FHSU Professional & Continuing Education

Professional & Continuing Education

Provost Engagement Series

November 13, 2025

FHSU

Roadmap for Engagement

50k Altitude

- Guiding Framework & the WHY of PCE

Milestones Since Inception

- Follow the roadmap and resources for a deep dive

Partnerships w/ Academic Departments

- How can YOU engage?

NOW and beyond...

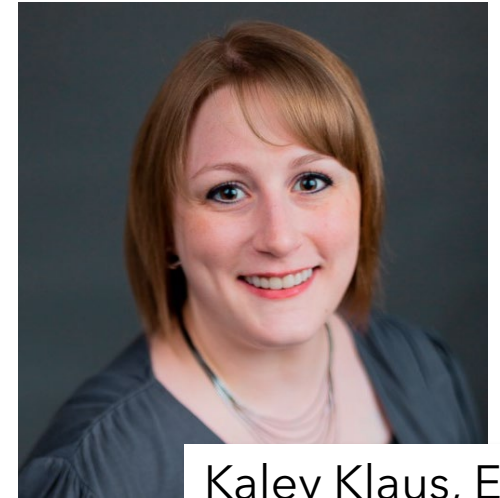- Current programs, initiatives

- Aspirations

FHSU

PCE Team

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Assistant Provost

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Director

Excellent Practices—Eight Pillars

Alternative credentials will help shape the reputation—and likely the future—of America's universities. They will also shape the pivotal role of those in professional and continuing education within their institutions and communities, as they develop and promote new ways of bundling and certifying educational experiences. More importantly, these programs have the potential to impact our nation's workforce in innumerable ways. What we do now will launch an expanded array of possibilities into the second academic millennium. Creating small programs could have large consequences.

We identify eight facets in leading credential innovation in traditional universities:

1 Advocacy and Leadership within the University

Recognizing that alternative credentials, by their very nature, challenge traditional settings, those leading efforts to expand credential offerings need to be adept and agile in defining and defending these in the languages, values, mission, and structures of academe—and potentially within a culture of skepticism.

2 Entrepreneurial Initiative

Recognizing that new forms of credentialing command imagination and investigation, risk-taking and respect for academic processes, and a skill set to manage change responsibly, those leading these efforts must have the drive and discipline to create new initiatives.

3 University-to-Business Stakeholder Engagement

Recognizing that new forms of credentialing cannot occur in an ivory tower, those leading these efforts must welcome employers, professions, and industries as partners; respond to their needs and objectives; and seek their ongoing involvement, and even expertise, in ways uncommon in traditional academe.

4 The Faculty Experience

Recognizing the role of subject-matter expertise in learning, those leading these efforts must identify and cultivate teaching talent—from within and beyond the academy—and ensure their success

5 The Learner Experience

Recognizing that the learner might seek a swift, convenient, and even transactional relationship, those leading these efforts must design programs that are easily accessible and immediately valuable.

6 Digital Technology

Recognizing the need to bundle a lifetime of unique credentials and accomplishments, those leading these efforts must find new ways of verifying learning and enabling students to document their achievements.

7 External Advocacy and Leadership Beyond the University

Recognizing the ill-defined, unregulated, and poorly understood nature of alternative credentials, those leading these efforts must find external forums to educate consumers and other constituents on the value of alternative credentials by building awareness, appreciation, and, ultimately, consistency.

8 Professionalism

Recognizing the general lack of oversight and clarity in this dynamic phase, those leading these efforts have a unique historical opportunity to envision and embody exemplary professional standards of both excellence and integrity.

Guiding Principles

UPCEA's Hallmarks of Excellence in Credential Innovation is our road-map for identifying and developing new ways for our learners to gain the skills and credentials they need for the quickly evolving workforce.

Click on the image to the left to access the Hallmarks.

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Why PCE @ FHSU?

At its core, PCE serves as a catalyst for growth within the university and the wider community. By offering microcredentials, certificates, and tailored professional skill development programs, PCE helps learners acquire specific, in-demand skills quickly and efficiently.

Lifelong Learning

Professional/Workforce development, continuing education, prior learning credit, lifelong learning initiatives and other alternative credentials provide a lifelong learning ecosystem & pathways to more traditional academic degree-granting programs or re-engagement for alumni.

Responsiveness

PCE and alternative credentials provide Universities opportunities to expand offerings in ways that are increasingly responsive to the needs of learners and employers, thereby meeting students' learning needs while simultaneously strengthening the economic development needs of local, state, regional and international partnerships.

