



# DREAM BIG

DIVISION OF CONTINUING AND INNOVATIVE EDUCATION

THE UNIVERSITY OF TEXAS AT AUSTIN

2011 Annual Report



“The Division of Continuing  
and Innovative Education  
at The University of Texas  
at Austin has become a  
laboratory for ubiquitous  
learning—unlimited by time  
or distance.” — Dr. Linda L. Glessner

# Colleagues and friends:

As young children, we are encouraged to dream big. To focus on what we *can* do, rather than on what we can't. The mission of the Division of Continuing and Innovative Education (CIE) at The University of Texas at Austin is to do the same. To open doors. To find solutions. To help people—young and old—achieve their greatest dreams.

In the past year, CIE has made great strides to achieve this mission. We have also refocused our programs to more closely reflect the mission of the university and to better serve non-traditional students—both here in Austin and around the world.

Whether it's collaborating to offer special lectures, authoring a chapter in a CIE publication or tapping into the university's excellent faculty to teach an Informal Class, CIE draws on the multiple strengths of the university to develop new programs and partnerships that serve learners in Austin and around the world. The possibilities are endless, and CIE invites you to contact any member of the executive leadership team if you have an idea that you want to bring to life.

This report offers an inside look at the real-life impact of CIE programs. We invite your feedback and ask for your support as we continue on this journey.



A handwritten signature in orange ink that reads "Linda L. Glessner". The script is fluid and cursive.

*Dr. Linda L. Glessner, Executive Director  
Division of Continuing and Innovative Education  
The University of Texas at Austin*

