
5 Work together under new models to be the preferred provider of comprehensive workplace solutions through programs and services that build employee skills and solve real-world problems for communities and businesses across the state.

Continuing education and customized training are essential services offered by our colleges and universities to enable individuals to update their skills and businesses to innovate and boost their productivity and agility. Continuing education and customized training play an important role in meeting workforce needs and driving economic development through programs that are flexible and responsive to industry needs.

Today, colleges and universities independently develop and market their own continuing education and customized training with few examples of jointly developed or delivered programs. The current model creates competition among colleges and universities for continuing education and customized training opportunities. This internal competition hinders our ability to meet the growing competition from private training providers, for-profit higher education, corporate training departments and industry associations.

We must move toward new models that encourage sharing unique or investment-intensive education offerings in ways that will better support industry, but still allow multiple delivery systems as appropriate across the state. Working together, the customized training and continuing education divisions of our colleges and universities will be able to use their expertise and resources to strengthen the workforce in a manner that is financially sustainable and market competitive. It will help drive economic development in communities across the state. Together they will be able to serve more employers, especially larger companies

whose needs we can only address by drawing on the broad portfolio of expertise across our colleges and universities.

Strategies:

- Provide students, businesses, and trade organizations access to information on our shared portfolio of workplace training solutions by developing a user friendly, single point of entry, web-based and mobile application.
- Deliver a shared portfolio of workforce training solutions to students, employers, labor unions, and labor associations across the state through coordinated outreach efforts, easy one-stop access, and stronger connections to state and local workforce and economic development initiatives.
- Promote access and affordability of our programs by strengthening the integration between continuing education/customized training and academic programs for the recognition of competencies mastered.
- Innovate to develop and test academic incubators for new program development and curricular redesign to meet emerging industry trends through customized training and continuing education.
- Expand continuing education as a model for our universities to provide greater access to graduate education.