Support Resource

Many innovative departments are already doing work in this space. Centralizing and institutionalizing the effort in explicit ways will provide support, infrastructure, and resources to relieve capacity constraints and bring greater visibility and the possibility for expansion of alternative programs already occurring across campus.

AY 2022-2023

MILESTONES

2022

June 15
MDC Vision Team Convened

MDC Director and Dean of RCOBE were directed by the Provost in early 2022 to explore, identify, and rethink the current value and future potential of the MDC for stakeholders. 10 stakeholders, internal and external, were convened.

June 1
PCE Proposal Submitted

After convening 30 meetings across staff, faculty, administrators and external advisors throughout Spring 2023, a full proposal was submitted to President and Provost recommending the creation of a centralized PCE unit.

Keep in mind that things have changed since this proposal was written!

PCE Working Group Formed

Nov 27

President and Provost accepted the recommendations of the MDC Report and charged a working group to draft a full proposal for the PCE unit.

Core Consultation Focus Groups Begin

Jan 12

2023

The PCE working group convened 18 stakeholders from across campus units, including faculty, staff and administrators to explore a centralized FHSU PCE unit following the UPCEA and AACRAO frameworks.

September 28
MDC Vision Team Report

MDC Vision Team recommended formalizing a new unit at the University level for Professional & Continuing Education and submitted the report to President & Provost

AY 2023-2024

MILESTONES

2023

September 12
SLT Presentation

Detailed presentation of the full 80+ page proposal was shared and discussed with Senior Leadership, after which a month-long review period commenced.

2024

Jan 23

Technology Adoption Begins
Modern Campus, PCE Website, ed2go, and Lightspeed VT infrastructure-building begins, in consultation with Tech Services.

March 25
Multiple consultations

Consulting work with UPCEA to consider the program planning and business model for PCE, as well as cross-departmental alignment with other campus unit occurs. Marketing and initial program planning begin.

December 12
President outlines next steps

After receiving SLT feedback and consulting with ELT, plans for beginning the human, financial and technology infrastructure, including a legislative request, were approved. SLT charged with cascading to their units accordingly.

Feb 20

Early Adopter Focus Groups Begin
A convening of 18 stakeholders including staff, faculty, administrators and external advisors were convened to gather wide-ranging feedback. Meetings w/ various combinations of constituents held throughout SPR 2024.

AY 2024-2025

MILESTONES

2024

July 23
MC Framework

Development of a comprehensive system for microcredential development and skills validation, in concert with UPCEA, industry best practices and faculty early adopters, begins.

August 22
Partner Collaborations

Partnership opportunities for co-creation with internal and external constituents/clients result in planning for FHSU*Pro* and individual MC pilot programs.

Oct 17

MC Pilot Programs Launch

AEP-designed Telemental Health microcredential launches as first original-content PCE program, while program development of other pilot programs between PCE and other partners continues.

2025

Jan 23

Affiliation Summit - BRE

Presentation of PCE contributions to the Affiliations and BRE-focused program development to advance economic development in western KS.

February 3-June 30
Task Force Charge

Provost charges 15-member Task Force with making recommendations on Microcredential Framework, Program Management, Revenue-Share, and Faculty Engagement Guidelines, with report due June 30.

AY 2025-2026
MILESTONES

2025

August 5
Provost issues Task Force Response

Provost Arensdorf issues a memo in response to the Task Force report. PCE team continues developing processes and recourses associated with endorsed frameworks.

Nov 12
Engagement Series: PCE
Provost Arensdorf and the PCE team present about PCE as part the new Engagement Series.

October 1
PCE Q&A
PCE invites those who have expressed interest in partnering with the unit to a discussion about PCE's current status, the plan for the AY25-26, and to brainstorm pilot program ideas.