STUDENTS

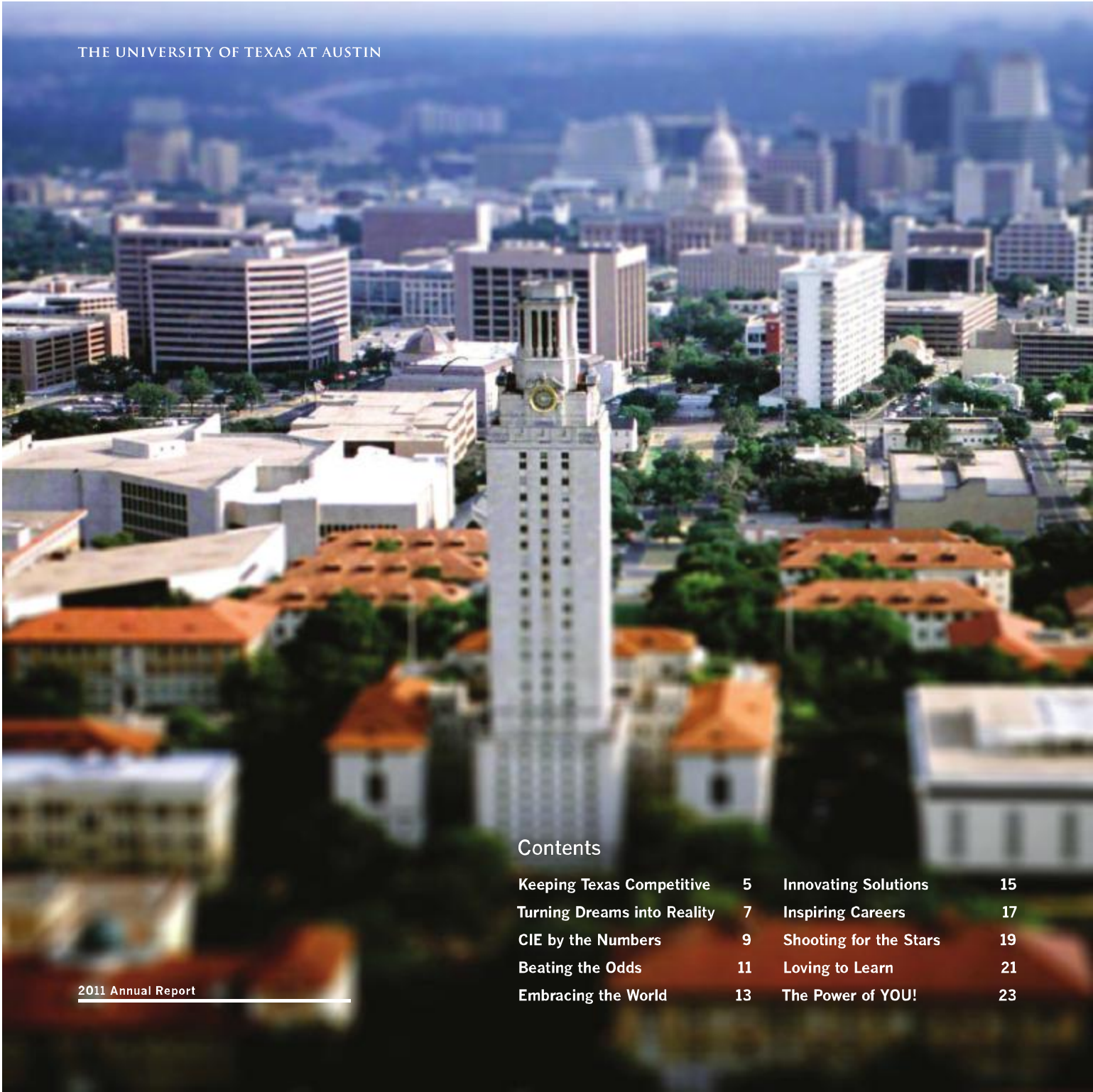
EDUCATORS

PROFESSIONALS

LIFE LEARNERS

Division of Continuing &amp; Innovative Education





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# Keeping Competitive

For over 100 years, CIE has worked to fulfill its mission of making The University of Texas at Austin a resource for all people—in Texas and beyond. We do this to both transform individual lives and to promote economic development in Austin and across the state.

## Economic Development

One of the few bright spots in the nation's sluggish economy is the continued resilience and power of Austin, Texas. Businesses continue to grow and workers are moving here from around the country dreaming of a better life. In 2010, Kiplinger's Personal Finance named Austin the number one city for business growth and a "hotbed of new business creation."

One of the main ways CIE supports this booming economic development is by working with state and local business leaders to develop non-traditional learning opportunities in response to growing workforce needs. CIE produces high-quality, affordable and accessible learning opportunities for Austin's growing population.

## Helping Texas Workers Succeed

- To ensure that Texas' oil and gas industry has the workers it needs to survive an impending wave of industry-wide retirements, CIE's Petroleum Extension Service (PETEX™) has introduced innovative e-learning tools to better serve global workers.
- To meet the rising need for middle and high school teachers certified to teach advanced courses, CIE's Advanced Placement Summer Institutes (APSI) program trained 671 teachers in 2011.
- To address the need for more skilled healthcare workers in the Austin area, CIE has launched Pharmacy Technician and Medical Interpreter training programs. Additional Professional Development Center (PDC) programs are in the works.

# #1

Texas' business climate was ranked the best in the nation in 2011 by three leading economic development authorities.

Source: Site Selection Magazine, Area Development and Development Counselors International, 2011

# #13

Austin has overtaken San Francisco as the 13th largest U.S. city.

Source: National Center for Education Statistics, 2011



# 37.3%

Austin's population has grown 37.3% from 2000-2010, compared to 20.6% in Texas and 9.7% in the United States.

Source: U.S. Bureau of the Census, 2012



Division of Continuing & Innovative Education



WHETHER IT'S  
FINDING YOUR  
PASSION OR  
LEARNING NEW  
SKILLS, CIE IS IN  
THE BUSINESS OF  
TURNING DREAMS  
INTO REALITY.



- UEX **PARTNERS** with the Department of Middle Eastern Studies for Summer Language Institutes.

- CIE rescues UT's **INFORMAL CLASSES** program and sees enrollments jump.

- First class of PDC's Small Business Development Program **GRADUATES** at Austin City Hall.

