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**FISCAL YEAR  
ANNUAL REPORT**

23

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# The CPE **Commitment**



UTC Center for Professional Education offers engaging professional development, workforce development and corporate training programs to meet the diverse educational needs of the communities we serve.

# Leading with Vision, Inspiring Success

Dear Stakeholders,

As I begin my eighth year at the University of Tennessee at Chattanooga, I find myself reflecting on both the Center for Professional Education's past and future potential. I sometimes tell my arrival story, where I walked into my Pfeiffer Hall office and began sifting through the files of what was then known as UTC Continuing Education. I enjoyed marveling at the former course offerings such as "Five String Banjo" and "Floral Arranging for the Large Dining Room." While not diminishing the appeal of a good bluegrass tune in a floral-adorned venue, I was sure that the department had not yet fully unlocked UTC's community engagement potential.

Fast-forward to where we are now and who we have become. Today, UTC's Center for Professional Education is a valued extension of the University, serving a broad range of constituents. We are a trusted partner to the local business community and an asset to the University's strategic commitment to serve our city and state.

Our commitment to quality and reverence for industry relevance has secured us seats at several tables, sometimes in unexpected and unknown places. For example, my colleague Dr. Reinhold Mann, UTC's Deputy Vice Chancellor for Research, and I hosted an industry roundtable to discuss quantum computing educational programs. Quantum computing is an unknown technology with untapped potential; as if that's not exciting enough, it is even more thrilling to consider that Chattanooga is an initial research location.

Let's leave the "Back to the Future" anecdotes behind. Allow me to share CPE's Fiscal Year 2023 (FY23) successes with you. The center continued to make a significant impact locally, statewide and nationally.

CPE continues to be a highly regarded training partner for healthcare providers in Chattanooga and Southeast Tennessee. We are grateful for the support from UTC's administration as CPE built our own state-of-the-art, custom-designed medical career training lab in the James Mapp Building. The investment enabled us to train more individuals in a space specifically designed to support their success, resulting in 344 individuals trained in FY23 compared to 291 in FY22.

The center also launched a new Freight Broker Professional Program in January 2023. As of this writing, we have launched our third cohort of future freight brokers, with the first two programs having trained 37 individuals. We take great pride in this program because it not only demonstrates CPE's ability to meet a vital industry need but also provides an opportunity to support an integral part of Chattanooga's ecosystem—logistics. Through this program, we have built relationships with truly remarkable individuals!

# Leading with Vision, Inspiring Success

In our professional development and corporate training programs, we have seen significant increases in participation and customer engagement. The number of military-funded students increased by 92% from FY22 to FY23. Our human resources, project management and supply chain certification exam prep courses have continued growing to meet the rising demand and expectations for individuals in these fields. Additionally, our corporate training programs also experienced phenomenal growth, with a 148% increase from FY22 to FY23 in participants trained in business and industry.

Finally, our commitment to teacher training remains an important part of our organization's mission. In Summer 2023, our Advanced Placement Summer Institute had another strong year, serving 613 teachers nationwide and in nine additional countries. We partnered with the Niswonger Foundation again to provide hundreds of Tennessee teachers with valuable training to better prepare their Advanced Placement students for college success. In addition to the annual APSI program, we supported UTC's Grow Your Own project by hosting an English as a Second Language credentialing program. The goal of the Grow Your Own training is to effectively equip Tennessee's teachers to serve non-English speaking students in our schools.

Thank you for allowing me to share highlights from our work and for your support of our mission to help individuals succeed in their careers. The CPE team and I are immensely grateful for the individuals and organizations who champion our cause. I invite you to explore the following pages of this report to discover the milestones, student success stories and exciting prospects that define our organization. In the meantime, the CPE team has work to do to prepare for next year's report!

