

Pivoting Through a Pandemic: How Non-Credit Offerings Thrived in an Online Format

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Introduction

- ▶ Assistant Director of Non-Credit Programs at SIUE
- ▶ In current role for 4 years
 - ▶ Focus on development of non-credit courses/offerings
 - ▶ Marketing oversight
 - ▶ Summer Camp oversight
 - ▶ Lifelong Learning oversight
- ▶ Prior to this role:
 - ▶ Conference and Event Coordination for 6 years
 - ▶ Building Management for 2 years

Outcomes

- ▶ Show other programs a model of how we were successful in providing offerings in an online format and pivoting quickly to make this happen.
- ▶ Give ideas for programming that could be duplicated in other program settings.
- ▶ Provide facilitators and program directors with tips, tricks and tools to be successful in providing online programming.
- ▶ Provide marketing tips and tricks to offer courses outside of immediate marketing area.

Life Before a Pandemic



▶ 2018

- ▶ 4 courses offered consistently
- ▶ No catalog was offered
- ▶ Facebook page only
 - ▶ Not regularly updated
- ▶ All courses on-ground at SIUE
- ▶ 5 Conferences
- ▶ LLL - 47 speakers/30 active members
 - ▶ For year

▶ 2019

- ▶ Approximately 40 courses offered consistently
- ▶ Partnerships with area libraries and community partners
- ▶ Still fully on-ground, but now some hosted in community
- ▶ Twitter, LinkedIn and Instagram accounts launched
 - ▶ All posted on regularly
- ▶ 5 Conferences
- ▶ LLL – 52 offerings/35 active members
 - ▶ Offerings expanded to include library speakers and trips



Pandemic Programming

▶ 2020

- ▶ Spring semester all offerings canceled
- ▶ By summer, pivot to online occurred with 6 instructors and around 15 courses
- ▶ By fall, instructors willing to offer some things online, back up to around 30 courses
- ▶ No catalog mailing in fall semester to cut back on costs – Postcard Instead
 - ▶ Utilized Social Media, Chamber and Constant Contact Lists to email out a catalog

▶ 2021

- ▶ Pivoted to fully online for spring semester
- ▶ Mailed catalogs
- ▶ Lifelong Learning Program offering speaker series via Zoom
 - ▶ 20 members consistently
- ▶ Conferences/Events
 - ▶ Grew to 10 events
 - ▶ Online format – registrations from Canada, New York, etc.
- ▶ Summer and Fall semesters allowed for new Hybrid format implementation

"A New Normal"

▶ 2022

- ▶ 75+ Non-Credit Offerings in a Hybrid Format
- ▶ Mailing 60,000 catalogs a semester
- ▶ LLL participation increased by 19% this semester to 50 members total
 - ▶ Hybrid format introduced
- ▶ 11 Conferences/Events
- ▶ Instructors and Registrations from all over the nation

▶ Feedback from Participants

- ▶ Take courses from anywhere
- ▶ Work better for career/home life balance
- ▶ Ability to record if missing a session
- ▶ Participate in offerings not previously able to
- ▶ Now able to participate in conferences from all over nation
- ▶ LLL – able to still see speakers when weather is bad or feeling ill



How did we do
it?

HOW DID WE MAKE IT
WORK?

How did we actually do it?

▶ Instructors

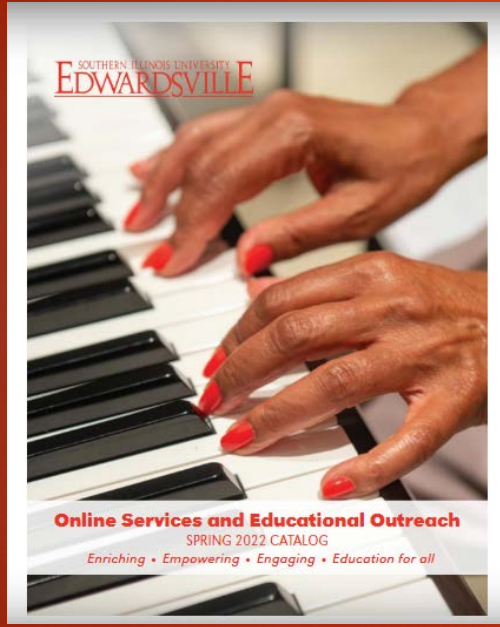
- ▶ Worked with them to make them comfortable on Zoom
 - ▶ Sat on courses and solved issues
- ▶ Allowed them to practice on us before class began
- ▶ Tested out formats and Zoom skills
- ▶ Gave support as Needed
- ▶ Conferences
 - ▶ Presenters given opportunities to test everything beforehand

