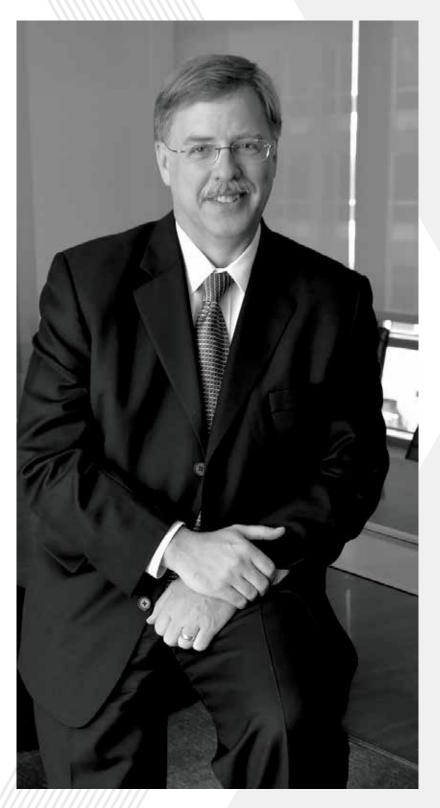


# > Letter from the Dean



At Georgia Tech Professional Education (GTPE), the past year has been all about reaping the rewards of purposeful action. In the fourth year of our strategic plan, we're seeing the results of the time and effort we've invested in all aspects of GTPE's growth: programs, services, research, learning design, program delivery, operations, and our people.

GTPE has been instrumental in bringing several new programs to learners and industry worldwide, some of them being firsts for the Institute, for Atlanta, or for the state of Georgia. When it comes to research, learning design, program delivery, and services, we've made great strides in bringing value and quality to the communities we serve. At the same time, we've been fine-tuning our operations to ensure our output exceeds expectations. And we've been nurturing our staff as they pursue their own career goals and lifelong learning journeys.

As a professional education unit that serves adult learners, industry, campus, and our state, national and global communities, GTPE plays several roles within the Institute. To serve the diverse needs of our audiences, we engage in many complex and varied activities. However, they are all driven by the six goals we set four years ago to support Georgia Tech's strategic plan. Our focus on accomplishing them has been unwavering, and I'm delighted to share some of the highlights with you.

#### Nelson C. Baker, Ph.D.

Dean, Professional Education Georgia Institute of Technology dean@pe.gatech.edu

## > FY 16 at a Glance

GTPE learners represented 130 countries



18,600+

#### learners

benefitted from GTPE's professional development courses and certificate programs



140+

learners

enrolled in professional master's degrees



enrolled in Georgia Tech's online Master of Science degrees facilitated by GTPE



worldwide registered for massive open online courses (MOOCs) produced by GTPE



2,600+

and their employees benefited from GTPE's professional education programs



800

undergraduate and high school students

took Georgia Tech's online programs delivered by GTPE



11,600+

guests

attended more than 170 meetings and events at the Global Learning Center (GLC) in Atlanta's Tech Square



**2,700**+

attended close to 70 events at Georgia Tech-Savannah

### LEARNERS EARNED

929

Professional
Development Program
Certificates



Master's Degrees



**ESL Certificates** 



Continuing Education
Credits (CEUs)



## High Quality Programs for Professional Learners

Our first goal at GTPE focuses on serving our learners by designing, building, and delivering high quality programs for professional learners locally, nationally, and globally.

#### **Professional Development Programs**

- First in Atlanta: GTPE hosted Georgia Tech's Cybersecurity Leadership Program, the first of its kind in Atlanta.
- > Runaway Success: GTPE's new course, Certified ScrumMaster®, has sold out consistently since its launch in October 2015. To date, Georgia Tech is the only university in Georgia that offers this sought-after training.
- Industry Partnerships: Several partnerships were formed with industry leaders that will enable GTPE to offer high demand, market-driven programs in areas such as coding, leadership, and intellectual property.
- > Benefits for Veterans: The Project Management Certificate program at GTPE was approved for VA education benefits under the GI Bill, enabling veterans to prepare for careers in project management by using their benefits for professional development at GTPE.

#### **Degree Programs**

- Pirst Graduates: The first cohort of the first Professional Master's Degree in Sustainable Electrical Energy, which started in October 2013 at Saudi Aramco in Dhahran, Saudi Arabia, graduated in the summer of 2016.
- > First in Georgia: The Professional Master's Degree in Manufacturing Leadership, the first of its kind in Georgia, was launched in August 2015.
- New OSHA Credential: The Professional Master's in Occupational Safety and Health (PMOSH) was approved and will be offered in 2017.
- Award Winner: Georgia Tech Online Master of Science in Computer Science (OMS CS) was selected for a 2016 University Professional and Continuing Education Association (UPCEA) South Region Program of Excellence – Credit award.