Sincerely,



**John Freeze**  
Director

# CPE Goals

## Past and Potential

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### GOALS MET IN FY23

- ✓ Created a state-of-the-art, custom-designed medical career training lab
- ✓ Launched a new Freight Broker Professional Program to support Chattanooga's logistics industry
- ✓ Realized a 148% increase in corporate training participants from FY22 to FY23
- ✓ Realized a 92% increase in military-funded participants from FY22 to FY23
- ✓ Created a CPE advisory board in order to help CPE stay informed about workforce trends in the Chattanooga region

### GOALS TO ACCOMPLISH IN FY24

- Establish information technology programs in the workforce development sector
- Host two industry roundtables, one focused on manufacturing/supply chain and another focused on information technology
- Realize continued growth of the supply chain and project management program portfolios
- Expand CPE's workforce development sector to address an additional set of industry needs

# Total Revenue

## in 2023

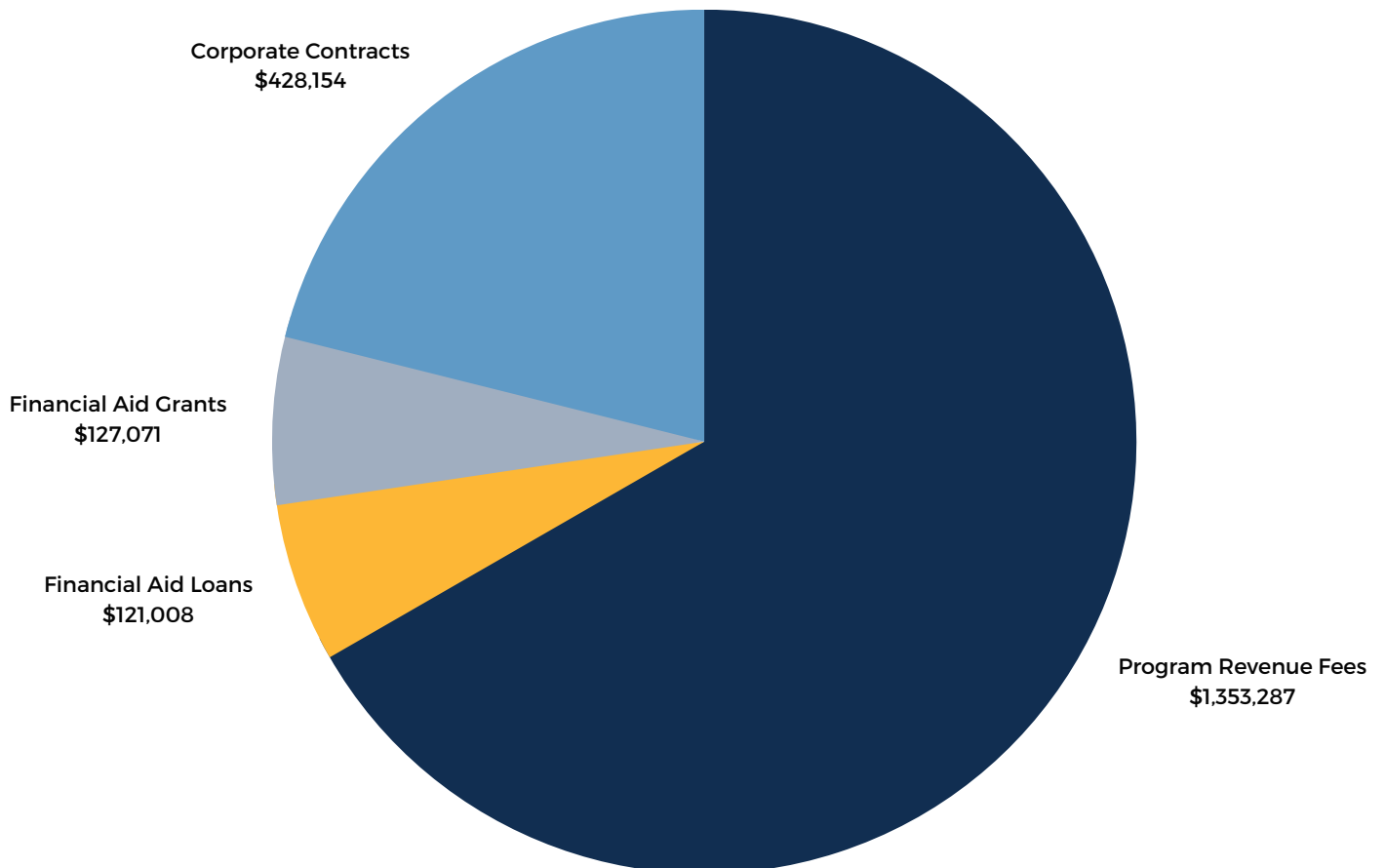
CPE is committed to contributing to UTC's strategic plan directive of excelling in resource development and stewardship through optimizing affordability and accessibility of programs.