▶ Participants

- ▶ Emailed Zoom links and offered to assist with getting logged on
- ▶ Offered a variety of courses from one-time to weekly offerings
- ▶ LLL population
 - ▶ Offered sessions to help with Zoom support
 - ▶ First session of each semester is now a catch up
- ▶ Conferences
 - ▶ Able to call office to receive assistance



Catalog Revamp



- ▶ Fall/Spring 2020-2021 gave opportunity to look at marketing materials
- ▶ Launched new layout for Summer 2021
- ▶ Worked with University Marketing
 - ▶ Used examples
 - ▶ Catalog now:
 - ▶ More visually appealing
 - ▶ Better representative of offerings/office
 - ▶ More widely distributed
 - ▶ Makes people want to open it!
- ▶ LERN Award winner for Fall 2021



Instructor Highlight:
 Tiffany Smith is teaching French Macarons for this semester and we are grateful to have her given her past experience! 🍪 🇫🇷
 She is worked with Panera, Le Cordon Bleu College of Culinary Arts amongst other positions in leadership in both the business and culinary world.
 Tiffany has a passion for food and educating people about food. Having catered events as large as 400 people and currently teaching enrichment cooking classes at St. Louis Community College, Tiffany has kept on top of food trends and brings her infectious passion for food to every opportunity she is given.
 Thank you for working with us Tiffany!



Utilize Social Media



Facebook/Twitter

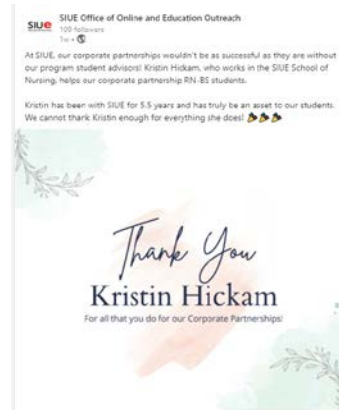
- Created Social Media Calendars
- Focused on office as whole
- More highlight posts about happenings
- Interactives posts with polls, giveaways, visit us here
- Post at least 5x a week

LinkedIn

- Focused on our professional development side
- Did FAQs about ADCs and CP
- Featured our partners in courses and CP
- Highlighted area business achievements
- Share job openings
- Post at least 3x a week

Instagram

- Utilized professional photography from campus photographer
 - Built a cache of photos to use
- Focus on photos to tell story of courses
- Give an insider look into courses
- Post at least 4x a week



National Organization ListServes

LERN (Learning Education
Resources Network)

UPCEA (University
Professional and
Continuing Education
Association)



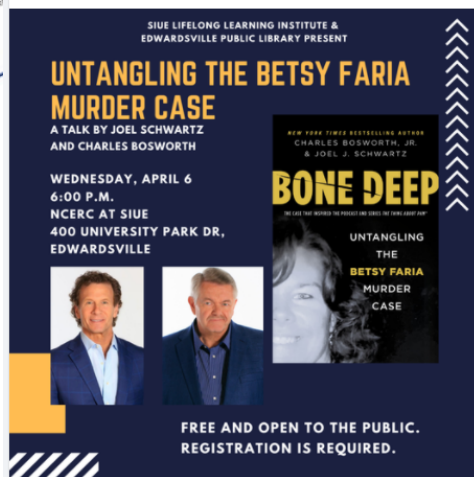
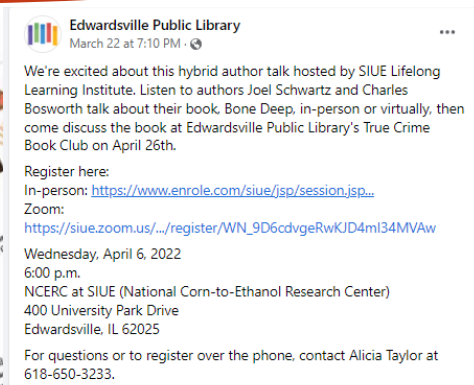
"Information That Works!"

