



OUTREACH AND CONTINUING EDUCATION

Facing the Future

Process Documentation

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Outreach and Continuing Education at Western

Mission

Outreach and Continuing Education connects learners of all ages to the Western Experience. Outreach and Continuing Education collaborates with colleges, departments and the community, linking university resources with educational needs and opportunities both on and off campus.

Vision Statement

Outreach and Continuing Education will share the Western Experience with students of all ages through learning opportunities across time and place by expanding partnerships – campus and beyond – to build a stronger Washington.

Statement of Quality

Outreach and Continuing Education is committed to the same high standards of quality for which Western is well known. Programs and courses are designed and/or revised with the assistance of university faculty, aided by industry and community experts and are reviewed and approved by Western Washington University colleges, departments and academic committees.

Unit/Program Mission

Facing the Future creates educational materials for educators that equip and motivate students to develop critical thinking skills, build global awareness, and engage in positive solutions for a sustainable future.

Description of Unit/Program

Facing the Future is an international leader whose mission is to create tools for educators that equip and motivate students to develop critical thinking skills, build global awareness, and engage in positive solutions for a sustainable future. We are a program of Western Washington University.

In a world where the lives of our neighbors next door are inextricably linked to those of our neighbors abroad, students need to understand the linkages between local and global issues, and how they can personally help to build positive local and global communities.

We empower teachers with the resources they need to ignite their students' interest in complex global issues while helping them achieve academically.

Program Development and Design Process

Facing the Future is a leader in the development of environmental educational resources focused on inspiration and engagement. Programs of study enable teachers to vitalize student interest in global issues and collaborate on positive solutions for a sustainable future. The lessons and activities found in each curriculum encourage participation in an interconnected world that requires critical and creative thinking, systems thinking, problem solving, decision making, collaboration and cooperative learning, media literacy, communication skills, and global awareness.

Program Approval and Implementation Process

Program Approval Process

Decisions for Facing the Future are made and executed by the Senior Director of Publishing in consultation with the Vice Provost of Outreach and Continuing Education.

Program Outreach and Marketing Process

Moving forward with the tier pricing structure this will allow us to market products differently. Calling out our top tier for core curriculum. While our second tier, can be used just for supplemental readings or teaching prompts for teachers who cannot afford full curriculum. Also, we need to develop strategies to market each product individually. For example we should be placing more emphasis on buying the entire collection of curriculum, instead of single modules. In the near future we will be reaching out to customers to find out how they are adopting the curriculum in their classrooms. We will continue to advertise on social media to increase Facing the Future's customer base.

Partnering with distributors will help us continue to expand our international audience. As for domestic, we need to increase our presence in the states. Once we host a workshop, we can record and put the video online as a resource for other educators to view.

In order to make sure we are being effective in our attempt to grow domestically. We will market heavy in specific states based on market research to expand our domestic network.

Facing the Future advertises primarily through Social Media, and promotional materials. Facebook is used for its low cost, and wide audience range. The program is also able to more easily target international customers.

Pinterest is where our main customer base has come from. The program will continue to be active on this platform through “repining”, creating infographics, and posting our bi-weekly blogs.

As for promotional materials, Facing the Future has created Rack Cards, and will continue creating different versions of these for quick information about the program, various events, and different curriculum. Rack cards incur a low cost and make information easier for readers to digest than a full brochure. Additionally, Facing the Future has branded pens and T-Shirts.

Program Financial Overview

Budget Overview

Expenses:

The budget for Facing the Future is set based on factoring in all expenses which includes a student staff position. Additional expenses include marketing, shipping, and overhead costs – which remain relatively low due to the program’s location and the student staff’s shared office space.

Revenue:

Facing the Future’s revenue is based on the sale of textbooks, both physical curricula and PDF digital download curricula.

The gross profit generated through the selling of curricula covers the expenses that are outlined in the Establishment of Fees section and has a net profit of revenue less expenses.

Establishment of Fees

The fees associated with Facing the Future in order of magnitude are student staff wages, marketing costs, shipping expenses, and overhead (other) costs. No longer having a direct staff position working for Facing the Future has increased the program’s profitability.

Contracting Process

Contracts for Facing the Future are reviewed by the Senior Director of Publishing. Once the contract has been reviewed and approved by the Senior Director, it is submitted to Western Washington University’s Contract Administration for final review and processing.

Program Delivery Process

Facing the Future uses Shopify to manage the online sales of curricula. Physical textbooks are housed on Western Washington University’s campus. The orders are filled by Facing the Future student staff.

The Outreach and Continuing Education Marketing team uses Mail Chimp to send out a monthly newsletter to subscribed customers.

Program Wrap-Up and Evaluation Process

Surveys are sent out monthly to individuals who have recently purchased curriculum.

Program Reporting and Assessment Process

Monthly sales reports are created by Facing the Future staff and submitted to the Senior Director of Publishing. Monthly inventory reports compiled by Facing the Future staff are submitted to Outreach and Continuing Education's Director of Admission and Finance.

Appendices and Additional Documents/Materials

N/A