- Global oil workers use **ADVANCED TECHNOLOGY** at PETEX's Learning and Assessment Center, Houston.



- PDC offers its first **INTERNATIONAL** business program at the Universidad de Monterrey, Mexico.

- PDC offers 75 **ONLINE** professional development courses, including industry-specific certificate programs.



# 2010-2011: TURNING DREAMS INTO REALITY



- ◆ Over **1,800** migrant students earn course credits through K-16's Migrant Student Program.

- ◆ The first class of students at Morocco's Amicitia School graduates from the **UT ONLINE** High School.



- ◆ Roughly **2,000** students are served by the University of Texas-University Charter School annually.

- ◆ **LUCHA** combats high school drop-out rates among Hispanics in 30 **TEXAS** school districts.

- ◆ **PETEX** launches variety of exclusive **E-LEARNING** tools, including a virtual oil rig and Learning Stick™.

- ◆ The first class of students at Vietnam's Nam My School **GRADUATES** from the UT Online High School.



- ◆ **UT Online High School** becomes the first accredited Texas online high school approved by the **NCAA**.

- ◆ Students gain increased value from UEX's extensive content upgrades to 44 **ONLINE** course offerings.





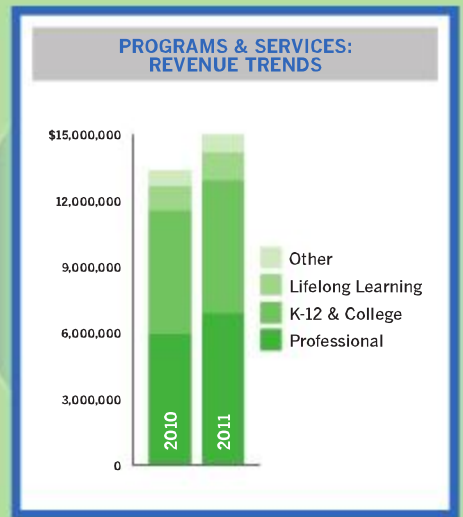
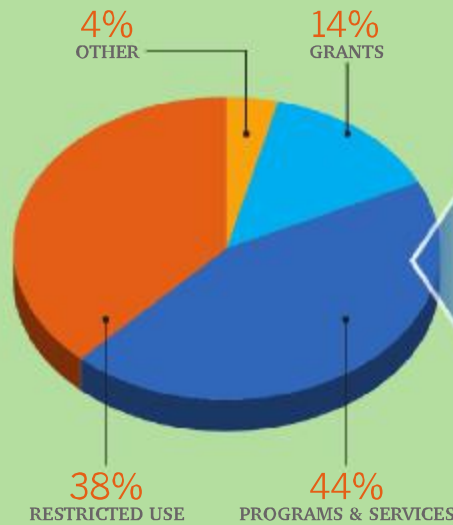
# CIE BY THE NUMBERS



**251,322**

People served 2010-2011

## REVENUE SOURCES



CIE helped **8,932 professionals** build new businesses, expand their skills and improve their chances for career advancement.

## ENROLLMENTS

50%  
ONLINE

50%  
CLASSROOM

64%  
NON-CREDIT

36%  
CREDIT



CIE's programs and services reach students and clients in **58 of 196 countries** around the world, representing a 30% global footprint.

