Georgia Tech | Professional Education

2014 IMPACT REPORT

How we make an impact

We have all seen the headlines about the need for higher education to change and heard the questions about the real value of a college degree.

While the debate about higher education's purpose, role, and method of delivery will continue for some time, I see the need for higher education to support professionals and businesses expanding around the world, calling for Georgia Tech Professional Education (GTPE) to expand its mission and role.

At GTPE, our learners are predominantly working professionals who are mid-career and on the move. Officially, the American Council on Education defines adult learners as learners over the age of 25 (often referred to as nontraditional). According to the National Center for Education Statistics, the number of adult learners aged 25 and older seeking degrees has grown by 41 percent in the last decade and is predicted to grow by another 14 percent this decade. This growth does not include those individuals who want credentials other than degrees or those seeking knowledge without regard to credentialing.

As employer and employee needs evolve, working adults need to access Georgia Tech's expertise throughout their careers. It increasingly falls to those of us in professional education to create a connection for learning and training that goes beyond the needs of traditional undergraduate and full-time graduate students. GTPE supports these adult learners through courses, programs, certificates, and degrees that address and accommodate a true work-life balance. It's all part of what we call a Spectrum of Credentialing – our pledge to learners of every age to provide lifelong learning options covering a multitude of education needs, workforce development, and career advancement.

Our work with industry is proof that by intervening in the open space between industry and its employees through programs, credentials, and experiences, GTPE can serve as a conduit for meaningful educational achievement. Professional education is a critical component of sustaining any ecosystem of economic success, and GTPE continues to play an important role in providing high-quality learning and training for people and businesses around the world.

Nelson C. Baker, Ph.D.
Dean, Professional Education
Georgia Institute of Technology

GTPE offered courses at 77 sites in 53 cities in 14 states, and countries including Australia, Chile, Saudi Arabia, Turkey, UAE, Panama, Costa Rica, and Canada. Our students represent 6 out of 7 continents.

GTPE accommodates the needs of the modern workforce by structuring learning opportunities with flexible formats and delivery. Attendees value Georgia Tech's credibility and the options GTPE provides for furthering their education. In FY14, GTPE offered 247 public courses, with 613 sections of those courses. GTPE also delivered Tech's knowledge and expertise to 279 companies and organizations through custom, contract courses. For those in need of advanced knowledge and skills, GTPE has 34 distinct professional certificates in 25 subject areas.

Whether online or in person, GTPE ensures every student has an optimal learning experience by enlisting a team of skilled instructional designers. Their expertise in understanding the student experience is used for everything from designing learning platforms to assisting faculty and instructors with shaping course structure, learning experiences, and content. GTPE's team of instructional designers also gather real-time student feedback to refine programs and create supportive course environments. In FY14, the team enhanced learning with student bio pages and peer community groups, which help facilitate faculty and student interactions through targeted feedback tools.

In the Studio with Professional Education

GTPE's new production studio and digitally enabled classroom opened in June 2014. Centrally located in the Klaus Advanced Computing Building, the satellite facility offers the ultimate studio experience for faculty and instructors producing MOOC content and experimenting with new education delivery approaches. The Klaus studio works in tandem with the main production complex for interactive instructional media at the Georgia Tech Global Learning Center in Tech Square. While the studios are similarly outfitted with many shared features, each has its own menu of extra lighting, recording, and sound options.

Professional Master's Degree Program

Working closely with Georgia Tech's Information Security Center and School of Computer Science, GTPE began delivery in May 2014 of a custom Professional Master's in Information Security for what's been called "the world's most valuable company" – the Saudi Arabian Oil Co. (Saudi Aramco). Saudi Aramco's investment was driven by the desire to raise the skill level of its workforce to meet the challenging needs in the cyber-security field. The $2 million program is off to a great start, with the long-term plan being to partner with more Georgia Tech colleges and schools to develop additional professional master's degrees.

