



ELON
UNIVERSITY

OFFICE OF
Professional and
Continuing Studies

ANNUAL REPORT: ACADEMIC YEAR 2023-2024

HIGHLIGHTS AND
IMPACT FROM ELON
UNIVERSITY'S OFFICE
OF PROFESSIONAL
AND CONTINUING
STUDIES



ABOUT THE OFFICE OF PROFESSIONAL & CONTINUING STUDIES

Mission: The Office of Professional & Continuing Studies (OPCS) is Elon University's resource for professional and continuing education opportunities. Central to Boldly Elon, OPCS empowers individuals to transform their lives, their communities, and society through a life of learning.

Vision: OPCS extends Elon University's national leadership in engaged teaching and learning by offering the public teaching and research expertise through innovative, flexible programming to meet the educational needs of the future of work and society at-large. Audiences for OPCS programming include working professionals, alumni, faculty, staff, and the local community.

OPCS programming exists in three unique categories:

Professional Education: For practitioners who need continuing education units (CEUs) as part of their career/licensure

Continuing Education: For individuals who want to learn new in-demand skills and satisfy their love of learning

Executive Education: For businesses and organizations who seek customized training and development for their workforce





EXECUTIVE SUMMARY

675

learners took a course through OPCS

22

Elon University faculty members taught continuing education programming

\$100K+

revenue from OPCS courses

30+

courses and certificates offered

64

Elon alumni took a course

38%

of learners are Elon University donors



PROFESSIONAL EDUCATION

For practitioners and clinicians who need continuing education units (CEUs) as part of their career/licensure.

OPCS links industries that require CEUs (ex: physical therapists, physician assistants, nurses, lawyers, educators, accountants, and engineers) with schools and academic units with specific industry expertise. OPCS and academic partners build Elon as a hub for practitioners to elevate their industry expertise and stay current with best practices in their respective fields.

OPCS partnered with the School of Health Sciences and Elon Law to offer three professional education courses:

- Advancing Simulation Practices: A Continuing Professional Development Course
- Concussion/Mild Traumatic Brain Injury Continuing Education Course
- Trade Secrecy, Generative AI, and the COVID-19 Vaccine Development: A Continuing Legal Education Course

BY THE NUMBERS

25

learners

3

courses offered

40%

of participants are Elon alumni

CONTINUING EDUCATION

For individuals who want to learn new in-demand skills and satisfy their love of learning.

OPCS provides two distinct program portfolios in continuing education:

Elon NEXT features 30+ courses and certificates online and in-person in high-demand workforce topics to elevate and transform an individual's career.

LIFE@Elon is a membership-driven lifelong learning program for community members throughout the region who are over the age of 50. Members participate in 24 lectures throughout the academic year across four class sections, book clubs and special interest groups, group travel, and events across Elon's campus.



CONTINUING EDUCATION



Courses and certificates in high-demand workforce topics to elevate and transform an individual's career.

Programming was offered in a variety of in-demand workforce topics including data analysis & visualization, project management, leadership, and digital marketing.

OPCS continuously utilized labor market data, job posting data, workforce surveys, and interviews with hiring managers and industry leaders to ensure programming accurately represented emerging and in-demand workforce skills.