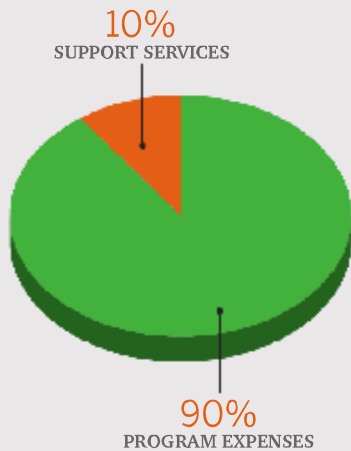


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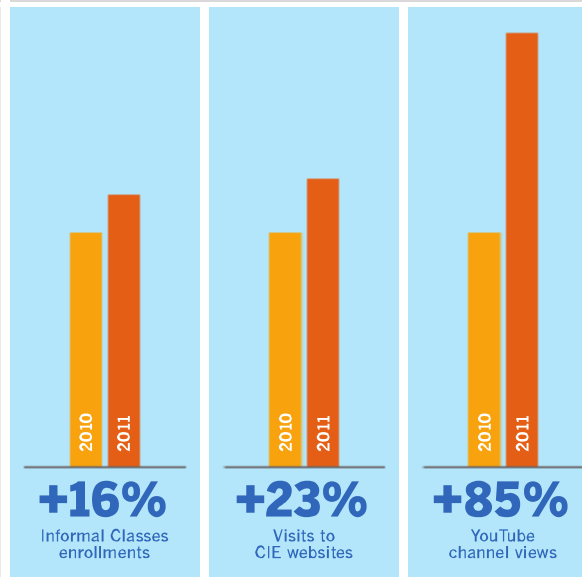
Age range of CIE students

#### EXPENSES

##### HOW CIE'S EXPENSES ARE ALLOCATED



#### ENGAGEMENT



**83,000**

PETEX training publications shipped or downloaded



**87,847**

GEDs Scored

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**LUCHA™ PROGRAM**

Language Learners at the University of Texas at Austin Center for Hispanic Student Achievement (LUCHA™) reaches out to Spanish-speaking students from Mexico to help them transfer credits to Texas public schools, master core academic subjects and graduate from high school.

**MIGRANT PROGRAM**

The Migrant Student Graduation Enhancement Program helps children of migrant workers graduate high school by providing special services, such as distance learning, to earn required class credit.

**UNIVERSITY OF TEXAS-  
UNIVERSITY CHARTER SCHOOL**

The University of Texas-University Charter School (UT-UCS) is a public charter school funded through the Texas Education Agency. With 180 faculty and staff serving students in 14 facilities across Texas, UT-UCS provides educational services to students unable to attend traditional schools, including students in intensive gymnastics training or residing in a maternity home, a residential facility or treatment center, a psychiatric hospital or a shelter for families fleeing from domestic violence.

# Beating the Odds

CIE is committed to diversity and helping students from all economic and ethnic backgrounds overcome the odds and achieve their dreams. Two key CIE programs serve Texas' growing Hispanic population: LUCHA™ and the Migrant Student Graduation Enhancement Program.

## Valedictorian Thanks LUCHA™ for Guidance and Support

At the age of 13, Eduardo Gonzalez moved with his family from Mexico to Texas. Who would have guessed that five years later he would be the valedictorian of his high school class and on his way to study international law on a full scholarship?

None of this would have been possible without LUCHA™. When Eduardo arrived at Donna High School, he spoke limited English and didn't have any friends. LUCHA staff members worked with Eduardo to ease his transition into American public schools. One way they helped was by making sure he was placed in the right level classes and got credit for classes he had already completed.

"LUCHA was a great resource for me. I needed guidance, and LUCHA and my teachers really helped. I also got to know the other LUCHA students. We became very close, almost like a family," Eduardo said.

## Migrant Students of the Year Chase Their Dreams

High school students Eric Guajardo and Jessica Reyna were recently named "Students of the Year" at CIE's annual Migrant Student Recognition Ceremony. Both students received \$2,000 college scholarships funded by a gift from ExxonMobil.

For many years, Eric and Jessica worked in the fields with their families. Eric, who graduated first in his class, is now heading to Harvard University to pursue his dream of becoming a physician. Jessica, who graduated with a 3.7 GPA, plans to study pre-med at Baylor University.

# #2

Texas has the second largest migrant education program and the largest interstate migrant student population in the U.S.

Source: Texas Education Agency, 2011

# 15.1%

At 15.1%, the national dropout rate of Hispanic students has improved in the past 20 years but remains the highest in the nation.

Source: National Center for Education Statistics, 2010

# 3,500

Since 2006, LUCHA has helped more than 3,500 students achieve their dream of graduating high school.

