



FY 23 PACE ANNUAL REPORT

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- Permaculture and the College of Agricultural Sciences had another stellar year -

ABOUT PROFESSIONAL AND CONTINUING EDUCATION

As Oregon continues to show job growth this past year, organizations are challenged to recruit highly skilled employees, emphasizing the importance of workforce development as an indispensable tool for fostering social and economic progress. The Professional and Continuing Education (PACE) program at Oregon State University is ready to meet the workforce challenges of today. As we reflect upon the past year's achievements and lay the groundwork for the future, we proudly present this report as a testament to our commitment to cultivate a resilient and dynamic workforce.

Our 2023 annual report shares stories of transformation and progress, providing real-world examples of how PACE can propel organizations to new heights. Our partnership with the Oregon Home Care Commission, for example, has led to more informed, effective workforce for those caring for the elderly. These types of collaborations help bridge the skills gap and reduce unemployment.

We are also proud to partner with many OSU academic departments and faculty, who lend their expertise to ensure that PACE's educational programs are the highest quality. Our collaborations with university partners have yielded industry-leading certificate programs, such as our Permaculture and Dairy Manufacturing programs.

Most importantly, PACE gives learners the skills and confidence that they need to be successful in their lives and careers. Aiding this economic and social mobility for Oregon's employees is what we are truly passionate about. By nurturing the talent of today, we are forging a brighter, more prosperous future for all.

Sincerely,

Patrick Kelley | Director of PACE | Oregon State University

Annual Revenue Shares to Colleges

FY20 - \$826,568

FY21 - \$892,431

FY22 - \$1,281,810

FY23 - \$1,224,372



Revenue Shares by Colleges - FY21-FY23



Oregon State University
College of Agricultural
Sciences

\$1,939,530.46



Oregon State University
College of Education

\$796,570.98



Oregon State University
College of Liberal Arts

\$390,522.52



Oregon State University
College of Health

\$251,202.50



Oregon State University
College of Forestry

\$197,837.60

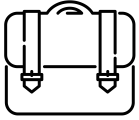


Oregon State University
College of Earth, Ocean,
and Atmospheric Sciences

\$2,400

PACE VALUES

We provide individuals and organizations with world-class professional development, meeting today's workforce needs that enhance your teams' competitive advantage – from front line staff to your executive team.

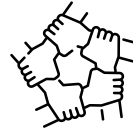


WORKFORCE DEVELOPMENT LEARNER FIRST

Increase the economic mobility of PACE learners by meeting workforce needs.



Gear learning towards the adult learner with engaging and innovative course design.



ACCESSIBLE

Remove barriers to education through costs, availability, accessibility, and a commitment to underserved populations.



QUALITY

Partner with experts to provide the most current curriculum that meets or exceeds industry standards.

BY THE NUMBERS

91%

Would recommend their course

94%

Positive overall experience

14,752

Learners served

245

Courses that PACE supports across 65 college programs

240,190

Prospective students we communicated with

149

Internal and external partners



COLLABORATIONS

Expanding Access to Transformative Education

Oregon State's world-class college faculty power our collective effort to provide accessible, flexible and transformative educational programs. PACE's innovative online learning platform and services allow us to leverage and expand faculty partners' reach and impact: Each year, our open enrollment professional education programs serve thousands of adult learners from across Oregon and around the world.

In just a matter of weeks or months, participants gain the knowledge they need to earn or maintain vital credentials, advance in their careers, or launch new business ventures.

OSU's PACE team has been a dream to work with every step of the way to bring our vision to life. The PACE team was instrumental in making this possible and we look forward to collaborating with them for years to come on our pipeline.
- Sheri Cole, Food Science & Technology

DAIRY FOODS MANUFACTURING CERTIFICATE

Sparked by a unique collaboration led by Associate Professor of Practice, Sheri Cole, Food Science and Technology Department Head, Lisbeth Goddik and external partners from the American Dairy Coalition, PACE developed a multimedia-rich series of on-demand trainings for dairy industry professionals.

Our innovative approach extends to the uniquely modular aspect of this program. Consider the context:

- Over the past decade, US dairy manufacturing employment hit a multi-decade high. In 2022, that number topped 117,000 – a nearly 20% jump since 2014.
- As with any industry, the fast-growing dairy manufacturing sector comprises an array of talent needs. Dairy industry areas of specialization include safety, quality, packaging and more.