#### Georgia Tech-Savannah

- Science, Mathematics and Computing (CEISMC) at Georgia Tech-Savannah held its first mentorship program for girls, MakeHer Mentor. The ultimate goal is to increase the number of women in technology and science-related professions.
- New Programs: The coastal community gained several new options for professional development: the Learning Series, Leading Well workshops, Creating Mobile Apps course, eight online courses in supply chain fundamentals, and an online course, VET²101, to help veterans transition from military to civilian life. VET²101 was developed in partnership with the Georgia Department of Economic Development (GDEcD) to make the program accessible to 7,000 service members.



#### Georgia Tech Language Institute

- **Bilingue**, Panama's initiative to send 10,000 Panamanian teachers abroad to develop new teaching skills and a global perspective on public and bilingual education. The Language Institute continues to **foster relationships in Central and South American countries** to bring students to Georgia Tech and reach students online in Ecuador, Mexico, and Peru.
- **Course Options:** The Language Institute now offers **more than 100** English as a Second Language courses.
- **Award Winner:** In October 2015, the Language Institute was presented the 2015 UPCEA **Program of Excellence award**.
- > Unprecedented Success: The Language Institute's first MOOCs and Georgia Tech's first specialization, Improve Your English Communication Skills, launched in early 2016. The course, Speak English Professionally, has been Georgia Tech's most popular MOOC on Coursera, to date.

#### Leadership and Innovation in Online Learning

- > Extending Our Reach: GTPE continues to lead and innovate in online learning, expanding our reach and delivering valuable programs, support, and credentialing opportunities to diverse audiences with complex needs. Examples include MOOCs, specializations, online degree programs, online courses supporting degree programs, professional development courses, online courses leading to alternative credentials, and others.
- Surging Ahead with MOOCs: With partners such as Coursera, edX, and Udacity, GTPE produces and delivers MOOCs for Georgia Tech, reaching more than 1.5 million learners worldwide since launching in 2012. Other collaborators include CorpU and NovoEd. This year, 16 new courses were launched, 25 are in development, and 26 courses are live. A Language Institute course and others such as Introduction to Engineering Mechanics and Computational Investing have contributed to Georgia Tech MOOCs being among the most popular on Coursera.



"The certification was well received at work, and I could see some immediate benefits. The course also increased my confidence level, and I know I am well prepared for new opportunities at work."

#### **CT** Chidambaram

Cybersecurity Certificate Program

"I am really impressed with the scope of subjects covered and the practical case studies in diverse sectors from health, education, and other public sector projects. I benefited from learning from private sector initiatives as well as networking with learners from a wide range of backgrounds and experience."

#### Kenny Onasanya

Supply Chain Management Certificate Program "The best thing about this program is we are applying as we learn. I see my progress. I'm a better systems engineer now."

#### Sheela Shaw

Professional Master's in Systems Engineering "I look forward to leading an accomplished team to empower Georgia Tech's faculty to create and implement pedagogically and andragogically sound solutions to today's learning challenges."

#### Yakut Gazi, Ph.D.

Associate Dean of Learning Systems, GTPE



# GOAL 2

## Research and Delivery of Professional Education

Our second goal is to be a leader in developing research-based practices to advance the delivery of professional education.

- > World-Class Content: Dr. Yakut Gazi joined GTPE as associate dean of learning systems to lead initiatives in creating and delivering world-class content across a variety of media to learners across the globe in formats where the learner can best succeed. She is tasked with streamlining collaboration between the division and the Institute, and delivering the expertise of Georgia Tech faculty to learners.
- > Optimal Learner Experiences: The appointment of Dr. Stephen Harmon marks a unique collaboration between GTPE, the Center for 21st Century Universities (C21U), and the College of Design, the three units he serves. At GTPE and C21U, he leads the invention, prototyping, and validation efforts associated with educational innovation and with managing facilities available to all Georgia Tech researchers and faculty members.
- Data-Driven Decisions: GTPE conducts ongoing research to support data-driven decisions. Examples include environmental and competitive scans for academic program development and assessment, MOOC research, GTPE impact research.
- Grants: The Southern Regional Education Board contracted GTPE to provide instructional design and technology consultation during its migration to a hosted platform, including redesigning eight courses on college and career advisement and strategies for school counselors. In addition, a grant for military programs from the Georgia Department of Economic Development (GDEcD) enables veterans to take tuition-free, online VET² courses. Currently, more than 150 learners benefit from this grant.