↑ **2,029,520**

Total Revenue

↑ **82.31%**

Increase in revenue  
compared to FY22



# Celebrating Breakthroughs, Inspiring Progress

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↑ **198**

Programs offered

↑ **5.3%**

Program increase  
over FY23

↑ **2,116**

Students  
impacted

↑ **7.63%**

Enrollment increase  
over FY23

↑ **107k**

Contact hours  
generated

↑ **33.1%**

Contact hours  
increase over FY23

↑ **33.1%**

CEUs awarded  
increase over FY23

Celebrate our significant  
milestones that have  
propelled our organization  
forward.



# Generating Change, Advancing Careers

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CPE is committed to contributing to UTC's strategic plan directive of transforming the lives of our students and the futures of our region by increasing access to a distinct model of education...tied closely to workforce opportunities. CPE prepares students for success by aligning educational programs to workforce needs.

We invite you to read the success stories of students impacted by the programs and learn more about CPE's four sectors:

- Workforce Development
- Professional Development
- Corporate Training
- Administrative Support



# Workforce Development Highlight

499

## Students impacted by workforce development programs in FY23

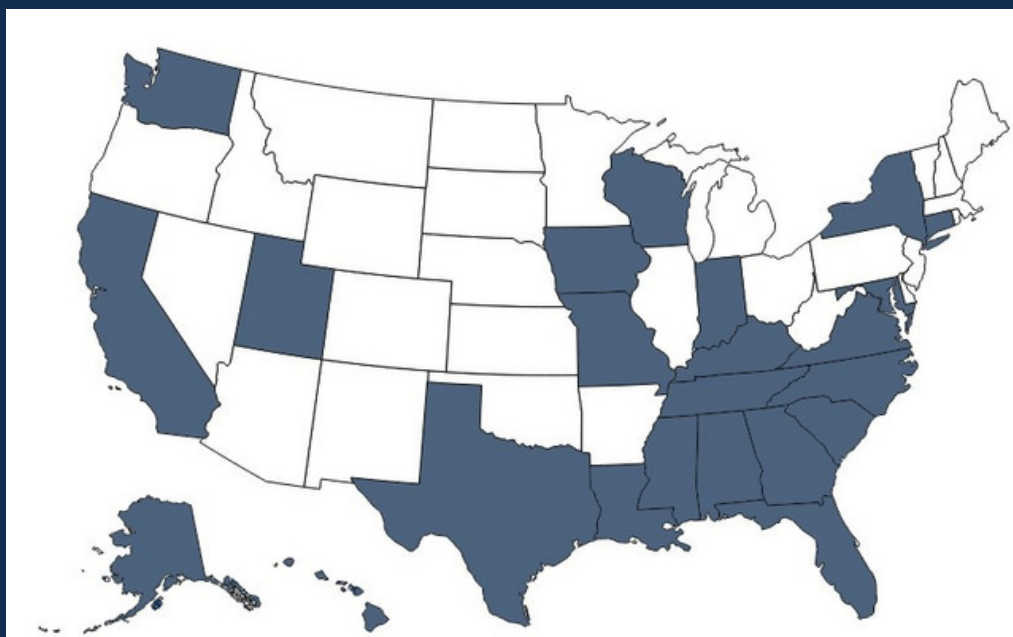
## Program Areas Include:

- Certified Nursing Assistant
- Clinical Medical Assistant
- Medical Billing and Coding
- Pharmacy Technician
- Phlebotomy Technician
- Freight Broker Professional
- Legal Studies
- Digital Court Reporting

## Target Audience:

**Individuals looking to establish brand-new careers and skillsets**

**Local | Regional | National**



# Workforce Development

## Student Success Stories

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"I pursued CNA certification to enhance my medical field experience. I am a first-year nursing student at UTC, and my CNA certification allowed me to gain employment with Erlanger as a Behavioral Health Associate. UTC's CNA instructor is wonderful, and her passion to help students succeed is evident. Thanks to her, I passed my licensure exams with flying colors. I left the class with not only a certification but also lifelong friends. My experience encompasses what UTC is all about."

### **Lauren Roberts**

Certified Nursing Assistant Program  
UTC Undergraduate Student

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"I heard about UTC's Freight Broker Professional Program on the radio. After researching logistics, I fell in love with the new challenge of a new industry. The course helped me gain confidence in not letting rejection affect my job. I learned time management, so I am always productive at work. I advise future students to be a sponge and absorb all the information you gain in class!"

### **Zach Cambron**

Freight Broker Professional Program Graduate  
UTC Undergraduate Alum, Class of 2017

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"I desired a career change. Being a UTC alum, I decided to take advantage of UTC's Pharmacy Technician Program. I appreciated that the instructor was a graduate of the program and provided us with information based on her knowledge and experiences. The quizzes, professional insights from industry experts and hands-on learning prepared me for the certification exam! I am grateful I passed."

### **Chanda Freeman**

Pharmacy Technician Program Graduate  
UTC Undergraduate Alum, Class of 2016

# Professional Development Highlight

**728**

## Program Areas Include:

Students impacted  
by professional  
development  
programs in FY23

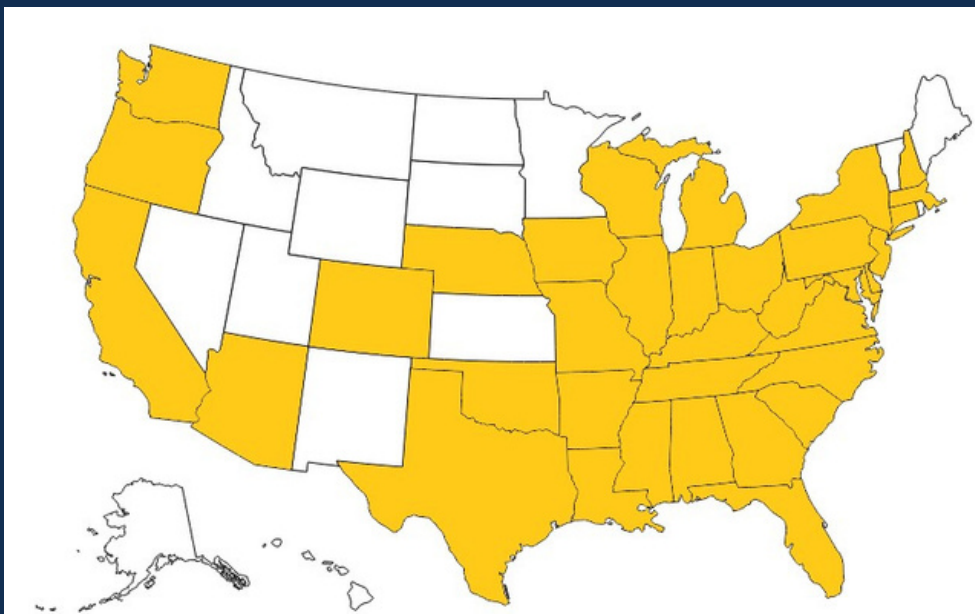
- Human Resources
- Project Management
- Supply Chain
- Teacher's Training

## Target Audience:

Individuals in  
established careers  
looking for  
advancement  
opportunities

## Local | Regional | National | International

Note: In addition to our nationwide participants, CPE served professional development students in Canada, China, Colombia, Hong Kong, Hungary, Liberia, the Republic of Korea, Turkey and the United Arab Emirates.