Faculty Spotlight

At any time, GTPE partners with dozens of Georgia Tech faculty and instructors. One of those faculty members is Mustaque Ahamad, Ph.D., former director of the Georgia Tech Information Security Center (GTISC) and professor in the School of Computer Science. Throughout FY14, Ahamad has been working with GTPE to deliver the Saudi Aramco online Master of Science in Information Security to an international population of adult learners. Ahamad's current research interests focus on secure distributed computing systems. He directs projects that focus on security of emerging telephony infrastructure and health information technology systems.

"The distance [learning] model does give faculty a chance to rethink how best to teach complex material, either from a distance or in a compressed format. The insights gained have actually helped me in lectures that I deliver in on-campus classes. GTPE has helped us reach out to highly motivated professionals who bring a unique perspective about real-world cyber security challenges."

Mustaque Ahamad, Ph.D.

The Language Institute

The Georgia Tech Language Institute, in conjunction with the broader Georgia Tech community, was awarded one of the German Fulbright Commission's university partnerships. The Summer Fulbright Institute at Georgia Tech will premiere summer 2015. The three-week scholarship opportunity will engage 20 students enrolled in a dual university system. In June 2014, the Language Institute piloted TILT, a program that assists those teaching learners aged 18 and up by incorporating instructional technology and theories through practical uses of media like blogs, social media, and video. The last fiscal year was also one of growth, with the Language Institute's expansion into the Biltmore building to accommodate increased course offerings and enrollments.

Interactive Instructional Media

Partnering with Georgia Tech faculty members and instructors to implement new instructional technology methods such as electronic note delivery means that GTPE's Interactive Instructional Media team is able to improve in-class lectures for hundreds of students. The team expanded significantly in FY14, thus allowing GTPE to greatly increase services provided to instructors. Services such as providing strategic classroom planning, and transitioning faculty and instructors to more efficient and effective teaching methods are part of GTPE's strategic goals. The team was able to assist one of GTPE's longest-tenured distance learning instructors in improving in-class lectures by utilizing a Wacom tablet for annotating over, saving, and electronically distributing notes.

OMS CS

FY14 saw the launch of the Online Master of Science in Computer Science (OMS CS). OMS CS's first class was enrolled in January 2014 with 381 individuals. For this degree, GTPE operates as a partner to Georgia Tech's College of Computing and online course provider, Udacity. We facilitate day-to-day operations and student support services for all aspects of the degree. The success of the degree program then translated into a slate of individual non-credit courses from OMS CS. Just like the OMS CS degree, GTPE is making graduate-level courses more affordable, and thereby accessible, to working professionals.

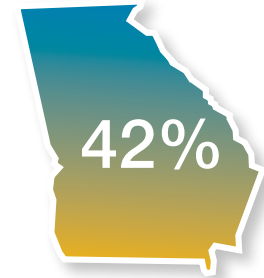## Nearly half of PE public/contract enrollments are from Georgia.

42%

Military Programs

The Veterans Education, Training and Transition Program (VET2) is a four-week program offered by Georgia Tech at no cost to service members. In FY14, VET2 had 100 percent graduate placement/100 percent employee retention, and experienced sponsorship engagement growth from 15 to 49 companies. In December 2013, GTPE partnered with Workforce Opportunity Services (WOS) and Hewlett-Packard to create a work-study program for veterans. The program provides a scholarship for a three-semester course in information technology. Program participants in the course receive a Certificate of Attendance and Successful Completion from GTPE. Companies such as Hewlett-Packard and ADP have the option to hire certificate-earning program participants. Thus far, the HP program has graduated 13 students, and eight students have graduated in the ADP Business Operations Support track.