BY THE NUMBERS

140

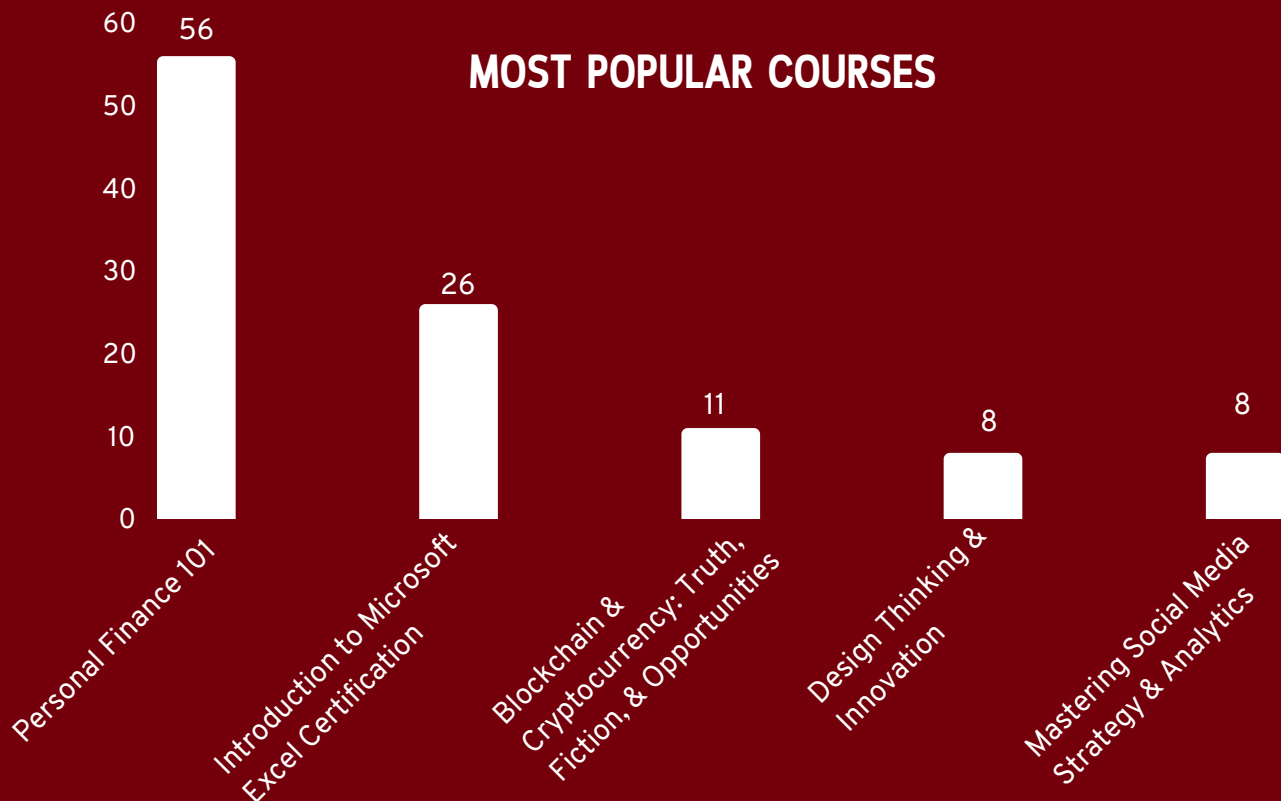
learners took an Elon NEXT course

73%

of learners are Elon University donors

30+

courses and certificates offered



CONTINUING EDUCATION



A membership-driven lifelong learning program for community members throughout the region who are over the age of 50.

LIFE@Elon achieved its largest membership in the 13 year history of the program. In addition to weekly seminars throughout the academic year, members participated in curated educational travel opportunities, special interest groups, and a variety of other initiatives and events across Elon’s campus.

BY THE NUMBERS

510

dues-paying members

\$3.3 MILLION

lifetime commitment of donations
to Elon University by members

30%

of members are Elon University donors

12

national/international travelers through
LIFE@Elon’s educational travel program

39

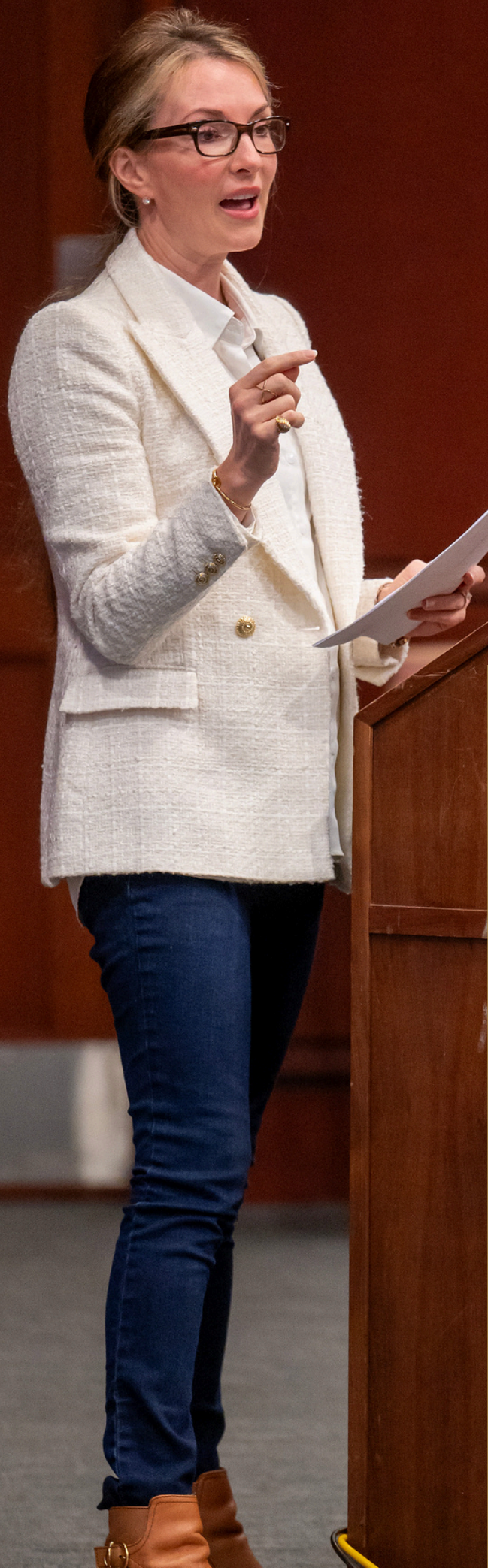
members are registered donors in
Elon’s Anatomical Gift program

