

Senate Reference No. 85-2

Revised, 11/12/1990

Revised, 11/8/1993

TO: The Senate

FROM: Educational Policy Committee

DATE: 14 October 1985

SUBJ: Guidelines for the Operation of the Office of Continuing Education--Report on the Partial Implementation of Senate Reference No. 83-2 and Senate Document SD 83-9

DISPOSITION: For information only

The attached "Guidelines for the Operation of the Office of Continuing Education" are being submitted to the Senate for information only. They were approved by the Continuing Education Advisory Subcommittee on April 17, 1985.

GUIDELINES FOR THE OPERATION OF THE
OFFICE OF CONTINUING EDUCATION

I. PURPOSE

II. ORGANIZATIONAL STRUCTURE

III. RESPONSIBILITIES

- A. Develop the Market
- B. Schedule, Publicize, and Arrange Services
- C. Evaluate Accomplishments

IV. ACTIVITIES

A. Courses of Instruction for University Credit

B. Non-Credit Programs

V. POLICIES AND PROCEDURES

A. Courses Offered

B. Course Approval

C. Ethical Relationship

D. Adherence to Fiscal Policies

E. Operational Recommendations

F. Use of University Facilities

G. Ownership Rights

GUIDELINES FOR THE OPERATION OF THE OFFICE OF CONTINUING EDUCATION

I. PURPOSE

The purpose of the Office of Continuing Education (OCE) is to offer activities for the general good of the University and/or society at large. All programs of the OCE shall be consistent with the mission and standards of Indiana University-Purdue University at Fort Wayne (IPFW), and shall be designed to meet the educational needs of participating individuals or groups.

II. ORGANIZATIONAL STRUCTURE

The OCE is headed by a Director who reports to the Vice Chancellor for Academic Affairs (VCAA).

Broad directional control for the total continuing education (CE) program shall be provided by the Continuing Education Advisory Subcommittee (CEAS), as established by the faculty Senate. The CEAS shall consist of the Director of CE and six faculty members elected by the Senate to staggered three-year terms. The CEAS shall elect its chair from among the elected members.

Faculty on the CEAS should represent (1) a variety of academic units, (2) the particular interests of those who frequently teach CE courses, (3) the general disinterest of those who do not teach such courses, and (4) the skills and/or experience of those in marketing and course/program development. If, in the opinion of the CEAS, these four requirements are not satisfied by the nomination and election process, the CEAS shall invite faculty guests sufficient to represent these groups.

The CEAS shall advise the Director and other appropriate University officers, and exercise the faculty's authority with regard to CE-related academic matters.

The Director of CE shall report to the CEAS after each academic session on the number of courses offered and students served by professional and avocational offerings.

III. RESPONSIBILITIES

It is the responsibility of the OCE to develop the market; schedule, publicize, and arrange services; and evaluate accomplishments.

A. Develop the Market - The OCE shall develop and maintain its position as a community outreach effort by:

1. Identifying community CE needs and communicating the potential of the OCE to address them;
2. Encouraging the faculty and staff to develop CE activities;
3. Enhancing the reputation of the OCE in the community it serves; and

4. Developing a market data-collection system, which includes conducting local market surveys on a continuing basis. Marketing specialists on the faculty should be recruited for this purpose.

B. Schedule, Publicize, and Arrange Services - The OCE shall schedule, publicize, and arrange services for the programs it offers. Included in those services are the following: audiovisual, auxiliary staffing, custodial, facilities preparation, fee collection, food, publicity, registration, room scheduling, and related services.

C. Evaluate Accomplishments - The OCE shall evaluate its programs and procedures, and apply the results of such evaluations.

IV. ACTIVITIES

The activities of the OCE embrace credit courses of instruction and other programs for which fees (other than for meals) are charged.

A. Courses of Instruction for University Credit - IPFW Courses for which there is an off-campus audience, an off-calendar format, or which need to meet at off-campus locations due to special needs or circumstances shall be sponsored by the appropriate academic unit and administered by OCE. Exceptions are courses which are funded through the Office of Academic Affairs (OAA) or would normally be offered on campus if adequate facilities or allocated instructional funds were available through OAA. Special needs that necessitate administering these courses through OCE will be determined by the appropriate department head and must be approved by both the relevant dean and the Chief Academic Officer.

B. Non-Credit Programs - Other educational activities for which fees (other than meal charges) are assessed, shall be offered only through the OCE. These activities shall include student organization sponsored programs which involve participants external to the campus community.

V. POLICIES AND PROCEDURES

Responsibility for academic content and standards is vested in the faculty for CE activities other than those non-credit activities sponsored by student organizations or the administration.

A. Courses Offered - Except in unusual cases approved by the VCAA, after advice from the CEAS, no courses:

1. Shall be offered by the OCE outside the region defined as IPFW's by the Indiana Commission for Higher Education unless most of the students in such courses reside in the IPFW region; or

2. Designed primarily to attract an audience from outside the region defined as IPFW's by the Indiana Commission for Higher Education shall be offered by the OCE.