Distance Calculus Works

GTPE helps open the door to success for hundreds of Georgia high school students through the Georgia Tech Distance Calculus Program (DCP). In partnership with the School of Math, Undergraduate Admissions, and the Center for Education Integrating Science, Mathematics, and Computing (CEISMC), the competitive-admission program allows advanced high school math students to complete one or two online calculus courses and earn academic credits while in high school. DCP follows the Georgia Tech academic calendar, and courses are offered in fall and spring semesters. Due to demand, the program has been scaled up from last year by more than 100 students. From last year's total of 355 eligible "graduates" from DCP, 333 applied for freshman admission to Tech. Of that group, 331 were accepted for admission – a 99.4 percent admit rate compared to a 32 percent admit rate for all fall 2014 applicants.
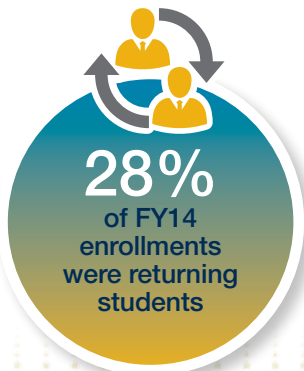
Georgia Tech-Savannah

Georgia Tech-Savannah acts as a hub for professional education and economic development opportunities in the coastal region, partnering with companies such as Gulfstream Aerospace Corporation. Gulfstream has relocated its training arm to Georgia Tech-Savannah, and Great Dane Trailers is building its new headquarters close by. The relationship with Gulfstream and its parent company (General Dynamics) grew in FY14 as part of a strategic alliance forged by the Savannah Economic Development Authority. Georgia Tech partners with Gulfstream on research and professional education for its employees. In May 2014, President Peterson visited the shared space with Gulfstream and spoke to community leaders at the Savannah Rotary Club. Also housed on the Savannah campus are the Georgia Center of Innovation for Logistics and Georgia Tech's Advanced Technology Development Center (ATDC), a start-up incubator that helps technology entrepreneurs in Georgia launch and grow successful companies.

28%
of FY14 enrollments were returning students

279
companies and industry partners served through contract courses

778
certificates conferred in FY14

Summer Online Undergraduate Program (SOUP)

Facilitated by GTPE, SOUP offers undergraduate Georgia Tech students the opportunity to take a select set of for-credit summer courses online. SOUP is part of the Provost and Institute's initiative to help undergraduate students graduate in a timely manner by providing alternative options for completing coursework. The courses operate much like Tech courses taught on campus. The online format is perfect for Georgia Tech students who are working or unable to be on campus during the summer. With 2014 marking the program's second year, it grew by 15 percent to 15 courses and 167 students enrolled.
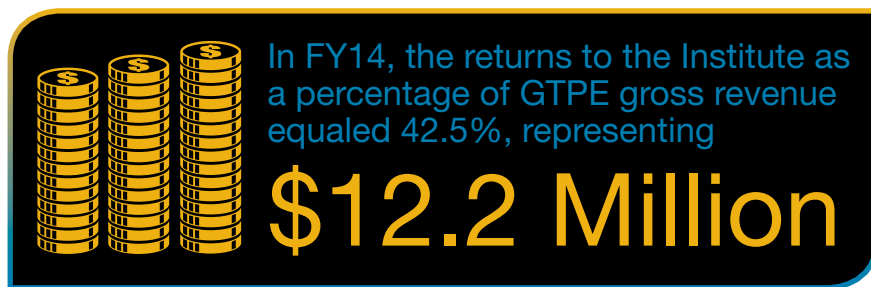
2014 Enrollments

Total Enrollments
25,380

- **PE Public Courses** 8,381
- **PE Sponsored Courses** 4,425
- **Language Institute** 8,440
- **Community Outreach Programs - Savannah** 328
- **Online Master's Degree** 2,404
- **Summer Online Undergraduate Program** 248
- **HS Calculus** 786
- **Professional Master's** 368

Unique Enrollments
13,212

- **PE Public Courses** 6,171
- **PE Sponsored Courses** 3,713
- **Language Institute** 1,060
- **Community Outreach Programs - Savannah** 328
- **Online Master's Degree** 1,318
- **Summer Online Undergraduate Program** 167
- **HS Calculus** 334
- **Professional Master's** 121

In FY14, the returns to the Institute as a percentage of GTPE gross revenue equaled 42.5%, representing

$12.2 Million

211 events held at the Georgia Tech Global Learning Center

797,553 enrollments

MOOC enrollment has doubled in the last year.
Currently, there are 29 Georgia Tech courses in the Coursera catalog with a combined enrollment of 797,553 as of August 2014.