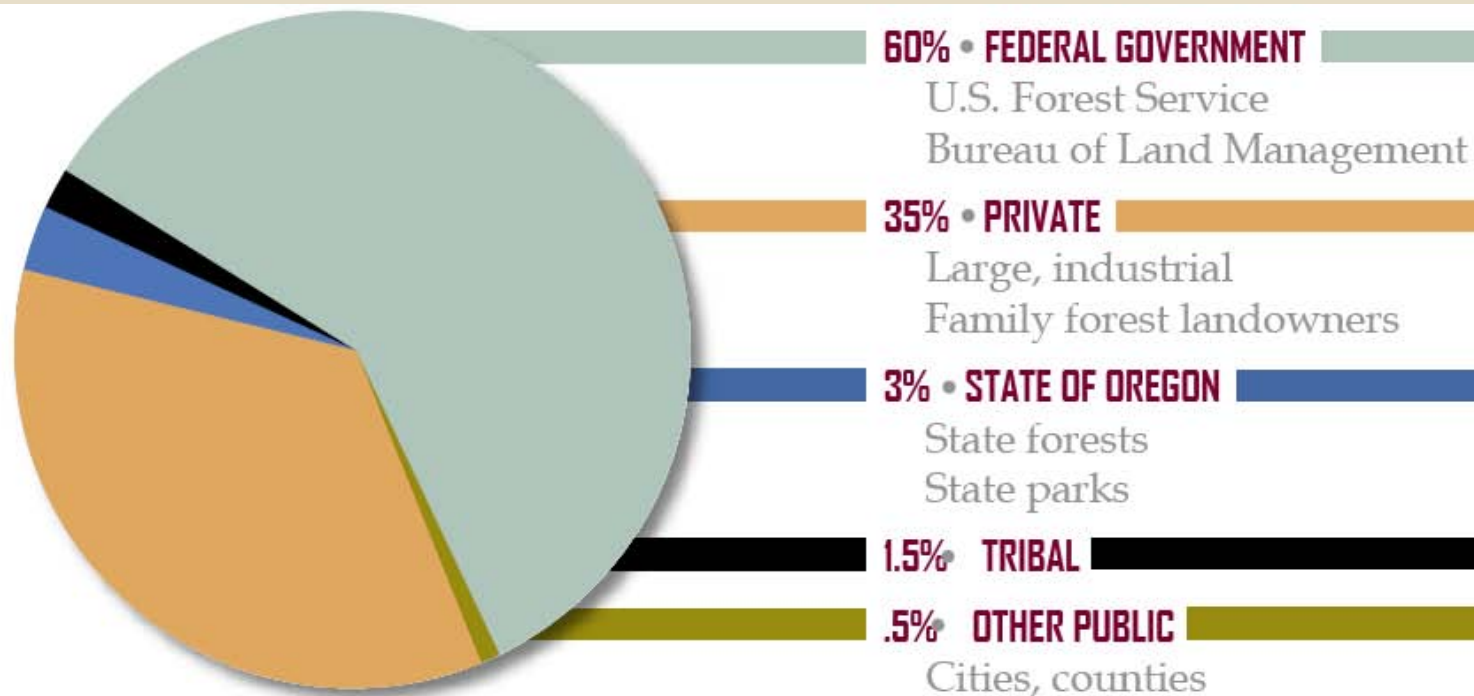
Hemlock-Spruce

Douglas-fir
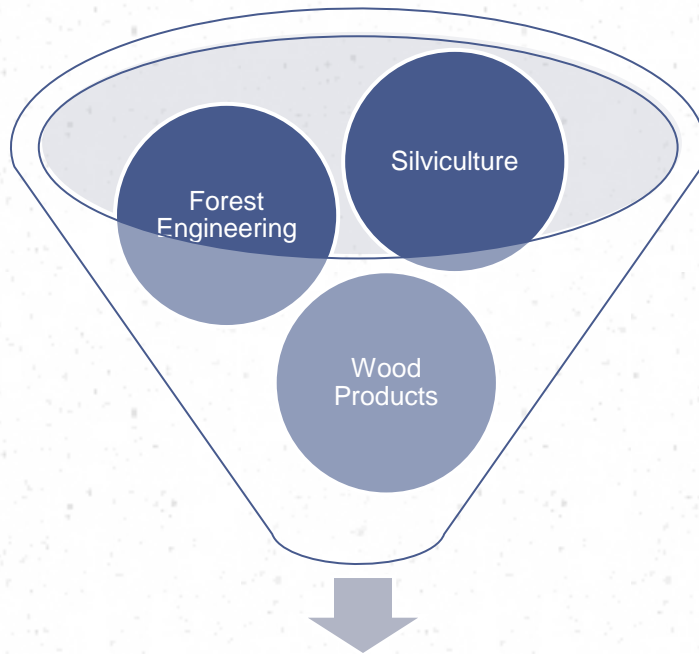
Mixed Conifers

Ponderosa Pine

History of CPE in PNW

60% • FEDERAL GOVERNMENT
U.S. Forest Service
Bureau of Land Management

35% • PRIVATE
Large, industrial
Family forest landowners

3% • STATE OF OREGON
State forests
State parks

1.5% TRIBAL

.5% OTHER PUBLIC
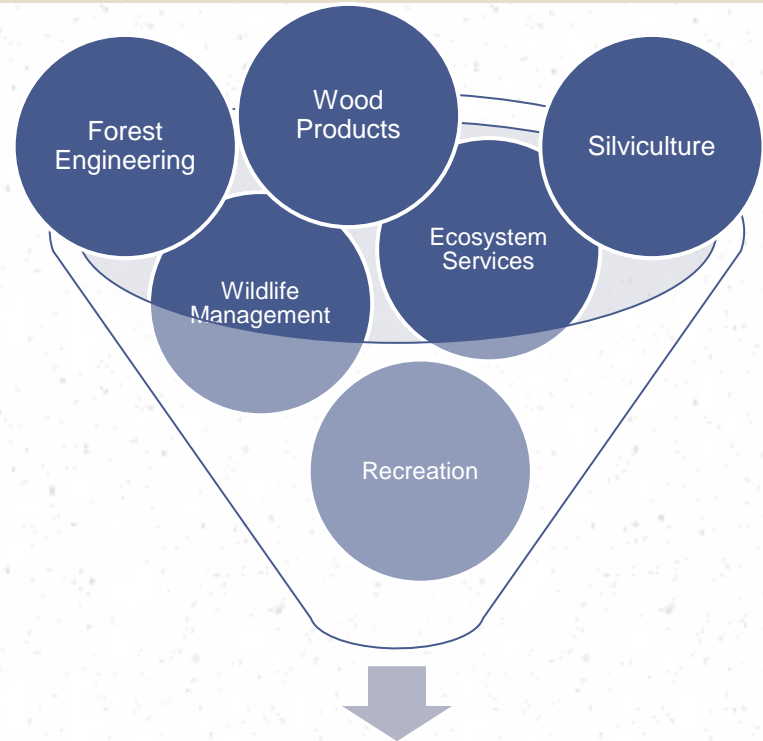Cities, counties

Source: Oregon Department of Forestry

Diverse and Changing

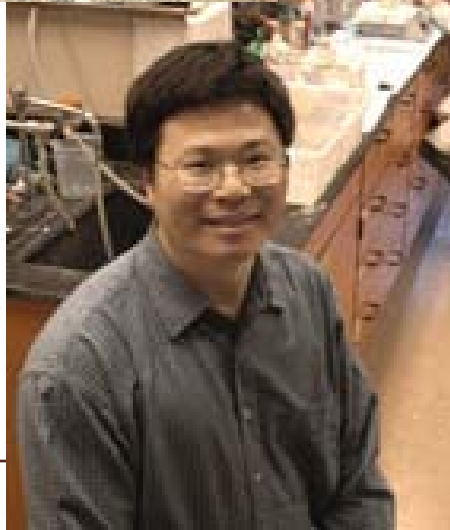## From Forestry to Forestry and Natural Resources

FORESTRY

NATURAL RESOURCES

Clientele

85,000+ Forestry and Natural Resource workers in OR.

Forest Sector in Oregon

- Primary/secondary products plus forestry services employ an est. 85,600 jobs

- Industrial output is $12.6 billion – 6% of the state's total output

- With jobs multiplier of 2.2, direct + indirect employment exceeds 190,000 – 9% of jobs statewide

- Total output exceeds $22 billion – 11% of Oregon output value

Clientele Type	Clientele Number (average)	Course Demand	Topics of Interest	Delivery Style	Opportunities	Limitations
Forestry and Natural Resources Workforce	86,000	Large Potential	Leadership Skills Technology Renewable Energy Markets	Web and Field Based Courses	Oregon Forest Industry Cluster has funding to train workforce and recruit new employees	Downturn in economy, companies tightening budgets
Society of American Foresters	476	50 hours per year/member	silviculture policy climate change	Web and traditional courses	Regular educational needs	Broad options
Oregon Department of Forestry	300	Increasing turnover basic training	Working with Landowners Sivicultural and NR Wildfire Protection	Field Courses, some web opportunities	Collaborate with community colleges	Current budget limitations
Real Estate Agents	300	Increasing interest in understanding rural and forest lands	Land Use, Connection to FNR Resources, Basic Forestry Info	Web, succinct 1 day courses	Emerging audience	Need to develop relationship
Oregon Department of Fish and Wildlife	200	Sharing fish and wildlife research from OSU	Habitat Restoration Ecosystem Services Climate Change	Web and Field Based Courses	Tie into effort to enact Conservation Stategy	Funding
Policy Makers (State and Local)	200	1 -2 per year on key issues	Renewable Energy Ecosystem Service Climate Change	1 Day gatherings with lots of networking.	+ emphasis on nat. resource + green issues	Finding good timing

