

# ANNUAL REPORT

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## 2022



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**UTC CENTER FOR  
PROFESSIONAL  
EDUCATION  
OFFERS ENGAGING  
PROFESSIONAL,  
WORKFORCE  
DEVELOPMENT AND  
CORPORATE TRAINING  
PROGRAMS TO  
MEET THE DIVERSE  
EDUCATIONAL NEEDS  
OF THE COMMUNITIES  
WE SERVE.**

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AS

I reflect on fiscal year 2022, I am excited to see how CPE continued to play a strategic role in strengthening the economy and helping individuals acquire the skills or credentials needed for career success. Through both standard and new professional development, workforce development, corporate training and administrative support programs, we served 1,966 individuals on a local, regional and national level. I am grateful for the support of our campus, community, employer and professional association partners, as well as the hard work of the CPE staff, to make serving so many individuals possible.

One of the objectives of UTC's strategic plan is "to transform the lives of our students and the futures of our region by increasing access to a distinctive model of education...tied closely to workforce opportunities." In FY22, CPE focused on more tightly aligning educational offerings to regional workforce needs in our various training sectors. In the workforce development sector, we offered Medical Career Academy programs to 291 individuals in FY22 as compared to 143 individuals in FY21 and 99 enrollments in FY20. Medical career post-course certifications skyrocketed as well; 193 certifications were awarded in FY22 compared to 123 in FY21. We also cultivated a new partnership with Life Care Centers of America to provide free certified nursing assistant training to students in the state-accredited program. Students receive hourly pay while in the classes to afford them the opportunity to take the course; post-course, students are guaranteed employment at one of six regional Life Care locations. As a result of the partnership, six CNA courses have been scheduled from June 2022 until February 2023, with a projected 90 students to be trained. We are also accommodating for in-demand medical career training by building a new Medical Career Academy training space in the Mapp building, with a goal of completion and use in 2023.





In the professional development program areas, we continued to see our reach expand across the region and even nationally, particularly in the Supply Chain, Human Resources, Project Management and Teacher's Training spaces. CPE had the great fortune to work with the Niswonger Foundation, who sent 465 Teachers from across the state of Tennessee to our Chattanooga Advanced Placement Summer Institute. The partnership led to a record-breaking number of APSI participants in FY22; a total of 757 teachers from 33 states and 11 countries attended the live-online workshops as compared to 626 teachers in FY21 and 393 teachers in FY20. CPE's partnership with Southeast TN SHRM allowed us to hold our second annual HR Leadership Academy, where local HR leaders were taught best practices for industry success by knowledgeable instructors and dedicated mentors. Academy surveys revealed that all seven students would recommend the Academy to others. As we move into FY23, we will continue to work with our new partner, the Chattanooga Technology Council, to cultivate IT training opportunities that will meet local IT industry needs.

We also saw traction in our corporate training sector, which slowed down during the COVID-19 pandemic. CPE partnered with UTC's College of Engineering to offer customized, onsite training for Volkswagen employees. By learning pneumatics and mechatronics, employees deepened their understanding of the technology they use in the factory to effectively troubleshoot equipment issues, should they arise. We also offered CPE-facilitated corporate training to local organizations in crucial areas such as diversity and inclusion, communication and building trust. We are expectant that FY23 will consist of training more teams in Chattanooga for both personal and cohesive success.





As we enter FY23, I am optimistic about the growth that CPE will realize. CPE will continue to position itself to be responsive to the ever-changing demands of the workforce; we are planning to host more industry roundtables and executive briefings in order to continually align our programs with relevant industry needs. We believe that, by listening to the needs of our campus, community, employer and professional association partners, we will be able to integrate services and offerings with their needs and create custom talent pipelines to feed in-demand industries. We are also planning to integrate non-credit programs into UTC academic offerings that will expand opportunities for UTC students to benefit from CPE workforce training. Additionally, we plan to maintain a high level of stakeholder engagement through the creation of an Advisory Board. The board will help us ensure that our programs are equitable, accessible and relevant.

Thank you for your support and confidence in our mission to see individuals succeed in their careers. I am immensely grateful for the cooperation of all partners involved in our efforts and am excited for what FY23 holds.

Sincerely,

John Freeze, Director



One of the objectives of UTC's strategic plan is to transform the lives of our students and the futures of our region by increasing access to a distinctive model of education...that is tied closely to workforce opportunities. UTC plays a unique role in ensuring the competitiveness of our region by preparing our students to compete in a global workforce.

CPE contributes to strategies such as effectively recruiting a larger and more diverse student population as well as more tightly aligning educational offerings to regional workforce needs through the four main types of educational training we provide: workforce development, professional development, corporate training and administrative support projects.