- ▶ National Organizations with Non-Credit Component
- ▶ LERN geared toward non-credit realm
- ▶ Both allow others to share information and upcoming events
- ▶ LERN has page where individuals can posts courses for the entire nation to participate in
- ▶ Allowed us to share information nationally/internationally



Willingness to Try Anything

- ▶ Chambers of Commerce
- ▶ Area Library Social Media/Emails
- ▶ Constant Contact Schedule
- ▶ Free Offerings
 - ▶ Diversity Sessions
 - ▶ Free Speakers at libraries (through Zoom)
 - ▶ Partnerships with Chambers
- ▶ Ask for help from area partners



Courses that Thrived

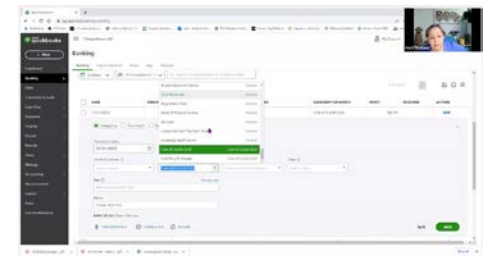


Personal Development

- ▶ Yoga Courses
- ▶ Cooking Courses
- ▶ Beginning Spanish
- ▶ Guitar Series
- ▶ Beginning/Intermediate Drawing
- ▶ Genealogy Research
- ▶ Mindfulness & Meditation Courses

Professional Development

- ▶ Introduction to Quickbooks
- ▶ Data Analytics Series
- ▶ Spanish for Healthcare Professionals
- ▶ FAA Remote Pilot Drone Certification
- ▶ Grant Writing Series
- ▶ Conference Attendance Overall



Online Tips, Tricks and Tools

Tips

- Be patient!
- Start with just a few offerings and build from there
- Find instructors who are overly engaging in person – will be more engaging in an online format
- More interactive courses, the better
- Don't give up if doesn't do well first time out

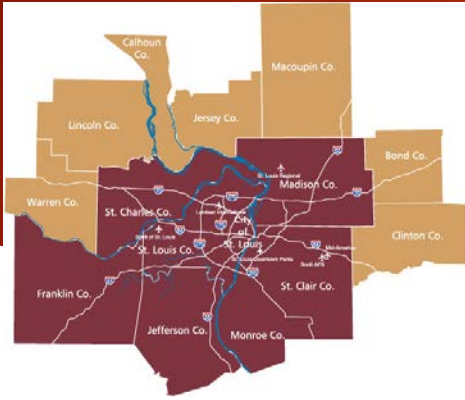
Tricks

- Utilize your current instructors, speakers, etc.
- Reach out to local business, chambers, and libraries for partnerships
- Start with things that currently have large participation and put one session online
- Increase presence on social media

Tools

- Social Media schedulers such as HootSuite
- Canva
- Zoom Registration Options
- Constant Contact
- Professional Organization Listservs
- University/Community Listservs


Now What?



▶ Where do we go from here?

- ▶ Continuing to offer online offerings
- ▶ Utilizing our registration software more robustly
- ▶ Increasing our outreach into outlying communities
- ▶ Tailoring offerings to our community members
- ▶ Figure out new ways to stay relevant with community members

▶ Future Endeavors

- ▶ Launching a Tik Tok Channel 
- ▶ Focusing on programming in our underrepresented communities
- ▶ Expanding our Lifelong Learning programming into Intergenerational opportunities
- ▶ Expanding Conference Services
- ▶ Expanding into overseas trips in Summer 2023





Questions?

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