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# #30

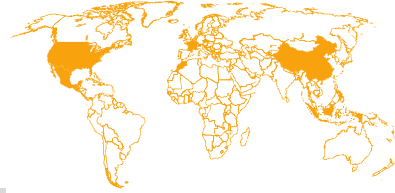
The Center for World University Rankings has ranked The University of Texas at Austin number 30 in its list of the world's top 100 universities.

Source: The Center for World University Rankings, 2012



# Embracing the World

Although CIE calls Austin home, its programs and services have a global reach. And CIE continues to expand its global footprint by collaborating with faculty at The University of Texas at Austin to develop new programs in exciting destinations around the world.



## New University Collaboration Offers Trip of a Lifetime

CIE has recently embarked on a new collaboration with the university's College of Fine Arts. At the center of this partnership is Casa Herrera, a university-owned teaching and research center located in the heart of Antigua, Guatemala and managed by Fine Arts.

Plans are in motion for several ongoing educational and cultural exchange events at the Casa through CIE's Professional Development Center (PDC). Recently, a group of travelers, led by CIE's Dr. Linda Glessner, traveled from Austin to Antigua to explore local points of interest such as gleaming cathedrals, sprawling coffee plantations and colorful artisan markets. University scholars were also on hand to lead historical walking tours and interactive discussions. PDC also recently piloted a professional development course at the Casa designed especially for professionals in Guatemala.

## Students Earn U.S. Diplomas Halfway Around The World

The Nam My Private School in Vietnam has partnered with the University of Texas Online High School (UTHS) to help its students realize their dreams of earning U.S. diplomas and attending college in the United States.

"An international education helps me learn more about other countries and different cultures," said Tran My Liem, a Nam My student and UTHS graduate. "I hope to come to the United States to enter college. I want to study architecture, design or business."

The entire UTHS curriculum, wholly presented in English, is the first offering of its kind for Vietnamese students. The first cohort of Nam My/UTHS students recently graduated in a ceremony on the Nam My campus.

## PETROCHINA

CIE is also "embracing the world" by offering training to overseas professionals. For example, in 2011 PetroChina, the largest oil company in China, sent a team of workers to PETEX's Learning and Assessment Center to learn about the U.S. oil and gas industry. PETEX developed customized classes that introduced PetroChina to Western-style management practices, structure and terminology. PETEX's expert instructors also shared case studies and engaged the team in discussions about different business models.

## DID YOU KNOW?

What do Dell, Freescale Semiconductor, Whole Foods and Convio all have in common? They are all global companies with headquarters in Austin that have tapped into CIE for professional training.

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# 24

The K-16 Education Center offers 24 online Credit by Exam (CBE) options. CBE enables students in grades 6-12 to earn high school credits by passing an exam in a subject in which they have received prior instruction.

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# 50%

Within the coming decade, up to 50 percent of the total workforce in the oil and gas industry is expected to retire.

Source: IDC Energy Insights, 2010

# Innovating Solutions

Whether it's offering online Credit by Exams for high school students or training the next generation of oil and gas workers, CIE is all about fulfilling educational needs with timely, affordable and accessible solutions that transform lives.

## PETEX: Changing the Face of Workforce Training

The Petroleum Extension Service (PETEX) is a shining example of what CIE does best—developing real solutions to real problems. One important challenge that PETEX is tackling head on is the oil and gas industry's desperate need for trained workers to take over operations from retiring workers.

No stranger to innovation, PETEX has developed several strategies to train the next generation of workers. One of these tools is the PETEX Learning Stick™, a portable USB device that contains customized e-learning modules, e-books, assessments and skills analysis that can be accessed with or without an Internet connection. This device is not only practical for use on oil rigs, where Internet connectivity is limited, but for anyone who needs or wants to access training materials anywhere, on any computer.

## Online High School Offers Athletes Shot at the Top

The AESA Prep Academy, a small, private school located in Austin, was established to address the unique needs of elite student tennis athletes, many of whom require three or more hours a day of training to stay competitive. The school provides students with a more flexible learning environment to help them achieve their dreams—whether it's winning a scholarship, playing college tennis or playing professionally.