## | WORKFORCE DEVELOPMENT

**Served 425 individuals in FY22**

**Target Audience:** Individuals looking to establish brand-new careers and skillsets

**Program Areas Include:**

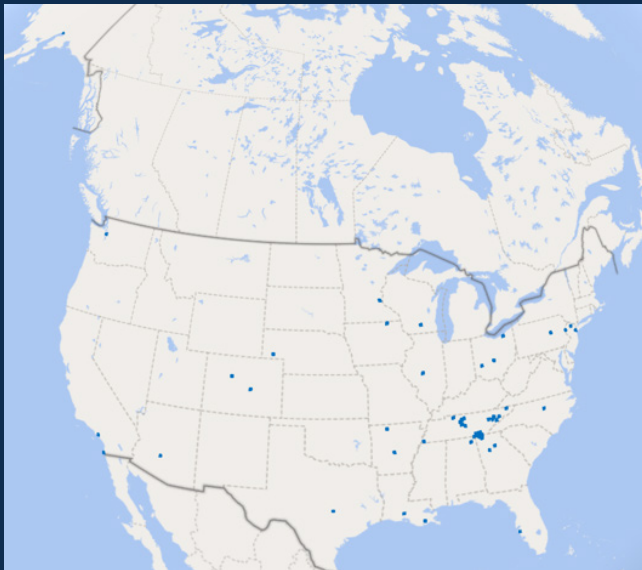
- Certified Nursing Assistant
- Clinical Medical Assistant
- Medical Billing and Coding
- Pharmacy Tech
- Digital Court Reporting
- Lean Six Sigma Green Belt
- Lean Six Sigma Yellow Belt

WHAT

# teaching and learning

## Workforce Development:

local | regional | national



**Members of the first Certified Nursing Assistant cohort in the UTC CPE/Life Care Centers of America program meet with Life Care executives. July 2022.**



One of the objectives of UTC's strategic plan is to respond to the needs of students and our region by modeling inclusive excellence through diverse representation with the assumption that, by enhancing diversity, UTC will better serve our students, faculty, staff and region.

CPE contributes to UTC's strategy of building a community that cultivates and respects diversity as essential for UTC success and regional competitiveness by training students from a variety of geographies, socioeconomic status' and educational attainments.

## WORKFORCE DEVELOPMENT STUDENT TESTIMONIALS



"The hands-on experience I gained in UTC's Clinical Medical Assistant Academy made me more prepared and comfortable to start my job at Galen Medical Group. The instructor challenged our class to think critically. I would recommend this program to anyone wanting to gain clinical experience or start their CMA career."

**NOURA ELSAED**, Clinical Medical Assistant Academy Student & UTC Undergraduate Student



"What impacted me most in UTC's CNA Academy was the instructor. Her lectures and professionalism benefitted me as I gained a deeper understanding of what it means to be a CNA. To have a guaranteed job after the course means the world to me as it gives me a better future."

**MANUEL RAMOS**, Life Care Centers of America Partnership Certified Nursing Assistant Academy Student



"I am telling everyone I know about UTC's CNA program, and I am requesting that they tell everyone they know about the program, too. I am beyond grateful to have been accepted into the CNA program. I give the instructor, Melissa Miller, and UTC CPE my highest recommendation."

**STACY WAGNER**, Certified Nursing Assistant Academy Student



"I graduated from UTC in 2018 and majored in pre-med and chemistry. I am looking to re-enter the healthcare field and possibly go to medical school, and UTC's Phlebotomy Tech Academy is the first step in achieving my goals. I gained so much confidence while in the course. The instructor not only knows the technical side of phlebotomy but also is encouraging and intentional. The course was truly excellent."

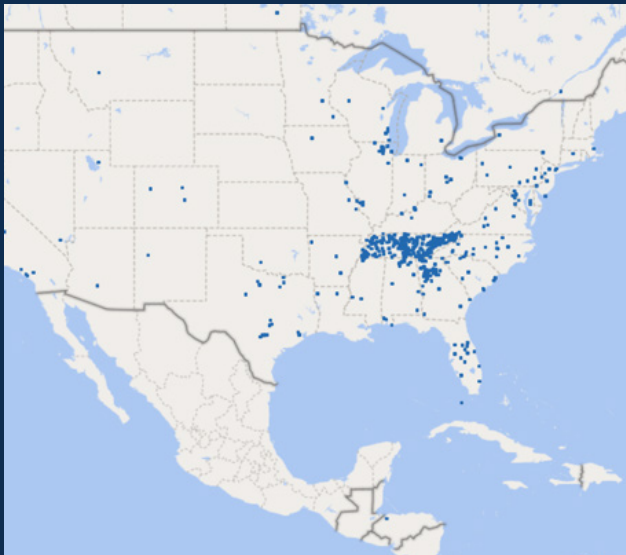
**SUSAN ZEGLEN**, Phlebotomy Tech Student & UTC Graduate