"My intent is to help GTPE use research to make datadriven decisions about the best ways to use technology to meet the needs of our learners, not just on campus, or in Georgia, but around the world."

**Steve Harmon, Ph.D.**Associate Dean of Research, GTPE

# GOAL 3

## **Culture of Learning and Teaching**

Advancing our third goal, to develop a dynamic culture supporting high quality teaching and learning, involves diverse activities to communicate our initiatives, demonstrate our expertise, and collaborate with partners to share and expand our knowledge.

- Innovation: The Georgia Tech Education Innovation Ecosystem is a partnership among GTPE, C21U, Center for the Enhancement of Teaching and Learning, and Office of Information Technology, tasked with sharing resources and driving education innovation Institute wide in collaboration with Georgia Tech faculty.
- > Branding Initiative: GTPE's first brand campaign, "Continue Your Success Story," rolled out this year with new imagery and messaging. The objective is to build awareness of professional offerings at Georgia Tech and support enrollment marketing initiatives across all programs. The campaign and overall strategy has won more than 20 industry awards to date.
- > UPCEA South Host: GTPE hosted the UPCEA South conference in Savannah in the fall of 2015. Dean Nelson Baker's award-winning keynote address about staying the course during a time of massive disruption in higher education led to an invitation to present it again to the Board of Regents.
- Award Winner: Wayne Whiteman, Ph.D., Woodruff College of Mechanical Engineering and Coursera MOOC instructor, won the 2015 UPCEA South award for Best Continuing Ed Faculty.

"More education in the world is always a good thing. I teach eight engineering MOOCs on Coursera. It's an experience I find very satisfying because I am able to provide engineering educational material to a wide audience."

#### Wayne Whiteman, Ph.D.

Woodruff College of Mechanical Engineering Coursera MOOC Instructor





# High Value Services

Our fourth goal is to provide scalable and sustainable high value services to Georgia Tech, professional learners, and industry.

- Partnerships: Online learning at Georgia Tech, facilitated by GTPE, involves partnerships with three of the world's most successful at-scale online platforms: Coursera, edX, and Udacity. The partnership with edX, to offer MOOCs for learners around the world, was announced in early 2016. In addition, GTPE learning designers work on several other online learning platforms to deliver world-class content.
- **> Skills Assessments:** GTPE and five other top universities in the country partnered to offer the University Learning Store, a **new credentialing system** that may become the standard in career-focused, skills-based training. It enables job seekers and working professionals to earn industry validated microcredentials in a range of business and technical skills.
- State Approval: Georgia Tech was approved by the state of Georgia to participate in the National Council for State Authorization Reciprocity Agreements (NC-SARA). A voluntary, regional approach to state oversight of postsecondary distance education, NC-SARA allows for students to take online courses offered by postsecondary institutions based in another state.



# Enriching the Georgia Tech Experience

GTPE signed an Institute-wide contract with Kaltura, a leader in enterprise video platforms, and launched it within GTPE programs. It will ultimately **host all academic and non-academic Georgia Tech video content**, with GTPE managing the service for the Institute. This comprehensive video management and distribution service is technologically advanced, scalable, and enriches the Georgia Tech experience for students, faculty, and staff. It also enables the Institute to meet Americans with Disabilities Act (ADA) standards.

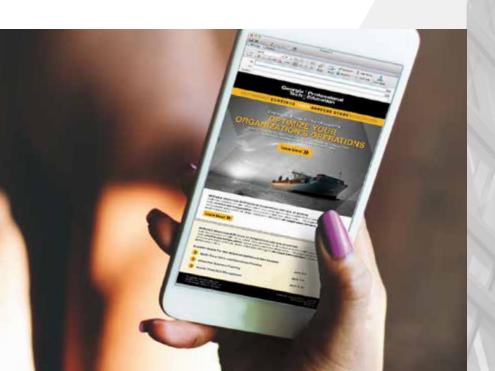
# GOAL 5

# **Excellence and Efficiency**

Our fifth goal, to engineer and innovate new ways to solve existing problems, has led to initiatives aimed at streamlining operations and maximizing our resources.

- Commitment to Excellence: A Decision Support Team was formed to address areas such as developing robust business metrics dashboards, streamlining reporting, and driving GTPE towards data-driven decision making.
- Metrics Dashboard: The launch of the metrics dashboard, a valuable forecasting tool monitored monthly, is a GTPE first. An activity tracker was rolled out in July 2015 to enable us to identify resource needs, constraints, and opportunities to improve our performance.
- **> Business Models:** We've made significant progress with modeling our business and using this information to **develop new models**, which allows us to be more transparent with others when defining and forecasting the costs of serving our constituents.
- Customer Relationship Management (CRM): GTPE and the Scheller College of Business are partnering on a pilot project, supported by the Office of Information Technology (OIT), to implement Salesforce CRM. The initiative paves the way for Institute-wide adoption of CRM.

