



# DEPAUL UNIVERSITY

SCHOOL OF CONTINUING AND  
PROFESSIONAL STUDIES



TRANSFORMATION FOR SUCCESS: THE PLAN FOR 2019–2022

# TRANSFORMATION FOR SUCCESS: THE PLAN FOR 2019–2022

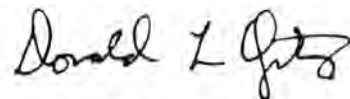
## FROM THE INTERIM DEAN

On July 1, 2019, DePaul University unveiled the **School of Continuing and Professional Studies (SCPS)**. As inheritor of the programs, expertise, and successes of the former School for New Learning and Continuing and Professional Education, SCPS embodies DePaul's ongoing commitment to leading in the adult higher education market, as called upon in the university's strategic plan, *Grounded in Mission: The Plan for DePaul 2024*. Consistent with Goal Four, SCPS offers focus and visibility for a university-wide strategy to "serve the lifelong learning needs of all students," to "[s]ecure DePaul's position as a leading provider of ... continuing professional education," and to "[c]reate ... programs ... responsive to the needs of adult learners."

The faculty and staff of SCPS respond to this call through this strategic plan: *Transformation for Success: The Plan for 2019–2022*. We offer a collective vision for the school's leadership in the adult, continuing, and professional education markets, thereby seeking to realize the university's objectives and goals in this area. Our tripartite vision and set of five priorities emerged from months of conversations that engaged members of our part-time, full-time, and emeriti faculties, staff, students, alumni, and external

stakeholders, both at DePaul and beyond. The ideas of those conversations comprise the agenda for the school, and they inform a vision meant to inspire our strategic work through 2021–2022 and beyond.

"Transformation" is a motif that recurred in many of our conversations, a concept applying not only to the school and its position within DePaul and the broader market, but also to the students we serve who are fundamentally core to our mission and beneficiaries of our collective efforts. Grounded in DePaul's mission and rooted in Vincentian values, the School of Continuing and Professional Studies distinctively honors the dignity of diverse adult learners, whose lives consist of the constant interaction of school, work, community, and family, and yet represent a richness of experience, a source of knowledge, and the platform upon which transformative learning must occur. In embracing this strategic plan, we embark on a course that will ensure success, both for DePaul and the students we serve.



Donald L. Opitz, PhD  
Interim Dean





# OUR VISION

The School of Continuing and Professional Studies will transform lives through engaged, lifelong learning. In doing so, we will thrive, both organizationally and fiscally, and we will be recognized for excellence in adult learning.

## OUR CORE VALUES

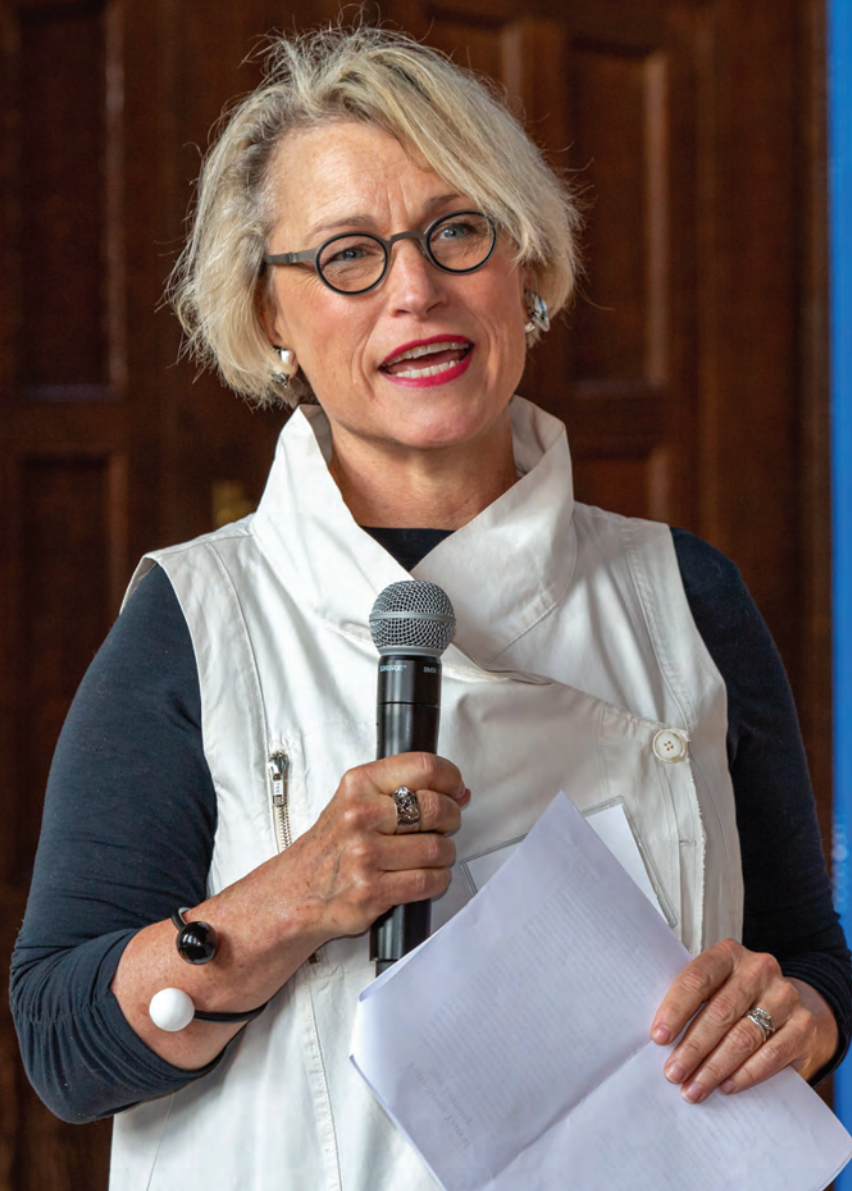
- LEARNER AND LEARNING CENTEREDNESS
- LIFELONG LEARNING
- LIBERAL AND INTERDISCIPLINARY LEARNING
- EXPERIENCE-BASED LEARNING
- SOCIAL ENGAGEMENT
- CULTURAL COMPETENCY
- DIVERSITY, EQUITY AND INCLUSION
- INNOVATION
- MARKET RESPONSIVENESS
- SUSTAINABILITY



