PACE

A Vision for the Future

February, 2022

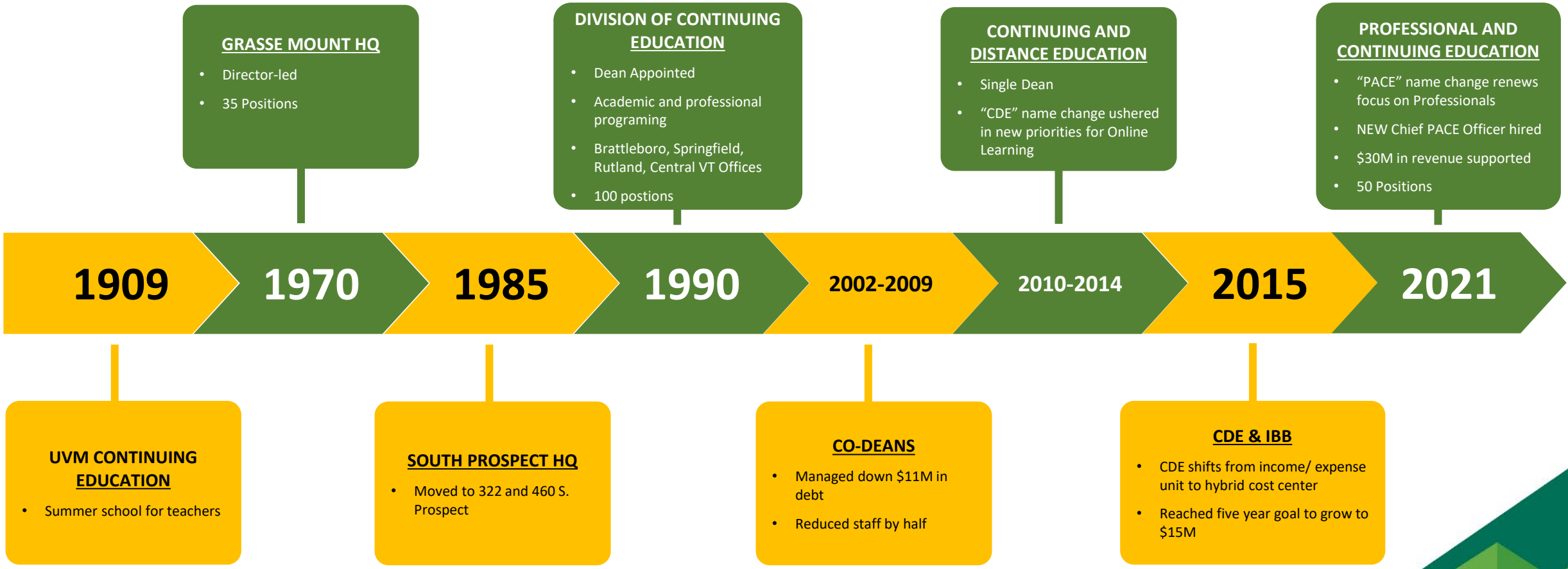
THE UNIVERSITY OF VERMONT
PROFESSIONAL AND
CONTINUING EDUCATION

Agenda

- Overview and purpose for this meeting
  - PACE: Why PACE, Why Now
  - Who we are and what we do
  - How we work
  - Future Directions

Where We've Been

A Brief History of UVM PACE



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WHY PACE, WHY NOW: PACE REDEFINED

- The landscape of higher education is changing. Simply serving the students traditionally in our classrooms will not meet the educational needs of our population.

  - The fastest growing group of students enrolled in a wide variety of educational programs is between the ages of 25-35
  - The 18-21 age group is shrinking and will drop off markedly in 2025 with the "demographic cliff"
  - Developments in the economy and workforce training are prompting many adult learners to seek educational opportunities throughout the course of their working lives.

Who We Are

- We Champion… ***Access***
- We are… ***Student (Learner) Focused***
- We provide… ***More than technical support***
- We Make… ***Meaningful contributions to UVM***
- We Fulfill… ***The mission of the university by focusing on the entire trajectory of students' learning over their lifetime and providing guidance and support to academic units to achieve this mission***

Who We Are

PACE Team Structure

PACE Powered Programs

Pipeline Programs

-Earned Admission
-Pre-college
-Summer Academy

Summer University

Stay academically engaged during summer

Degree Completion

Finish what you started!

Graduate Certificates

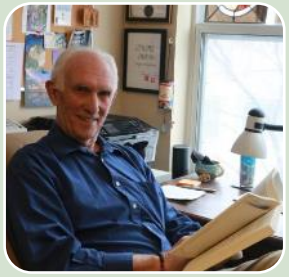
-Credit bearing
-Stackable

Masters Degrees

-Built to suit the unique needs of Professionals

Professional Development

-Upskilling
-Career Changing
-Workforce Training



Osher Life Long Learning (OLLI)

Life-long learning opportunities for 50+ adults

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PACE Portfolio Structure

Areas of Excellence & Top Programs

Healthy Community

- End of Life Doula Certificate
- Integrative Health and Wellness Coaching Certificate
- Master of Public Health
- Post Baccalaureate Pre-Medical Program

Healthy Environment

- Agroecology at UVM
- Farmer Training Program
- Food Hub Management Professional Certificate

Healthy Economy

- Business of Craft Beer
- Digital Marketing Fundamentals
- Project Management
- Geographic Information Systems and Data Communication Professional Certificate