430

tickets sold to members for
cultural events across campus

MEMBERS WITH ADDITIONAL RELATIONSHIP TO ELON

Parent of Elon alumni	29
Undergraduate alumni	22
Retired Elon employee	17
Community leader	12
Parent of Elon employee	8
Graduate alumni	5
Grandparent of current Elon student	4
Grandparent of Elon alumni	4
Parent of current Elon student	2
Non-graduating alumni	2



EXECUTIVE EDUCATION

For businesses and organizations seeking customized training and development for their workforce.

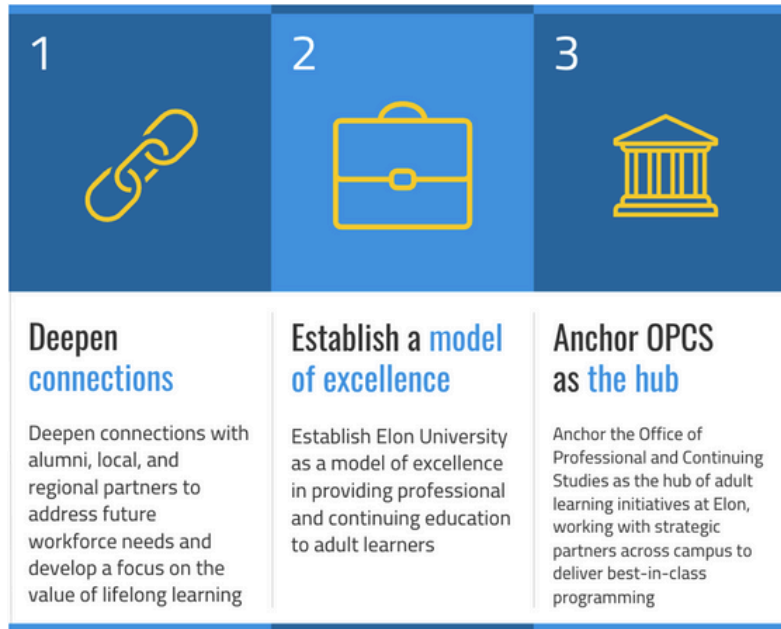
A new area of emphasis, OPCS translates specific organizational needs to dynamic workplace educational outcomes.

Features:

- Customized programming tailored to meet specific organizational needs.
- Company-wide skills audit to identify specific training opportunities.
- Full range of services: planning, design, delivery, management, learner support.
- Flexible delivery; in-person, online, hybrid formats aligned to your needs.
- Taught by Elon University instructors, a top-40 business school, and top-10 "Most Innovative" national university.

THE YEAR AHEAD

OPCS recently completed a strategic plan which sets the course for 2024-2030. The focus of the plan includes three strategic themes:



A sample of the specific tasks for OPCS for the upcoming year include:

BUILD

- topical programming for alumni & other adult learners responding to trends affecting the workforce & society (ex: Artificial Intelligence, civic engagement, etc.)
- LIFE@Elon in-depth courses where members spend multiple sessions exploring a specific topic with expert guidance.
- continuing education offerings focused on increasing diversity, equity, & inclusivity (DEI) & interfaith competencies for workplaces & lifelong learners.
- professional & continuing education opportunities tailored to unique regional hiring needs across Elon's National Campuses (L.A., N.Y.C., Charlotte, Washington D.C.)

LAUNCH

- a career search course targeted at alumni in career transition in partnership with the Student Professional Development Center and Alumni Engagement.

EXPLORE

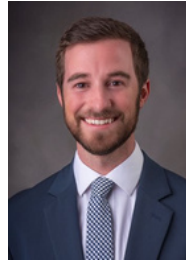
- specific partnerships across campus to support K-12 student interest in lifelong learning (ex: educational camps, pre-college, conferences, exam preparation, etc.)
- a strategy to engage corporate/organizational partners more fully across campus, including conducting research on a potential external partners' council in partnership with the Student Professional Development Center and Advancement.

CONTACT

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