State of Continuing Education 2022
Driving Sustained Impact
Today’s Speakers

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The State of Continuing Education Report
Key Findings

From the State of Continuing Education 2022
Business Drivers
Revenue and Enrollment Growth
Support from Senior Leadership
Scaling and Expanding PCO Programming

- **Strongly Agree**: 32%
- **Agree**: 34%
- **Neutral**: 22%
- **Disagree**: 9%
- **Strongly Disagree**: 3%

Support from Senior Leadership
The Role of CE
Has Expanded
Since the Pandemic

- 56%: Our role has expanded: there's more opportunities to collaborate and expand offerings than before
- 7%: Our role has diminished: main campus faculties are developing non-degree and online offerings in isolation
- 25%: Our role is unchanged: we're effectively operating as we were before
- 12%: Not Sure
Poll

Have you seen the role of continuing, professional, workforce and online education expand since the pandemic?
Obstacles to Scale: Administrative Burden

**FIGURE 11: GREATEST CHALLENGE FACED BY PCO UNIT FOR SCALING OR EXPANDING COURSES – CATEGORICAL**

- Administrative Burden: 53%
- Concerns Around Market Demand: 43%
- Cost of Launching New Access Points: 36%
- Time-to-Market for Course Offerings: 35%
- Lack of Faculty/Subject Matter Expertise: 34%
- Lack of Support from Faculty: 33%
- Fears of Cannibalization: 31%
- Concerns Around Labor Market Relevance: 28%
- Lack of Support from Academic Leadership: 28%
- Inability to Deliver Personalized Experience to Students: 19%
- Other: 15%
PCO Unit Has Appropriate Staffing to Execute Institution's Goals for the Unit

- Strongly Agree: 4%
- Agree: 17%
- Neutral: 23%
- Disagree: 43%
- Strongly Disagree: 14%
Access to Real-Time Enrollment Data for PCO Students

- 28% Neutral
- 24% Agree
- 24% Disagree
- 11% Strongly Agree
- 14% Strongly Disagree
Continuing Education is “Making Do”
Registration System Used by PCO Unit

- Main Campus ERP: 26%
- Modern Campus: 22%
- Registration System A: 11%
- In-House/Home Grown: 6%
- Registration System B: 4%
- Registration System C: 3%
- Registration System D: 2%
- Don’t Use One: 12%
- Don’t Know/Not Sure: 10%
- Other: 26%
Do you feel your continuing, professional, workforce or online education initiatives are resourced to scale?
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MODERNCAMPUS.COM/STATE-OF-CE-2022
Panel Discussion
What’s Next for Continuing Education?

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