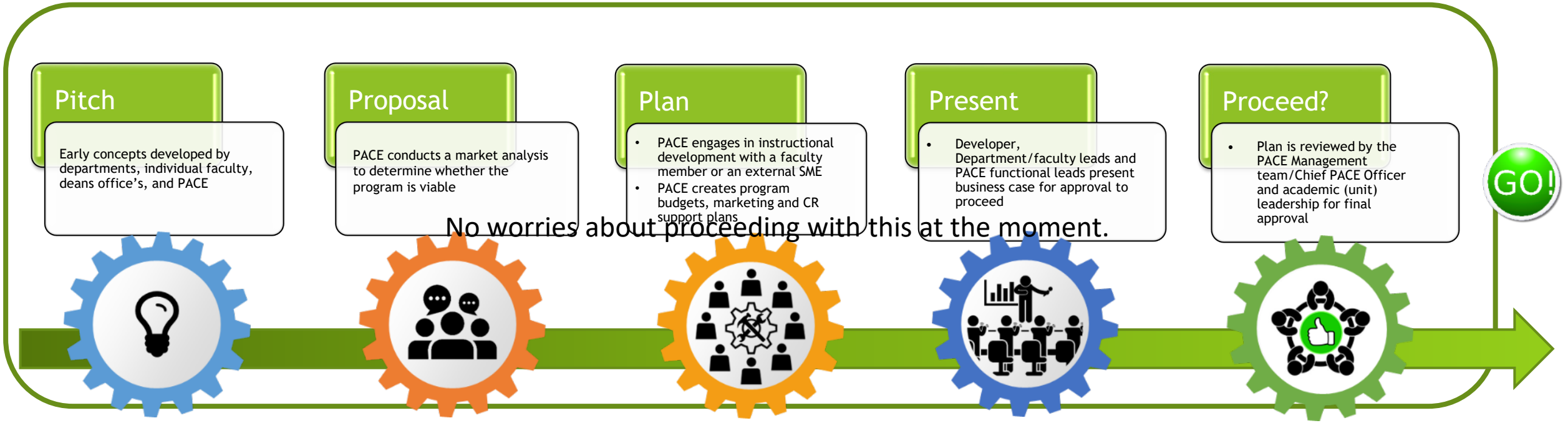
PACE Portfolio Program Types

Examples

Master's Programs	Certificate Programs Credit	Certificate Programs Non-credit	Certificate Programs Credit + Non-credit
▶ Master of Public Health	▶ Certificate of Graduate Study in Global and Environmental Health	▶ Digital Marketing Fundamentals	▶ Agroecology at UVM
▶ Accelerated Master of Public Health	▶ Certificate of Graduate Study in Complex Systems and Data Science	▶ Business of Craft Beer	▶ Integrative Health and Wellness Coaching Certificate
▶ Master of Medical Science		▶ Cannabis Science and Medicine Professional Certificate	

How We Work

New Program Launch Process



No worries about proceeding with this at the moment.

How We Work: Program Budget

Sample Revenue/Expense Budget

8 week online noncredit offering

Enrollment	50	Determined through market analysis
Rate	$1,500	Competitive scan
Total Revenue	**$75,000**	
Direct Expense:		
Instruction	$6,000	8 wks x ($750/wk)
Facilitator	$800	add at 25+ students
Fringe	$632	rate 9.3% non credit rate
Marketing	$11,250	estimate at 15% Revenue (out of pocket)
Total Direct Exp	**$18,682**	
Gross Margin	**$56,318**	**Revenue less direct expenses**
Indirect Expense	$2,802	15% of expense (vs. 21.30% alg 7)
Net Margin	**$53,515**	**GM less indirect expense**

Generally Funded PACE support

PACE - Program development (market research/analysis), project management and instructional design

PACE Enrollment management: Coach, CRM, Hubspot automation from inquiry to enrollment/evaluation, retention

PACE - Develops marketing plan & overall budget; manages, hires, contracts, and pays instructional expenses and marketing vendors; video production and web support

PACE returns net funds to academic partner

PACE Vendor Partners

Web-based learning and assessment system
- Math Skills Assessment

Affordable, and self-paced online courses to enhance professional credentials
- Business Analysis
- Leadership
- Marketing and more

Customized training in Project Management
- Project Management Overview Certificate

Internationally recognized digital marketing certifications
- Certified Digital Marketing Specialist
- Advanced Digital Marketing Leadership

Providing necessary capabilities and skills required to thrive in business
- Data Analytics Certificate
- Web Development Certificate

Questions You May Still Have about PACE

1. Can we just use PACE for some services like marketing?

Answer: We are moving away from the "a la carte" approach

2. What is the advantage of working with PACE for credit programs?

Answer: PACE can provide guidance and support for providing the best educational experience to non-traditional learners

Questions You May Still Have about PACE

3. Why are we paying a “tax” for PACE but also paying for “services”?

Answer: Your contribution to central funding for PACE pays for the salaries and other costs for PACE staff. PACE only charges a fee for recovering indirect costs on income expense.

4. How can we grow new programs when our faculty are already stretched?

Answer: We grow instructional capacity by hiring (e.g.) professors of practice, lecturers/instructors teaching multiple sections, by the course instructors.

Future Priorities

- **Integration**
  - Into the core academic mission of the university: Promote organizational and cultural change
- **Portfolio Alignment**
  - Healthy communities, healthy environment, healthy economy
- **Growth**
  - Workforce development and employer partnerships
  - Identify our target audiences and focus on creating and expanding programs where there is the most opportunity and where there are identified areas of student needs.
  - Professional Certificates
  - Professional Masters

Thank You