To provide her students with strong academics and ensure their success in college, AESA Prep Academy's Head of School Barbara Garza turned to the University of Texas Online High School. "Having the UT high school curriculum makes all of this possible. The curriculum is really rigorous. If you can make it through these courses and do well in these courses, you are totally ready for college," said Barbara.

## PETROLEUM EXTENSION SERVICE (PETEX)

Since 1944, PETEX has been a leading educator and a trainer of choice for the oil and gas industry.

In addition to offering online learning, webinars and instructor-led training courses in Houston and around the world, PETEX is a prolific publisher. Over the years, PETEX has published hundreds of textbooks, videos, presentations and educational materials, many of which have become industry classics.

## UNIVERSITY OF TEXAS ONLINE HIGH SCHOOL (UTHS)

Fully accredited by the Texas Education Agency, UTHS was authorized by the Texas State Board of Education in 1998 to provide a complete online high school curriculum and to award diplomas. UTHS serves a diverse student population, including students with professional careers, athletes, home-schoolers, students living in remote or foreign locations, older students and students who want to accelerate their education.

Graduates of UTHS have been accepted by such prestigious universities as The University of Texas at Austin, the University of California at Los Angeles, Johns Hopkins University, the University of California at Berkeley and Pennsylvania State University.



Division of Continuing & Innovative Education



**PROFESSIONAL DEVELOPMENT  
CENTER (PDC)**

The Professional Development Center is dedicated to helping both individuals and organizations develop new capabilities and improve performance. PDC's Corporate Learning Solutions provides customized training catered specifically to client's business needs. PDC's high quality courses, certificate programs, consulting, coaching and facilitation services are available online, onsite and on the university campus.



# Inspiring Careers

Today's global economy demands a new type of worker, one that is adaptable, innovative and always ready to learn. CIE offers a range of learning opportunities for everyone from recent graduates to aspiring entrepreneurs and older adults embarking on a second career.

## Turning Business Dreams into Reality

For years, Elayne Crain dreamed about starting her own business. When she was ready to make the big leap, she turned to University Extension (UEX). Although Elayne already held degrees in business, she wanted more practical guidance. She found both at UEX. "Taking *Foundations of Entrepreneurship* was instrumental to me achieving the goal of starting my first business," she said. The popular course covered everything from writing a business plan to marketing and accounting.

Today, Elayne is the proud owner of Austin Sugarworks whose products are not only sold at leading Austin retailers but also in New York City. "Taking the course is really an investment in your dream that will pay you back in more ways than any old book."

## It's Never too Late to Follow a Dream

In December 2011, Rosie Mendez was among the first graduates of the Professional Development Center's (PDC) new Paralegal Certificate Program. "When I was growing up, I wanted to go to college and study law. But, I met my husband right out of high school, and we got married. Life took me in another direction," Rosie said.

At the age of 50, Rosie started researching different paralegal programs. When she discovered PDC's Paralegal Certificate Program, she knew it was the right fit. "It was always a dream of mine to study at the University of Texas," she said. "It was a bit overwhelming at first. But I jumped in."

Since earning her certificate, Rosie has worked at several law firms and sees a bright future for herself. "I'm on to bigger and better things. Why not try something new and follow that dream?"

# #1

In July 2011, Fiscal Times tagged Austin as the number one place to start a business.

Source: Fiscal Times, 2011

# 5<sup>th</sup>

In 2011, The Atlantic ranked Texas fifth on its list of top 10 states for entrepreneurship and innovation.

Source: The Atlantic, 2011

# 20+

The Professional Development Center (PDC) has partnered with the City of Austin since 2009 to provide instructors in more than 20 subjects for its Small Business Development Program.

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#### UNIVERSITY EXTENSION (UEX)

University Extension offers a wide range of evening and online classes from the course inventory of The University of Texas at Austin. Students can take online college credit courses at their own pace from anywhere in Texas or around the world. Roughly 5,000 students enroll in UEX courses and programs annually.