Dec 16
AAL Presentation
PCE is invited to present to members of the Academy of Academic Leadership
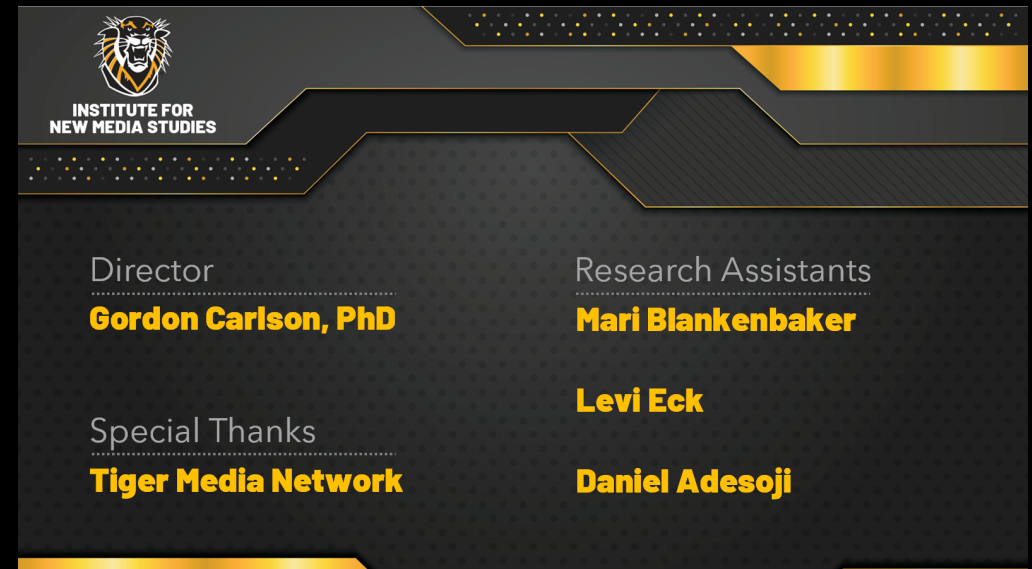
January
Steering Committee Charge
Provost plans to charge a Steering Committee to work through at least three pilot partner programs with academic units.

2026

INMS Video

Click to Play

INSTITUTE FOR
NEW MEDIA STUDIES

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Microcredential Development Process

This Microcredential Development Process was endorsed by Provost Arensdorf in August 2025. It provides a systematic procedure for academic units seeking to propose a microcredential for development. Non-credit opportunities are currently prioritized.

It is the goal of the upcoming *PCE Steering Committee* to work through at least three pilot programs using this formal process. Steps will be taken to improve the process, resources, and support necessary for success.

Steps 1 & 2 are an iterative process…

Program Exploration	Market Assessment	Program Proposal	Program Development	Launch Program
STEP 1	STEP 2	STEP 3	STEP 4	STEP 5

MEET WITH PCE
- Schedule exploration meeting with PCE.
- Discuss steps and requirements of proposal process.
- Review program ideas and opportunities.

PROVIDE RATIONALE
- Request market analysis reports from Director of Assessment.
- Schedule consultation with Director of Assessment.
- Discuss skills and outcomes for program.

SUBMIT PROPOSAL
- Complete the Microcredential Proposal Form
- Schedule development meeting with PCE.
- Discuss modality and delivery, schedule, partner agreement, pricing, program quality rubric, etc.

COLLABORATE WITH PCE
- Develop course materials.
- Create and implement instructional design in Lightspeed VT.
- Design microcredential (badge).
- Develop and implement marketing plan.