B. Course Approval - All CE activities shall be approved, each time they are offered, by a sponsoring academic unit (SAU) (s) with the concurrence of the appropriate Dean. Once approval has been granted, the SAU shall assume responsibility for academic content and standards. Non-credit activities sponsored by and directly related to administrative functions of the Chancellor, VCAA, Vice Chancellor for Financial Affairs (VCFA), and/or Vice Chancellor for Student Affairs will not need approval by an SAU (i.e., Registrar's Conference and/or Dean of Student's Conference).

The OCE project coordinator shall review course content of a potential project, determine which unit(s) can appropriately serve as SAU, and make a recommendation to the Director. The Director shall review the recommendation and justifying material and, after determining that the project is appropriate, assign academic sponsorship as follows:

1. Where the primary emphasis and the majority of course content fall within the purview of a single academic unit, that unit shall be selected as SAU; and

2. Where the majority of course content does not fall within a single academic unit, multiple sponsorship is an option. The Director should consult with the chairs of prospective sponsoring units to determine percentages of involvement and revenue sharing.

In cases which are unclear as to sponsorship of a course in which computers are used, the Director should request the advice of the Computer Users Advisory Subcommittee.

In deciding whether to sponsor any given CE course, academic units shall consider the academic integrity and appropriateness of the course as well as the degree of community interest in it.

C. Ethical Relationship - Faculty members and the OCE are expected to maintain an ethical relationship. When a faculty member and/or academic unit develops a non-credit course or program cooperatively with the OCE, neither party shall subsequently offer that course or program unilaterally without prior consent of the other party. Instances of a questionable nature shall be reviewed by the CEAS and then referred to the VCAA.

D. Adherence to Fiscal Policies - Within the financial policies of the appointed campus fiscal agent, only authorized representatives of the VCFA may receive monies, approve budgetary items, establish fees, and approve fiscal contractual arrangements for all CE programs. The responsibility for ensuring adherence to University fiscal policies is vested in the VCFA.

The responsibility for establishing and monitoring specific operating procedures within the campus fiscal policies pertaining to CE is vested in the Office of the VCAA.

Except in unusual cases approved by the VCAA, courses shall be canceled when offering them would knowingly increase a financial loss. The CEAS shall receive timely notice of such approvals.

The Director of CE is responsible for managing the office according to sound financial practices. Operating funds for the office, including overhead and staff salaries, are approved by appropriated funds and/or from income generated by CE activities.

For each CE activity, the Director shall propose a budget reflecting:

1. The fees to be charged to participants and the expected gross income from such charges. Fee assessment for both in-house and general public courses is designed to recover all associated costs for offering the course(s) including, but not limited to: meals, travel and stipends for instructors, promotional materials, instructional materials, and facility rentals, if necessary. Additionally, campus dedicated fees are included in the basic charge.

In-house courses are programs and courses offered for the exclusive benefit of a business, industry, organization, or agency. (Although a course may be offered at a particular business site, if it is not offered for the exclusive benefit of that organization's members, it should be considered as a general public offering.)

General public courses are programs and courses not offered for the exclusive benefit of one sponsor. They are offered off-campus and usually in non-traditional times or format;

2. The expenses for offering the activity (other than office overhead) and compensation for instructional personnel;

3. The expected amount of income that is greater than expenses;

4. Activities classified to indicate the type of service that is being provided (i.e., University, public, general, special, etc.); and

5. Advance fiscal approval by a designee of the VCFA.

Budget proposals for CE activities shall be available to the SAU before program implementation.

Within thirty days after completion of an offering, the Director shall make available a financial status report for the offering reflecting:

1. The fees that were charged and the total amount of income (detailed by number and/or source); and
2. The expenses for offering the activity.

Income from CE shall be divided between CE and the SAU as follows:

1. Income will first be used to offset expenditures (including instructor's compensation) incurred in producing the course;
2. The SAU shall be credited with incentive funds of:
 - a. Fifty percent of the net income from those courses in which the SAU plays a substantial role. "Substantial" shall include but not be limited to the following: initiating and effecting course development; providing or identifying and certifying qualified instructors; and providing the major resources to publicize and support the course; or
 - b. Twenty percent of the net income from those courses in which the SAU plays a moderate role. "Moderate" shall include but not be limited to the following: assisting in course institution and/or development; supplying full-time faculty from the SAU as principal instructor(s), or otherwise providing or identifying and certifying qualified instructors; and providing some departmental/divisional resources to publicize and support the course; or

c. Five percent of the net income from those courses in which the SAU plays only a minimal role. "Minimal" shall include agreement to serve as the SAU and to review course content and instructor credentials.