## | PROFESSIONAL DEVELOPMENT

Served **937** individuals in FY22

**Target Audience:** Individuals in established careers looking for advancement opportunities



**Professional Development**

local | regional | national

**Program Areas Include:**

- Human Resources
- Project Management
- Supply Chain
- Information Technology
- Legal Studies
- Teacher's Training

## PROFESSIONAL DEVELOPMENT STUDENT TESTIMONIALS



"I knew I wanted to advance my career by earning my Society for Human Resource Management Senior Certified Professional (SHRM-SCP) certification. UTC CPE's class provided opportunities to tackle thought-provoking case studies, learn from peers and hear tips to prepare for the exam. I passed the exam in May 2022!"

**AKIL LLOYD**, SHRM-SCP,  
Director of Human Resources,  
Cempa Community Care



"UTC's HR Leadership Academy has forever changed my classmates and myself. We are no longer administrative HR professionals; instead, we serve our organizations as business partners. Our mentors have also been a great source of wisdom for us. We all left the Academy as more confident and purposeful HR leaders."

**KARIS TUCKER**, SHRM-CP,  
Human Resources Manager,  
Kenco Group



"UTC's Association for Supply Chain Management Certified Supply Chain Professional (ASCM CSCP) Certification Review Course taught me to think about supply chain from a new perspective. I have an improved skillset and knowledge base, and I can effectively explain how supply chain affects our organization to my team. Professional growth is so valuable!"

**MICHELLE HOFFMAN**, CSCP,  
Director of Manufacturing, Hoff  
and Pepper



"I decided to pursue PMP certification in order to further my career. UTC's PMP Exam Prep Course laid the foundational knowledge to prepare me for the exam. The instructor taught not only the textbook information but also through sharing personal experiences, which made the course more authentic. UTC's prep course is a must if you want to pass the PMP exam on your first attempt!"

**JASON BOTHMAN**, MBA, PMP,  
Plants Manager, Rogers Group Inc.

## | CORPORATE TRAINING

Served **143** individuals in FY22

**Target Audience:** Companies looking to drive organizational growth through quality employee development programs

**Program Areas Include:**

- Diversity and Inclusion
- Communication: Connect Through Conversations
- Building and Sustaining Trust
- Fostering Innovation
- Embracing Change
- Pneumatics

## CORPORATE TRAINING STUDENT TESTIMONIALS



"The training UTC provided at Volkswagen was extremely helpful for gaining a better understanding of pneumatics as a whole. The knowledge will be useful for my future at Volkswagen."

**SPENCER CHARLESWORTH**,  
Equipment Operator, Volkswagen  
Group of America



"UTC's leadership training helped me think about how I can be a better communicator to my BrightBridge team members. I have learned communication tactics for training, interacting with and delegating to others and the importance of emphasizing positive behavior I see in others. Additionally, the instructor was a great facilitator."

**MIGUEL PARTAP**, Controller,  
BrightBridge Capital



"Because of UTC's leadership training, I am a better communicator and listener. I am now listening to my teammates to understand, not to just respond. I pay more attention to nonverbal cues in conversations and see more transparency within our team communication. UTC's leadership training brought our team closer together."

**EMILY GILLIAM**, Junior Credit  
Analyst, BrightBridge Capital



"I found UTC's change management training to be extremely helpful. Everything is constantly changing in business, and you cannot stay the same either. Our company was given the tools to manage change effectively as individuals and as a team. I began recommending UTC's corporate training to others before our training was over!"