LAUNCH PROGRAM
- Program entered into to Modern Campus and registration opens.
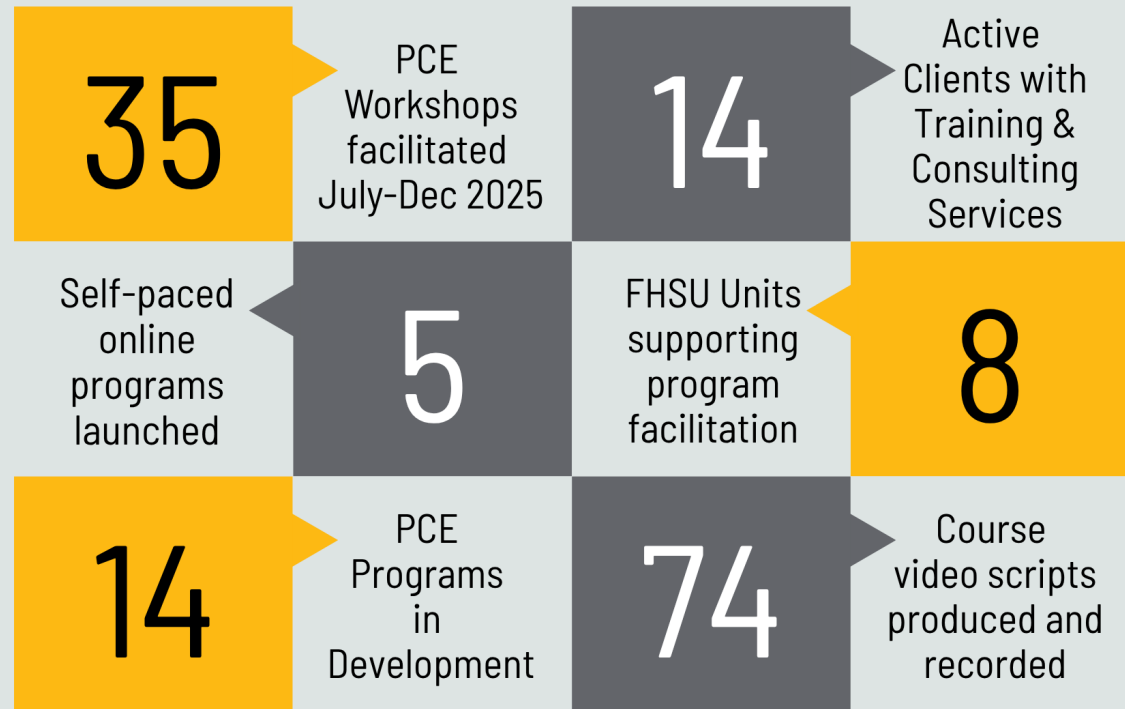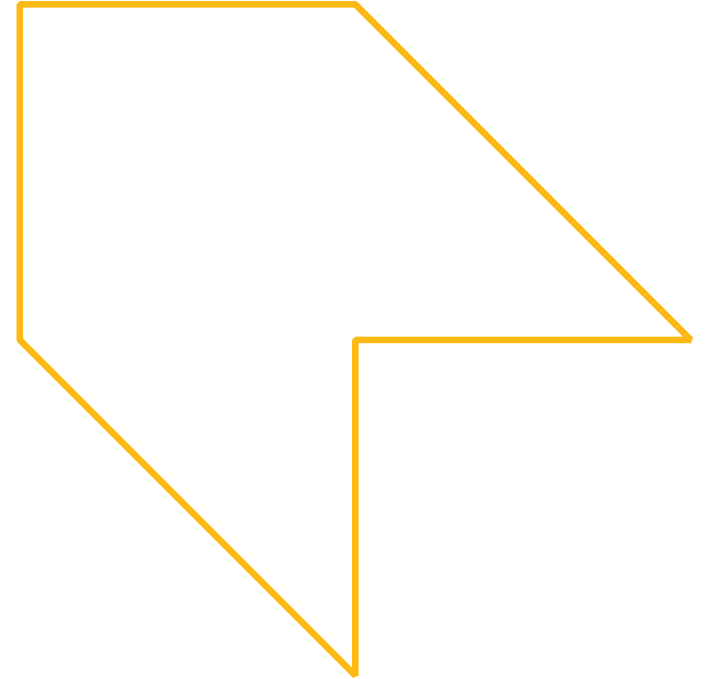
Current Snapshot

- ✓ Program Development
- ✓ B2B Client Development
- ✓ Department Engagements
- ✓ Steering Group Planning
- ✓ Digital Marketing Campaign Planning
- ✓ International Market Research
- ✓ External Partnerships
- ✓ Regulatory Environment
- ✓ Environmental Scanning
- ✓ Workforce Development Alignment

FHSU Professional & Continuing Education

35 PCE Workshops facilitated July-Dec 2025

14 Active Clients with Training & Consulting Services

5 Self-paced online programs launched

8 FHSU Units supporting program facilitation

14 PCE Programs in Development

74 Course video scripts produced and recorded

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Aspirations

- ✓ Develop Meaningful and Scalable PCE *Signature Programs*

- ✓ Creating Multiple Stackable Pathways into Degree Programs, Maximizing CPL Opportunities

- ✓ International Market Scaling

- ✓ Opportunities for Connecting PCE Programs to Alumni

- ✓ Academic Certificates ➡ Digital Badges/Certificates

- ✓ Internal Professional Development Credentials

Sneak
Preview
FHSU*Pro*
PCE Signature
Series

FORT HAYS STATE UNIVERSITY
PROFESSIONAL & CONTINUING EDUCATION

https://youtu.be/0u9I0Cw-100

HUMAN SKILLS
☑ Work well with others
☑ Solve

Questions