The director of CE and the chair of the sponsoring unit shall decide at the time that the unit agrees to sponsor the course which of the above percentages applies to that course. If agreement cannot be reached, the CEAS will, before expenditures for the course are incurred, review the issue and make a recommendation to the Vice Chancellor for Academic Affairs, whose decision shall be final;

3. All remaining income from the course will revert to the CE operations account;

4. If a course incurs a financial loss, that loss shall be divided between CE and the sponsoring unit according to the formula set forth in sections a., b., and c. of this heading; and

5. In each fiscal year, each sponsoring unit shall receive as incentive money the cumulative net remaining after its share of losses is deducted from its share of gains on all CE courses sponsored by that unit. If a unit's losses exceed its gains, that unit shall receive no incentive money for the fiscal year. The unit's cumulative net loss shall be written off, and shall not be applied to its account with CE in subsequent fiscal years.

The Director shall establish a CE Reserve account from a portion of the funds generated by CE activities.

The Chancellor shall establish a maximum amount of funds which may be held over in the account from one fiscal year to the next. Funds in this account may be used to provide the Director with the opportunity to seed promising programs and provide stability in the operation of the office itself.

The Chairperson of any academic department may request the establishment of a departmental CE Reserve account for funds returned to the department. Funds in the departmental account shall be available from year-to-year for use by the department for any

purpose consistent with the mission of the University, including part-time wages, capital equipment, travel, library acquisitions, expenses for visiting personnel, special equipment rental, augmentation of research activities, and other items allowable within the guidelines for general fund expenditures.

Staffing of CE activities is determined cooperatively by the SAU and the Director of CE with the approval of the VCAA or designee. Faculty and staff who are on leave of absence from the University, with or without pay, shall not be employed on CE projects unless obtaining prior approval of the appropriate department(s), Dean(s), and the Office of the VCAA.

Faculty and staff participating in CE activities may receive a reduction in their workloads as compensation or receive extra compensation as financial payment for services rendered.

The assignment of individual faculty and staff workloads, and the determination of which assignments may be deemed overload, are made administratively. Compensation to the department for providing released time to CE shall be determined between the department(s) and the Director of CE, subject to the approval of the appropriate Dean(s) and the VCAA or designee.

Faculty may earn, during the academic year, extra compensation of no more than twenty percent of their full-time academic-year salaries. Staff and faculty, appointed for twelve months, may earn twenty percent of their annual salaries. The VCFA and the OCE shall maintain a current record of extra compensation paid to faculty and staff through CE activities.

The compensation for instruction of non-credit offerings shall be negotiable between the OCE and the individual involved. Compensation to faculty and staff for a three-credit-hour course shall not exceed seven percent of their ten or twelve months' salaries (pro-rated to ten months), whichever is applicable, except in unusual cases, and then only with permission of the Chancellor. No overload compensation shall be provided unless that faculty member is already performing full-time duties. Credit courses greater or less than three credit hours shall be paid at the same proportional rate. (Associate faculty salary compensation shall be governed by current campus regulations for all associate faculty. Associate faculty may not receive more compensation per credit hour through CE than they receive from the appropriate academic department for teaching.)

All payments made to University employees shall be made through regular payroll procedures. The University shall not make TIAA-CREF contributions for extra compensation, whether on an overload basis or an extended employment basis. When staff members are engaged for CE activities away from the campus, the University's regular transportation and per diem allowances shall apply. Under no conditions shall extra compensation exceed the amount authorized in Purdue University Executive Memorandum No. B-42.

E. Operational Recommendations - The OCE shall carry out the following operational recommendations:

1. Provide memoranda of understanding for all CE offerings, specifying the responsibilities of the OCE, the instructor, and the SAU for each offering;
2. Systematically collect and classify internal data on such matters as courses and enrollments, preparing from the classification a brief annual report in a format that is consistent from year to year;
3. Hold OCE policies in a single policy document;
4. Reduce, where possible, the paperwork involved in CE offerings; and
5. Participate, with the CEAS, in the undertaking of a continuing self-study and developmental long-range plan effort.

F. Use of University Facilities - All CE activities must satisfy the space use conditions of Chancellor's memorandum No. 7-74/75 and the Inter-Institutional Facilities Use Policy approved on April 20, 1960, by the four state institutions of higher education.

G. Ownership Rights - The fiscal agent's University policies and procedures covering the ownership of patents, copyrights, and other rights in inventions and in written and recorded

materials shall govern the production and distribution of conference related speeches, proceedings, recorded materials, and other publications.

Prior to any consideration of the production, sale, or other distributions of speeches, proceedings, or other publications in any form which result from a conference, the appropriate forms and agreements from faculty and staff members, or an Assignment of Rights form from non-University personnel, must be on file in the Copyright Section of the fiscal agent.

Approved by the Continuing Education Advisory Subcommittee

on April 17, 1985

Amended by Senate Document SD 90-8, 11/12/1990.

Amended by Senate Document SD 93-5, 11/8/1993.