PACE's Dairy Foods Manufacturing program addresses opportunity and talent development needs in this sector with full certificates in dairy manufacturing, "micro" certificates in specialized areas, as well as individual short courses.



FEATURED FACT: Since launching in mid-2023, the program saw more than 300 enrollments in less than five months

TECHNICAL WRITING CERTIFICATE

PACE's most popular partnership-driven programs include our online Technical Writing Certificate. This program, offered in conjunction with Oregon State's College of Liberal Arts, features a five-course series designed to equip participants for rewarding careers in the high-demand technical writing field. This accessible program has hosted learners from diverse backgrounds that include liberal arts, engineering and more.

In surveys, learners cite individualized attention and real-world projects as strengths of the program – as well as the prospect of career advancement and economic opportunity.

According to the US Bureau of Labor Statistics, the annual mean wage for technical writers is \$84,110.

“Not only do I love my job now and I'm happy, but my quality of life has dramatically improved financially and I'm able to save money for retirement. And I hadn't been able to do that before.”

April Ponto, Technical Writing Certificate graduate



The program's enduring appeal is a testament to the ongoing benefit it offers to hundreds of participants each year. Since 2017, we have seen more than 3,600 enrollments!

DISTILLERY STARTUP WORKSHOP

Developed by distilling expert (and OSU faculty member) Paul Hughes, Oregon State's Distillery Startup highlights the powerful ways PACE connects adult learners with world-class, transformative learning opportunities. Big picture, the US has seen distillery-based employment nearly triple – to more than 21,000 workers over the past 20 years.

For entrepreneurs, it has been an industry notably open to startups and new creative ventures.

That's where our Distillery Startup Workshop comes in. Professor Hughes distills (pun intended) his considerable technical and industry knowledge to the benefit of program participants, many of whom are in the early stages of launching or planning their own distilleries. The intensive, bootcamp-style program offers hands-on experience, along with feedback and insights from Professor Hughes – a uniquely Oregon State experience.

“Attending this course put things into perspective for me, and because of that, my dream of opening a distillery will become a reality.” - Workshop participant

PERMACULTURE DESIGN PROGRAMS

Oregon State University's most successful sustainability efforts include the runaway (if not widely known) success of the PACE-hosted online Permaculture Design Certificate programs. These programs are led by College of Agricultural Science instructor internationally renowned permaculture expert Andrew Millison.

What is permaculture? Put simply, it's a design-driven, whole systems approach to managing land and resources – one rooted in horticulture and agriculture, but which also touches on regional planning, ecology, animal husbandry, technology and architecture.

Each year, Andrew's Permaculture Design programs host hundreds of participants from across the US and around the world. Participants take knowledge gained and apply it to their own sites and/or others as part of professional permaculture development/consulting endeavors.

In fiscal year 2023, we hosted 778 Permaculture Design learners – and more than 3,200 over the past decade.

OREGON STATE UNIVERSITY CRITICAL TRAINING PROGRAMS

PACE's commitment to high-quality professional development extends to our own community of faculty, staff and students. Our multi-year partnership with University Human Resources was extended and strengthened in FY23.

Highlights included redesigned and updated Human Resources critical training modules. Required of all faculty, staff and student employees, our university brand-aligned critical training modules – focused on topics such as ethics and diversity, equity and inclusion – were updated with a focus on accessibility and access.

HIGHLIGHT

Each year, more than 10,000 members of the university community experience the critical training modules as a dynamic affirmation of the university's mission and values.

UPCOMING PROGRAMS

Looking ahead, the PACE team has ambitious plans to extend accessible, flexible and transformative education to more Oregonians than ever before. Programs in development include:

HIGH DEMAND

Training programs focused on high-demand, high-opportunities in healthcare, construction and information technology, among others.

FAST GROWING

Expanded opportunities in fast-growing sectors of the food and agriculture economy.

PARTNERSHIP DRIVEN

Partnership-driven professional development offerings focused on so-called "blue economy" (i.e., maritime) jobs.

ACCESSIBLE

Themes that connect our future plans include opportunity and access – that is, making life-changing education affordable and accessible to all, with a focus on underserved populations.