UEX courses help students meet a variety of educational goals. Some want to fulfill an undergraduate core curriculum requirement or a graduate school prerequisite. Some want to gain new skills to help them in the job market through the Business Foundations Certificate. Others simply want to find new ways of earning college credit.

***“Because of UEX I was able to take an online physics class and complete my degree. With my high deployment rate I would never have completed my degree otherwise.”***

— Master Sgt. Daniel D. Halverstadt,  
U.S. Air Force Test Pilot School

# Shooting for the Stars

Dreams come in all shapes and sizes. For some, it's earning a college degree. For others, it's starting a brand new career. With its diverse and accessible mix of educational programs, CIE helps people all over the world shoot for the stars and achieve their dreams.

## UEX Helps Peace Corps Volunteer Change Careers

In 2009, Adam Fivenson was working a desk job in marketing, but never stopped dreaming of a career in international affairs. To make his dream a reality, Adam needed international experience and a master's degree. So he joined the Peace Corps, where he spent two years in Santo Domingo, the capital of the Dominican Republic. During that time, Adam took two UEX courses to deepen his understanding of the economic challenges he witnessed in the streets of Santo Domingo—and to prepare for graduate school.

"Both my experience as a Peace Corps volunteer and my two UEX economics courses were key to my graduate school application" he said. "Thanks to both, I'll be starting my master's in international affairs at Georgetown University this fall."

## UEX Courses Prepare Military Hero for Next Step

Baron Barrera has big dreams. "I always wanted to go back to school and complete my education. Joining the military was a step in making that dream a reality," he said. Baron took six courses with UEX while on active duty with the U.S. Coast Guard. Because he was always on call, the flexibility of UEX online classes was the perfect fit. "By taking self-paced online classes, I gained a quality education despite my hectic work schedule," Baron said.

Baron will soon begin a highly selective joint bachelor's/master's degree program in environmental sciences at the University of Southern California. All six of his UEX courses transferred over. "I would not be prepared for this program if it weren't for my experience with the University of Texas."

# 6.1m

Over 6.1 million U.S. students were taking at least one online course during the fall 2010 term.

Source: The Sloan Consortium, 2011

# 31%

In the U.S., 31 percent of higher education students now take at least one course online.

Source: The Sloan Consortium, 2011

# 65+

Americans are retiring later in life. A new high of 36 percent of Americans say they expect to keep working after age 65, up from only 11 percent in 1996.

Source: Employee Benefit Research Institute, 2011



Division of Continuing & Innovative Education

***“The most important reward has been the continuing intellectual stimulus that comes from learning about many things that ordinarily I would not have focused on.”***

— UT OLLI member Bernard Ortiz de Montellano

**OSHER LIFELONG LEARNING INSTITUTE (UT OLLI)**

Part of a national network of lifelong learning programs, UT OLLI provides stimulating, non-credit educational programs for its more than 1,800 members, most of whom are retired or semi-retired. Members have access to weekly lectures and seminars, educational field trips, social events and special interest groups.

Funded with support from the Bernard Osher Foundation, UT OLLI added a fifth program in 2009, UT NOVA, to meet the continuing interest in membership. All classes are held on the university campus in the Thompson Conference Center.



# Loving to Learn

There may be no better city in the world than Austin, Texas, for people who simply love to learn. With more than 300 informal classes, 100 UEX courses and one of the most sought after senior learning programs in the nation, CIE leaves no stone unturned.

## UT OLLI Offers Stimulation to Seasoned Adults

CIE's Osher Lifelong Learning Institute (UT OLLI) offered Lia Clarkson a special lifeline at a time when she was having trouble finding her way from one day to the next. After four years of being the primary caregiver for her beloved husband, who was terminally ill, she could hardly discuss any subject beyond cancer or the weather.