# Professional Development

## Student Success Stories

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"I consulted my mentor about post-military career options. He suggest project management due to my experiences. I decided to pursue a PMP certification, and I enjoyed that UTC's course was virtual and only two nights per week. The instructor broke down the process framework that made following the material easier. I have recommended this course to coworkers as it helped me succeed. Earning PMP certification helped me land interviews, leading to a project manager position at Disney."

**Brandon Hendrix, PMP**

Former PMP Exam Prep Course and ArmyCA-Funded Student  
Safety Auditor, Walt Disney World

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"I wanted to expand my professional knowledge on all things HR, and SHRM is a universally-respected platform to gain that knowledge. UTC's prep course was a perfect balance of presentation and class engagement. I am certain the time put into the class and associated reading is what secured my passing certification grade."

**Millie Callaway Parkes, SHRM-CP**

Former SHRM Exam Prep Course Student  
Human Resources Business Advisor, Tennessee Valley Authority

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"I pursued CPIM certification to enhance my knowledge of production planning and material flow, benefitting both my company and me. UTC's instructor was knowledgeable and engaging. My favorite part of the course was collaborating with peers and gaining their perspectives. I highly recommend UTC's course, as it better prepared me to pass the certification exam!"

**Marcus Affron, CPIM**

Former CPIM Exam Prep Course Student  
Production Control and Planning Manager, ASTEC



# Corporate Training Highlight

**354**

Students impacted  
by corporate  
training programs  
in FY23

## Program Areas Include:

- Fostering Innovation
- Diversity and Inclusion
- Communication: Connect Through Conversations
- Engaging and Retaining Talent
- Resolving Workplace Conflict
- Lean Six Sigma Green Belt
- Basics of Electric Motor

## Target Audience:

Companies looking  
to drive  
organizational  
growth through  
quality employee  
development  
programs



The Tivoli Theatre Foundation  
Diversity and Inclusion Training

# Corporate Training

## Student Success Stories

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"If you are wondering if training with UTC would be beneficial for your organization, the answer is yes. The training will bring your team closer together and improve the work your organization is doing."

### **Tiffany Barats**

Diversity and Inclusion Training Participant

Artist and Hospitality Manager, The Tivoli Theatre Foundation



"I thoroughly enjoyed the set of eight training course. The workshops touched on many of my daily job challenges. For example, UTC's Building and Sustaining Trust training helped me learn the importance of gaining trust of others in the workplace, from peers to superiors, and more specifically of those whom you are responsible for. I also found the engaging instructor and hands-on activities to be beneficial."

### **Gerald L. Hatten Jr.**

Leadership Development Training Participant

Laser Profiling Supervisor, Steel Warehouse



"Our organization recognized that we were facing barriers and lacked the tools to overcome them on our own. UTC's instructor effectively encouraged us to think creatively and find solutions through prompts rather than telling us exactly what we should do. If your organization has unmet goals and needs fresh tools in your toolbelt, corporate training is a must."

### **Courtney Parker**

Fostering Innovation Training Participant

Administrative and Events Coordinator, Crabtree Farms

# Administrative Support Projects Highlight

**540**

Students impacted by administrative support projects in FY23

## Program Areas Include:

- Southeastern Leadership Academy
- Adaptive Tai Chi Training Program
- Grow Your Own: English as a Second Language Endorsement Program
- Demystifying Death and Dying
- Chattanooga Autism Center

## Target Audience:

Organizations offering CEUs through CPE as well as Law Enforcement Innovation Center training



Southeastern Leadership Academy, Class of 2022



# Stakeholder Testimonials

As mentioned previously, CPE is committed to contributing to UTC's strategic directive of transforming the lives of our students and the futures of our region by increasing access to a distinct model of education...tied closely to workforce opportunities. A tactic used 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 contributes to the local workforce and engages the community in lifelong learning opportunities.



