

## **Fall 2005 Professional Development Day, Friday, November 18, 2005**

### **The Numbers Game: Counting What Counts**

There's not a person alive in CE who does not spend the day obsessed with counting. And you don't need an abacus to see why! We count our enrollment, count revenues coming in and payments going out, we count the number of students dropping out and prospective students visiting the campus, we count the compensation of our faculty as well as the expenses incurred to make our programs happen. And for some personal favorites, we count overhead, the number of empty beds in the dormitories and the percentage of students who require financial aid. More than anything, at the end of just one more day on-the-job (which, by the way, we also count), we count our blessings.

From generating demographic profiles and devising complex marketing strategies to managing enrollment and controlling our budgets, we are up to our proverbial eyeballs in numbers. Indeed, even program assessment is nothing more or less than a way of counting success.

In this one-day professional development workshop designed for CE deans, directors, program staff, technologists, advisors, registrars and marketing staff, we tried to enumerate a number of issues of current interest to CE professionals. Topics included:

- Marketing
- Web Marketing
- Enrollment Management
- Non-Credit Programs
- Demographic Trends
- Reaching Out to the Over 55 "Crowd"