"Joining UT OLLI's FORUM offered me much more than a place to be on Fridays. It introduced me to delicious ideas from the best and brightest that UT and the Austin community had to offer. It showed me the true nature of luxury—the luxury of learning, sitting in a room with scholars sharing what they had spent a lifetime studying, bringing even the most esoteric concept down to my level. All I had to do was sit and listen. Better still, I had 350 new best friends to share the excitement."  
— Lia Clarkson, UT OLLI FORUM member

## Informal Classes

In the fall of 2010, Informal Classes was re-launched under the umbrella of CIE. Since that time, enrollment in classes has grown from 3,835 participants in 2010 to 4,437 participants in 2011, a 16 percent jump—in just one year. Considered a community treasure by many Austinites, the popular non-credit courses were even voted as "Best in Austin" in 2011 by Austin Chronicle readers.

Filling a niche in Austin's growing community for inexpensive personal enrichment classes, Informal Classes is eclectic by design and, for many, life-affirming—opening new doors and fulfilling life-long dreams. Whether participants dream of learning the Texas Two-Step or learning to speak a new language, Informal Classes is bound to offer a class that fits any need.

# #1

Baby boomers have made Austin their number one retirement destination. They cite the "intellectual stimulation" found at the university among the top reasons for its popularity.

Source: ABC News Feature Story, 2011

# 85+

The life expectancy of Americans is expected to reach 85 and older by the year 2030.

Source: National Institute on Aging, 2011

41,490

142,173

# 242%

Increase in Web visitors to Informal Classes website from 2010 to 2011.

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#### WHY YOU SHOULD GIVE

Maybe you took an Informal Class that changed your life and you want to donate as a way of giving back.

Or maybe a family member benefited from UT OLLI and you want to help give others the same opportunity.

Or maybe you want to give a migrant student a fighting chance at the American dream.

Or maybe you want to help students at the University of Texas-University Charter School who are unable to attend traditional schools.

"UT has taken on some of the biggest challenges through the University of Texas-University Charter School. There can be no more critical and noble work than educating children who face challenges most of us will never know."

— President Williams Powers, Jr.

**THROUGH CHARITABLE GIVING, YOU HAVE THE POWER TO CHANGE LIVES, INCLUDING YOUR OWN.**



Jessica Reyna, 2012 Migrant Student of the Year

# The Power of YOU!

We all have dreams. Whether it's finding one's passion, starting a business or simply learning a new skill, CIE strives to offer the best educational resources available so that our client's dreams become reality. Won't you join us in helping to make dreams come true?

## Building a Community

The Division of Continuing and Innovative Education (CIE) at The University of Texas at Austin is a cost-recovery unit. What this means is that all of our programs must pay for themselves. We are rightfully proud of our financial stewardship and the fact that our customers value what we do enough to pay the modest tuition we charge to cover our costs.

But if CIE is to grow, reach even more people and keep our programs innovative and affordable, we need to build a community of donors—individuals, foundations, corporations and more. To achieve these goals, CIE is actively seeking charitable donations and in-kind support.

The CIE Strategic Investment Fund was established in 2010 to provide an ongoing funding source to develop new, innovative programs. CIE has provided seed funding, but is seeking lead investors and individual donors to help us reach our \$1 million fundraising goal.

## Get Connected

For more information about CIE or how your gift can make a difference, please contact Stacy McCracken, CIE's Deputy Director for External Relations, at (512) 232-5148 or at [stacy.mccracken@austin.utexas.edu](mailto:stacy.mccracken@austin.utexas.edu). For general inquiries about our programs and services, please refer to the contact information found on the back cover of this report.

## SUPPORT IN ACTION

BECAUSE OF THE  
GENEROUS SUPPORT  
OF OUR CORPORATE  
PARTNERS:

Top migrant students  
receive scholarships  
to help them realize  
their dreams of  
making a better life.

PETEX students  
obtain hands-on  
training in our brand  
new, fully-equipped  
experiential labs.

To make a donation,  
please visit the secure  
UT online giving page:  
[giving.utexas.edu](https://giving.utexas.edu).  
Once there, select the  
"Make a Gift to UT"  
button. This will take  
you to a page where  
you may assign your  
gift amount and area  
of support.

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## Continuing & Innovative Education

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