"UTC CPE provides career and workforce development resources that go above and beyond the education standard. The programs narrow the skill gaps in our community to meet workforce demands. Students who enroll in CPE programs are prepared to immediately enter careers helping Chattanooga companies. The CPE staff does a wonderful job aligning credentials with labor market needs by identifying current jobs in the region, potential jobs of the future and what credentials will be needed to fill those positions."

**Lauren West**

Director of Human Resources, Galen Medical Group



"UTC CPE is making a difference in the Chattanooga community by offering customized corporate training programs. The training is an excellent way to develop more influential and confident leaders. The CPE team is very professional. They follow up with customers after training projects and highlight the impacts of training outcomes."

**Sabrina Clay**

Human Resources Business Partner, Sanofi



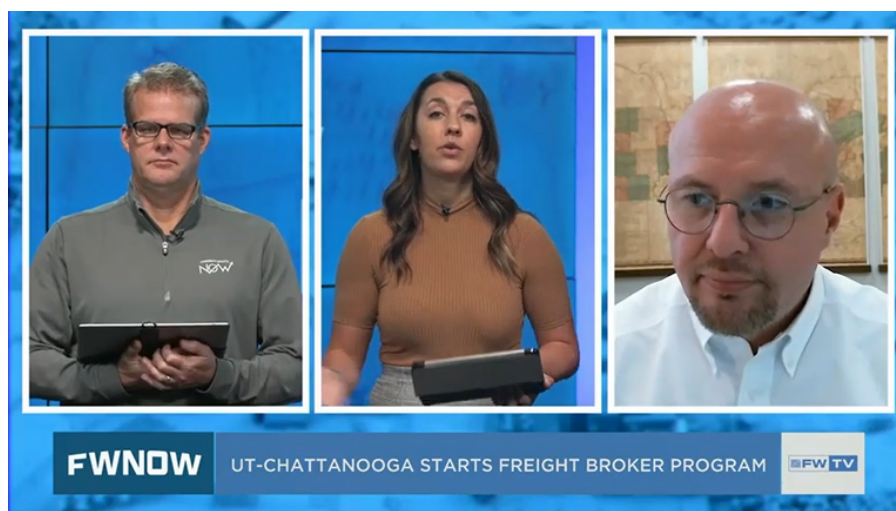
"An undergraduate university education will always be a profitable option for career-minded students. However, it's not the sole educational path to a well-paying profession. UTC CPE intuitively understands this. As such, they have brilliantly used the full support of the university system to cultivate training programs not found at a traditional university. From upskilling the credentials of HR professionals to certifying future CNAs, UTC CPE ensures that the University of Tennessee at Chattanooga is wholly equipped to meet the ever-evolving needs of the Chattanooga workforce."

**Hannah Young**

Southeast Business Development Consultant, Tennessee Department of Economic and Community Development

# CPE in the Media


- [A Training Onramp at UTC for Future Freight Brokers](#)
- [Certified Nursing Assistant at UTC Turns Struggle Into Strength](#)
- [Chattanooga Works: Future Freight Brokers Start Here](#)
- [Protégé Recap: Celebrating Young Leaders](#)
- [Thompson, Watson Named to SoCon Honors Team](#)
- [UT-Chattanooga Starts Freight Broker Program](#)
- [UTC Launches a New Program for Aspiring Freight Brokers](#)
- [UTC Partners With 15 Local Logistics Companies to Offer Freight-Focused Open House](#)
- [UTC/Transportation Intermediaries Association Partner to Offer Local 3PL Freight Broker Professional Program](#)



Director John Freeze conducts an interview with Freightwaves regarding the Freight Broker Professional Program.

**“CPE is proud to serve the  
University, Academic  
Affairs, the Chattanooga  
community and beyond.”**

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