*"This is a really ambitious plan and I support the directions in which you are going."*

**—Pamela Tate, SCPS Adult Learning Fellow  
in Residence**





*Your Education.  
Your Way.*

# OUR GOALS AND OBJECTIVES

## GOAL 1

POSITION AND ADVANCE THE SCHOOL AS A UNIVERSITY CENTER OF EXCELLENCE FOR ADULT LEARNING.

- A. Be an advocate and resource for effective and tailored adult-focused teaching strategies and services for the university, while cultivating a culture that celebrates adult learners' distinctive characteristics.
- B. Be a center for prior learning assessment.
- C. Be a hub for online innovation.
- D. Be a generator of stackable/micro-credentials across disciplines.
- E. Be distinguished for excellence in the external market.



*"I chose DePaul because my life-long experiences and business activities could be applied to credit hours, enabling me to complete my degree faster."*

—Gail Zelitzky, SCPS, MA '15





# OUR GOALS AND OBJECTIVES

## GOAL 2

### GENERATE AND DELIVER INNOVATIVE, QUALITY AND MARKET-RESPONSIVE PROGRAMS.

- A. Optimize program array through curricular quality, stackability, innovativeness, market-responsiveness, and applicability.
- B. Expand, enhance, and innovate in online program delivery, including the adoption of new modalities, technologies, and strategic third-party vendor partnerships.
- C. Harmonize program offerings by leveraging a common core curriculum, both on the undergraduate and graduate levels.
- D. Add new degrees, certificates, and external partnerships.
- E. Simplify, and strengthen, curricular pathways to promote students' success—steady academic progress, achievement, retention, graduation, and post-graduation outcomes.
- F. Assess and modify the program profile in response to success criteria and market trends.





## GOAL 3

### STRENGTHEN SYSTEMS AND SERVICES FOR STUDENTS' SUCCESS ACROSS THE LEARNING LIFECYCLE.

- A. Expand high-touch and relational outreach strategies to prospective students, engaging best practices to recruit among diverse demographics, including areas outside metropolitan Chicago.
- B. Prepare students for success and ongoing engagement through orientation, advising, networking, academic support, and celebrations.
- C. Strengthen retention and graduation rates through a comprehensive strategy attending to all dimensions of student success.
- D. Expand student, alumni and community partners' engagement in school planning and decision-making.
- E. Encourage civic engagement, free speech, and civil exchange of ideas.
- F. Embrace and advance diversity, equity and inclusion in all areas of student engagement.



# OUR GOALS AND OBJECTIVES

## GOAL 4

DEFINE, DIFFERENTIATE, AND PROMOTE THE SCHOOL'S VALUE PROPOSITION.

- A. Enhance brand awareness through brand positioning, advertising campaigns, website optimization, and print and electronic marketing materials.
- B. Define and maximize the visibility of the school's value proposition through ongoing public relations and mutually-beneficial collaborations.

*"I would not be where I am now in my professional career without DePaul."*

—Barbara Lewis, SCPS, BA '11, MA '17





## GOAL 5

### ENSURE SUSTAINABILITY THROUGH GROWTH, EFFICIENCY, AND PERSONNEL WELLNESS.

- A. Strengthen the school's fiscal health through aggressive revenue growth, especially through new enrollments, retention, external partnerships and cohort programs, and expanded continuing education and corporate training programs.
- B. Realize greater cost savings by prioritizing revenue-generating faculty load effort and decreasing departmental expenses and indirect costs.
- C. Increase major grant and donor gifts, especially in support of endowed scholarships and revenue-generating, mission-centric initiatives.
- D. Promote personnel wellness through standards for healthy work-life balance, mentoring, professional and life-wellness development, involvement in decision-making, positive morale, alignment between work duties and job functions, and healthy workload parameters.
- E. Proactively build and sustain an organizational culture that embraces academic freedom, civil exchange of ideas, diversity, equity, and inclusion throughout operations.



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*"The exposure, immersion and experience  
students gain at DePaul really sets them  
up for success."*

—Bevon Joseph, SCPS, BA '19