

UNC TOMORROW
DIVISION FOR PUBLIC SERVICE AND CONTINUING STUDIES

The Division for Public Service and Continuing Studies serves southeastern North Carolina by offering programming in the following areas:

Lifelong Learning (Noncredit)

Youth Programs

Media Production

Event and Conference Management

Workforce and Economic Development

Scholarly Community Engagement

Lifelong Learning enrolls over 9,000 registrants each year in noncredit personal enrichment courses and programs – through our *Osher Lifelong Learning Institute*. The following site lists current offerings: <http://www.uncw.edu/dpscs/lifelong.htm>. Curriculum decisions are made in concert with a volunteer board of advisors. In addition, as a receipt-supported unit, much reliance is placed on traditional market research activities.

Youth Programs enrolls over 2,000 children and teenagers in a variety of academically-focused summer camps and in in-school and after-school programs. *MarineQuest*, a marine science summer camp program, is one of the oldest sustained programs of community engagement offered by UNCW, celebrating its 25th anniversary this year. The following site lists this summer's UNCW youth offerings, consisting of close to twenty different weekly day and residential camps, many offered throughout the summer months: <http://www.uncw.edu/dpscs/campsIndex.htm>. As a receipt-supported unit, much reliance is placed on traditional market research activities. In addition, an exhaustive inventory of all summer programs offered in our service region was completed in 2006 in order to provide benchmarking information and to identify unmet needs. The unit is currently organizing an advisory board.

Media Production distributes the scholarship of our faculty through electronic media. This unit manages New Hanover County Time Warner cable system Channel 5 – *The Learning Network* – a 24 hour per day educational access channel that offers UNCW-produced original programming as well as syndicated educational programming. Media Production also supports a web site that offers our programming through pod casts and streaming video. In addition, the unit produces PBS-quality documentaries in collaboration with UNCW faculty, the latest being *The Montford Point Marines*. This story about the first African-American Marines will be aired on UNC-TV and recently won a “Telly.” The following site offers more detail about Media Production activities: <http://www.uncw.edu/dpscs/tv.htm>. The unit is currently organizing an advisory board.

Event and Conference Management working with faculty and external customers, hosted close to thirty major events this past year, attended by 5,000 participants and

hosted over 25,000 individuals from a variety of regional corporations and organizations at the *UNCW Executive Development Center* located off-campus near Wrightsville Beach. This unit is entirely receipt-supported and relies heavily on market research to guide its activities. Please refer to the following website for more information:
<http://www.uncw.edu/dpscs/conference.htm>

Workforce and Economic Development is a relatively new initiative that focuses on two areas of activity: non-credit professional and executive education and regional economic transformation. In the area of non-credit education we are developing our fall 2007 “catalog” of offerings, ranging from project management to *Navigating Leadership* to k-12 teacher professional development DVD’s to on-site U.S. Marine Corps training. The following website describes our offerings in more detail:
<http://www.uncw.edu/dpscs/pro.htm>. In the area of regional economic transformation, our newly-appointed assistant vice chancellor for workforce and economic development has been concentrating on identifying UNCW competencies that could contribute to regional economic transformation as well as meeting with appropriate groups and individuals to learn about regional needs. Our efforts will focus on developing sustained programs of engagement based on campus competencies that meet regional needs.

Scholarly Community Engagement promotes and facilitates the engagement of faculty and students with crucial regional issues through teaching and research. During the past year we have launched a number of initiatives including obesity prevention, health access, and violence prevention (<http://www.capefearhealthycarolinians.org/>), *QENO – Quality Enhancement for Nonprofit Organizations* – (<http://www.uncw.edu/dpscs/pro-nonprofit.htm>) and soon will launch a civic engagement and public policy initiative.

Our campus home page displays a link for **community and visitors**, <http://www.uncw.edu/www/visitors.html>, designed to help the public learn more about our offerings.

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