Clientele Type	Clientele Number (average)	Course Demand	Topics of Interest	Delivery Style	Opportunities	Limitations
Association of Oregon Loggers	100	10 credits/year/member	Looging Systems Workforce Issues Immigration / Labor Issues	Web and Field Based Courses	Regular educational needs	Broad options
Green Building	100	Certification requirements	Green Building Rating Systems Growing connections between construction and wood products	Web and Field Based Courses with opportunities to connect to wood products industry	Growing market	Need to develop relationship
Association of Consulting Foresters	75	Will attend courses relaying new research / techniques	Certification ecosystem services silvicultural techniques	Field Courses, some web opportunities	Can also serve as educators and collaborators	Need to grow relationship
Oregon Department of Transportation	50	emerging opporunities	Fish and Road Engineering Wildlife	Web and Field Courses	Can also serve as educators and collaborators	Need to develop relationship
Bureau of Land Management	100	1 - 2 courses / year	Habitat Restoration silviculture Roads Recreation	Web and Field Courses	Will attend if relevant to management	Need to increase communication

Collaborators

- Western Forestry and Conservation Association
- Oregon Small Woodlands Association
- Oregon Forest Resources Institute
- Oregon Logging Conference

SWOT Analysis

Identify current Strengths, Weaknesses, Opportunities and Threats, define the environment OSU College of Forestry operates within.

Strengths

- Respected leader in FNR research and education
- Exceptional faculty
- Close proximity to important research infrastructure (e.g. HJ Andrews)
- Positive relationship with other service providers (OSU Conference Services, WFCA)
- Successful programs that can be used as launching point (OSU Wood Innovation Center)
- Can fill a unique niche and service without seeming too competitive for resources

Weaknesses

- Lack of staff to support coordination, fund raising, event management. Undermines productivity
- Faculty can become overwhelmed and feel discouraged to conduct CPE on their own
- Lack of recognition for OSU COF when faculty provide CPE through other service providers
- COF has no way to garner recognition or funding from CPE service provided
- Lack of coordinated marketing

Opportunities

- Can position itself to become the hub for the Pacific Northwest CPE hub.

- Can build positive image with key policy makers and greater public

- OSU Conference Services and OR Forest Industry Cluster have expressed interest in developing College level Liaisons

- Increased regional demand for information dissemination in light of rapid economic and ecological changes

Threats

- Other service providers are growing. COF needs to act quickly.
- Perception that building a CPE program will be "bringing back the old system"
- Reluctance on behalf of COF faculty or administration to see growth potential.
- Current difficult economic times makes it challenge to invest in a new program, even if it could generate revenue in the future.

Outcome 1: The OSU College of Forestry will support the development of COF CPE infrastructure.

• The COF form a CPE Committee who's charge it will be to validate report, formulate case statement.

• CPE Committee will raise sufficient funds to hire a full-time Master's Level CPE Coordinator for one to three years. This person will be housed in COF, perhaps with part-time office in Conference Services.

Outcome 2: The CPE Program will implement a specific strategic plan

• Create a solid brand platform (name, logo, tagline).

• Develop a website. Service description, on-line project submission forms, central Calendar.

• Utilize right mix of marketing channels and tools to reach stakeholders, raise awareness of services provided.

Outcome 3: COF CPE has strategic sub-plans in place and has quantifiable success metrics.

•Create a process for working with OSU COF Faculty. Hold informational meetings with individual Departments for Q and A, offer compelling reasons for collaboration.

•Focus resources on outgoing media, PR and community relations. Develop and maintain detailed stakeholder list. Develop working relationships with other service providers.

Outcome 4: COF CPE is valued for unique contributions it brings to stakeholder s.

- COF CPE spearheads and coordinates programs from a diversity of clientele groups.

- COF CPE actively develops program ideas based on needs assessments and communication with key stakeholder groups

- COF CPE refines relationships with key affiliates.

- COF CPE generates sufficient revenue to pay for majority of staff time, and to provide Departmental incentives.

THANK YOU!