INNOVATION: DRIVING HIGH-IMPACT WORKFORCE DEVELOPMENT

OREGON HOME CARE COMMISSION

PACE's partnership with a vital state agency is helping accelerate career advancement and economic opportunity for thousands of care workers across Oregon. Our multi-year collaboration with Oregon Home Commission culminated with the fall 2022 launch of a dedicated professional development platform for home care workers.

OREGON DEPARTMENT OF REVENUE

During this highly productive partnership, the PACE team was pleased to support agency leadership's priorities related to supporting agency staff and serving Oregon taxpayers.

To that end, we facilitated a number of essential programs for DOR staff and leadership. Focus areas included:

- Employee Engagement
- Data Visualization
- Managing Remote Work
- Leadership Development
- Conflict Management
- Customer Service

Our expertise in online learning and collaboration also helped with DOR's transition to a more distributed and flexible remote work model for its teams. Overall, these efforts supported agency leaders' efforts to provide a supportive and productive work environment for its teams.

The new online platform has helped streamline career pathways and credentialing for workers, while also making training more flexible and accessible.

Home care workers may be employed by health care organizations or work independently; worker standards, training and credentialing are coordinated by OHCC.

Our collaboration helped fulfill the agency's dual goals of providing as much training as possible in an online format and addressing state-mandated training requirements. The partnership is helping address these goals in significant ways.

Following a six-month pilot program, the new platform launched in August 2022.

Since that time, more than 3,500 essential care workers have accessed training through the system.



Our partnership with OSU PACE has enabled OHCC to increase access to high-quality training for our workforce, while also greatly enhancing our agency's ability to manage related operations.



- OR Home Care Commission



MATERIALS TECHNOLOGY INSTITUTE

In 2023, PACE marked the completion of a landmark project with the Materials Technology Institute. As an industry association, MTI's members include Chevron, Dow, and Dupont, among many other employers involved with materials technology.

While MTI's mission includes professional development for its member employers, its efforts had traditionally featured only intensive on-site workshops. The organization lacked the capacity to develop the kind of scalable and effective online learning increasingly called for by members. MTI turned to PACE to address this need.

PACE developed a state-of-the-art, highly interactive series of training modules designed to certify association members' workforce teams. By facilitating MTI's scalable training solution for members, PACE is supporting the companies' efforts to efficiently manage the lifecycle of storage facilities and limit the risks and costs associated with equipment failure.

VICTIM TO VERDICT

In spite of its criminalization in all fifty states, animal abuse continues to be a significant problem nationwide. In 2023, PACE launched a new veterinary forensics program. Victim to Verdict: The Veterinarian's Role in Animal Cruelty Investigations Online Course aims to prepare and empower veterinary medicine and law enforcement professionals to recognize and report suspected animal abuse.

Created by an interdisciplinary team of experts including Kris Otteman, DVM, AVBP, CAWA; Linda Fielder, CAWA; Emily Lewis, JD, MSEL; and Annie Marcum, DVM MPH, this fully online course contains interactive case studies, rich multimedia, and practical tools to assist in the identification, recording, and reporting of animal abuse as well as critical instructions for locating animal protection laws, securing evidence, and preparing and completing forensic necropsy.

The only course of its kind in a fully online format, this course generated over 50 registrations within the first week of its availability and has already been approved by the American Association of Veterinary State Boards' Registry of Approved Continuing Education. These learning modules will also be rolled out to OSU Veterinary Medicine 4th year students as part of their degree-program learning.

"The experts at PACE helped us with the design and creation of our course every step of the way. They delivered on quality and expertise across the board and we are very proud of the result! We could not have asked for better partners!"

- Dr. Kris Otteman, Victim to Verdict

STRATEGIC PARTNERS

Our strategic partnerships have spanned a diverse list - in Oregon and beyond.



MEET OUR TEAM

With our expertise and experience, we can help our partners develop, deploy and successfully market your educational experience. The PACE brand reflects our organization's increasingly diverse capabilities and role as an innovation hub in these service areas.



PATRICK KELLY
Director



KATIE HENSLEY
Program Manager



KAREN TAYLOR
Instructional Designer



SUSAN YEAGER
Information Technology
Consultant



GREG ARONOFF
Marketing & Multimedia
Manager



KAYLYN HYMES
Business & Enrollment
Coordinator



ANDIE INGRAM
Program Manager



JOHN BUZZARD
Assistant Director



Oregon State University
Extension and
Engagement



Oregon State University
Professional and
Continuing Education