Our commitment to excellence and efficiency leads to productivity and output each year to serve faculty and campus, industry, the state of Georgia, and learners worldwide.



FY16 Offerings

48
Certificate Programs

850+

**Professional Development** 

Courses

26 MOOCs

Professional

Master's Degrees

Online Master of Science Degrees

500+

English as a
Second Language Courses
through the
Language Institute



## Developing our People

Our sixth goal, to enrich and encourage the potential of our people, is focused on developing our staff, instructors, and faculty to form high performing teams. We encourage professional growth internally and provide the resources for our people to engage in lifelong learning. The results speak for themselves.

- Lifelong Learners: By fall 2015, almost 70% of GTPE's staff had engaged in at least one professional development activity, from MOOCs to acceptance into MBA programs.
- Emerging Leaders: Nicole de Vries, GTPE's application support analyst, is the recipient of the 2016 UPCEA South Region Emerging Continuing Education Leader award and Laura Haynes, GTPE's assistant director of operations, is the recipient of the 2015 UPCEA South Region Emerging Continuing Education Leader award.
- Marketing Awards: GTPE's marketing team won six UPCEA Marketing Awards in 2015 and 10 awards in 2016. In addition, the team won the Best in Show and Best in Division UPCEA awards in 2016. The team also won 12 MarCom awards in 2016 from the Association of Marketing and Communications Professionals.
- Award Winners: Catherine Shaw, senior portfolio and conference manager at GTPE, is a member of Georgia Tech's Event Coordinator Network Leadership Team, which won the silver award in the Team of the Year category of the USG Chancellor's Service Excellence award. Stephen Murphy, interactive instructional media producer at GTPE, received Udacity's You Rock! award, which celebrates outstanding skill and commitment to the profession.

GTPE staff members regularly take courses offered by GTPE, leading to an immediate impact on their performance.

"My team is empowered to take charge of their projects. And I can focus on the big picture."

#### **Chris Walker**

Scrum Leadership Certificate

"Now I can successfully manage difficult projects while inspiring others to be committed."

**Aqueelah Sabir**Project Management
Certificate



GTPE by the Numbers	FY16		FY15	
	ENROLLMENTS (DISTINCT	REGISTRATIONS	ENROLLMENTS (DISTINCT	REGISTRATIONS
Graduate Degree-Seeking Programs  Master of Science	HEADCOUNT)		HEADCOUNT)	
Professional Master's	4,442	11,847	3,126	7,008
Troicssional musici s	148	316	119	407
Undergraduate Degree-Seeking Programs				
¹SOUP	338	518	171	243
High School	462	907	464	898
Total Degree-Seeking Enrollments	5,390	13,588	3,880	8,556
Professional Development				
Public	7,747	10,875	8,542	11,599
Sponsored	2,594	3,238	3,012	3,663
Language Institute	1,177	6,698	1,349	7,856
Community Outreach Programs	540		472	
<sup>2</sup> M00C Registrations	333,054		249,696	
MOOC Completions	6,576		4,873	
Professional Development Total	18,634	27,927	18,248	28,463
GTPE TOTAL	24,024	41,515	22,128	37,019
Course Data				
Program Certificates Offered	48		44	
Course Offerings: Public	674		705	
Course Offerings: Sponsored	177		237	
Course Offerings: Language Institute	501		578	
Course Offerings: MOOCs	26		16	
Learning Credentials Awarded				
Master's Degrees	160		148	
Professional Master's Program Certificates	929		781	
ESL Program Certificates	963		929	
CEUs	39,955		44,684	
Companies/Organizations Served				
Public Professional Development	2,620		2,743	
Sponsored Professional Development	162		245	
TOTAL (COMBINED)	2,717		2,913	
Events				
Global Learning Center	171		208	
Savannah Campus	69		75	
Event Attendance				
Global Learning Center	11,619		12,105	
Savannah Campus	2,720		- <b>-</b> ,	
- Caraman Sampus	2,1			

<sup>1</sup>SOUP numbers reflect summer of the fiscal year, which is not the most recent summer. For example, FY16 numbers include numbers from summer 2015.

<sup>2</sup>Total professional development enrollments and registrations include MOOC completions but not MOOC registrations.

# GTPE Vision and Mission

Define 21st century learning for professionals.

**Inspire** > Inspire to Innovate

**Empower** > Empower to Learn

**Enable** > Enable to Succeed

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