**MONICA BLANTON**, Director  
of New Market Tax Credit  
Operations, BrightBridge Capital

## ADMINISTRATIVE SUPPORT PROJECTS

Served **461** individuals in FY22

**Target Audience:** Organizations offering CEUs through CPE; Law Enforcement Innovation Center

### Program Areas Include:

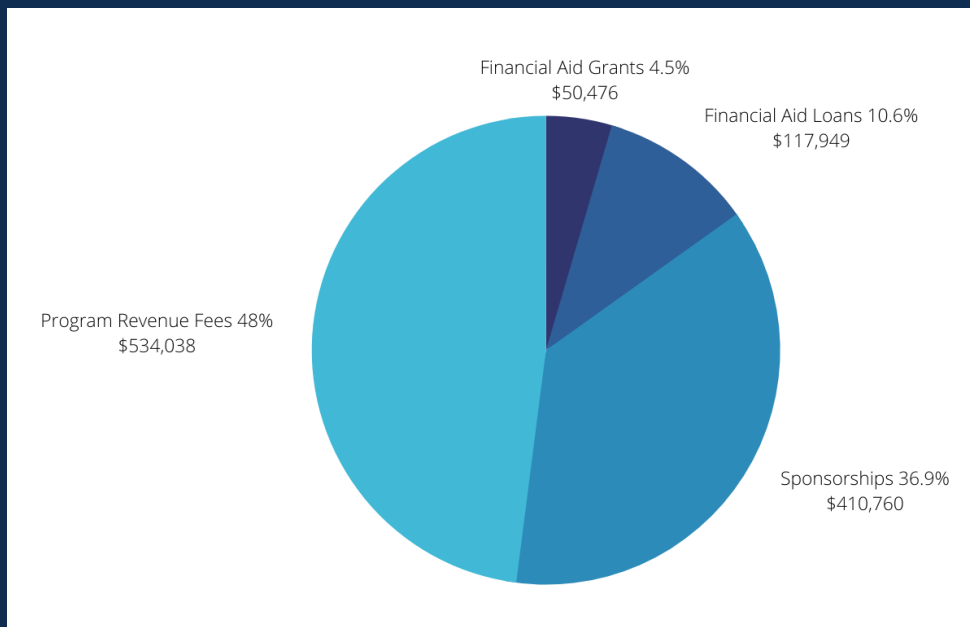
- Southeastern Leadership Academy
- Adaptive Tai Chi Training Program
- Chattanooga Autism Center
- Demystifying Death and Dying
- Introduction to Geographic Information Systems

# stewardship and resources

One of the objectives of UTC's strategic plan is to ensure the sustainability of our institution and the vitality of our students, faculty, staff and community by excelling in resource development and stewardship.

CPE contributes to strategies such as developing a forward-looking resource base with a focus on expanding revenue streams and adapting financial aid models to optimize access and affordability by generating revenue through program fees as well as grants and contracts, sponsorships and financial aid.

## | FY22 REVENUE



# community-engaged institution

As mentioned previously, one of the objectives of UTC's strategic plan is to transform the lives of our students and the futures of our region by increasing access to a distinctive model of education...that is tied closely to workforce opportunities.

One tactic to meet this objective is to benchmark and increase community-engaged learning opportunities. While not quantitatively measurable, community stakeholders shared qualitative thoughts on how CPE's programs contribute to the local workforce and keep the community engaged in lifelong learning opportunities.

## | STAKEHOLDER TESTIMONIALS



"My experience with UTC Center for Professional Education has been fantastic. The programs they offer are helping to create better leaders for businesses in the Chattanooga area. The resulting success of these businesses makes the community stronger."

**BEN STAPLES**, Vice President of Human Resources & Diversity, Kenco Group



"UTC Center for Professional Education helps build a stronger workforce for Chattanooga by offering training and career development courses outside a traditional four-year degree program. They also serve as a top talent development resource for our community through articles and information on how employees can gain a competitive edge in today's market."

**ABDIEL VALLEJO-LOPEZ**, Sr. Creative Manager, Chattanooga Area Chamber of Commerce



"UTC Center for Professional Education serves a vital role in the Greater Chattanooga workforce development ecosystem. CPE's professional staff, practitioner-led instructors, industry-standard curriculum, state-of-the-art technology and engaging learning environment help students reach their fullest potential. The City of Chattanooga's Office of Workforce Development is honored to recommend UTC CPE as an invaluable workforce development partner."

**DR. GREG HARWOOD**, City of Chattanooga Office of Workforce Development



"UTC Center for Professional Education is an incredible asset to the Chattanooga technology community. The CPE team is always ready to collaborate and explore new opportunities to meet the needs of local companies. They are essential to ensuring our economy can continue to grow and thrive."

**WALTON ROBINSON**, Executive Director, ChaTech (Chattanooga Technology Council)



<b>PROGRAM SUMMARY</b>	
Number of programs	188
Number of participants	1,966
Number of contact hours offered	12,118
Number of contact hours generated	81,110
Number of CEUs offered	1,211
Number of CEUs awarded	8,110
<b>PROGRAM EVALUATION SUMMARY</b>	
Instructor Effectiveness (Good or Very Good)	94.50%
Course Content (Good or Very Good)	98.30%
Overall Satisfaction (Good or Very Good)	92.30%
Net Promotor Score (Would recommend program to someone else)	97%
<b>MARKETING EFFORT RESULTS</b>	Increase (Decrease)
Increase in overall web traffic, from FY21-FY22	38%
Increase in unique web visits, from FY21-FY22	43%
Increase in number of new leads generated	33%

**“WE ARE PROUD TO  
SERVE THE UNIVERSITY,  
ACADEMIC AFFAIRS AND THE  
CHATTANOOGA COMMUNITY.”**



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