WELCOME

Dear Colleagues:

The PDC’s mission is to provide faculty, staff, and the broader Winston-Salem community with professional, personal, and civic enrichment opportunities through education focused on management training, interpersonal skills, academic and administrative software, general technical skills, and a myriad of special interest topics. This year, several projects were completed to help support this mission.

Centralizing development opportunities and augmenting conferences and workshops in other departments has helped the PDC become a partner across campus. Since its inception in spring 2008, the PDC has offered over 3300 classes with over 30,000 registrants, including classes, “lunch & learns,” conferences, and workshops.

Leadership

In Fiscal Year 2011, the PDC offered 29 classes/workshops on Leadership, Management, and Professional Development. Classes included:

- Assertive Communication Skills
- Achieving Your Leadership Potential: an Intense One-Week, Four-Session Class
- Building Trust in the Workplace
- Developing Your Identity as a Leader

In addition, the leadership cohort programs evolved by moving the focus from senior leaders in the Leadership Development Program, to developing faculty and staff members who desire to enhance their leadership skills for new or future opportunities. The Aspiring Leaders Program included twenty faculty and staff and was taught by fourteen different faculty and staff experts from across campus.

The Advisory Board demonstrates another aspect of the leadership within the PDC (as seen on page four). As the PDC strives to be a campus resource, it is imperative that it reach a cross-section of the University. The significance of this Board includes the ability of its members to learn about new initiatives through the PDC that can be shared with the Board member’s department; the opportunity for each member to share professional development opportunities being offered in his or her respective area; and cross-campus collaboration and partnership on projects related to professional development. The Advisory Board, led by library faculty member, Giz Womack, was also instrumental in assisting the PDC with conducting research and determining the competencies for the new campus-wide certification program that will be launched in September 2011.

(Continued on page 3)
Since its inception in spring 2008, the PDC has offered over 3300 classes with over 30,000 registrations, including classes, “lunch & learns,” conferences, and workshops.

Coaching and Organizational Development
Two new areas that the PDC delved into this year were coaching and organizational development. In its first year, the coaching program assisted twenty-one faculty and staff with career-related objectives. The organizational development pilot was well-received and assisted seven departments with needs such as organizational structure, process improvement, conflict management, and team building.

Community Outreach
The PDC also reached out to the community by opening select classes to alumni and the general public. This included more than twenty “lunch & learn” opportunities where faculty, staff, students, and community members brought their lunch and listened to one of our faculty or staff members share their expertise on a topic. In an effort to keep our campus emotionally, mentally, and physically healthy, thirteen classes were offered on health and wellness topics.

In February, the PDC built community with other higher education institutions by offering the first annual Professional Development Conference. Seven different private and public institutions from five different states were represented. This time was focused on sharing good practices related to professional development and discussing opportunities for collaboration and future endeavors as a group. Other community initiatives included presenting at the Colleges and Universities Professional Association (CUPA) Regional Conference held in Little Rock, AR in April 2011, and writing an article to be published in the quarterly CUPA magazine this fall.

The Coming Year
Our goals for the upcoming year, which can be found on the final page of this report, are focused on providing opportunities for our campus community to grow professionally and to help them achieve personal fulfillment at the same time.

Sincerely,

Andrea C. Ellis
Director for Professional and Leadership Development

John Champlin
Manager

Loretta Meyer
Administrative Coordinator

Melissa Clodfelter
Associate Director

Tomma Guastaferro
Operations & Marketing Specialist

Will Clarke
Web Design Consultant
ADVISORY COMMITTEE

A committee consisting of faculty, staff, and administrators has formed to centralize, identify, and support diverse professional development needs. The committee met twice in the Fall 2010 semester and twice in the Spring 2011 semester. Meeting minutes and other information can be found at: http://cloud.lib.wfu.edu/wiki/pdcac/index.php/home.

ADVISORY COMMITTEE MEMBERS

Mr. Giz Womack - Professional Development Chair, ZSR Library, Library Faculty

Dr. Andrea Ellis - Director, Professional and Leadership Development, Human Resources and Office of the Provost, Ex officio

Ms. Sarah Wojick - Technology Chair, Information Systems, Staff Member

Ms. Tomma Guastaferro – Operations and Marketing Specialist, Professional Development Center, Staff Member

Dr. Rebecca Thomas - Dean's Office, Administrator

Dr. Dwayne Godwin - Graduate School, Administrator

Dr. Catherine Ross - Teaching and Learning Center, Staff Member

Dr. Anne Hardcastle - Romance Languages, Faculty Member

Dr. Ann Cunningham – Education, Faculty Member

Mr. Nathan Anderson - Finance and Accounting Services, Staff Member

Ms. Pat Boone - Alumni Activities, Staff Member

Mr. Scott Claybrook - Instructional Technology Consultant, Staff Member

Ms. Melissa Clodfelter - Divinity School & Professional Development Center, Staff Member

Ms. Jessica Finnerty - Campus Recreation, Staff Member

Ms. Alta Mauro - Office of Multicultural Affairs, Staff Member

Ms. Jan Pagoria - WFUSB - Graduate Student Affairs, Staff Member
I think the most helpful part was interacting with both faculty and staff to build a more well-rounded network and understanding across the groups. There were a lot of wonderful take-a ways! And the emotional intelligence/MBTI, I use almost daily.
- Mary Cranfill, Financial Services

ASPIRING LEADERS PROGRAM

As the University continued its commitment to advance its leadership, the Professional Development Center announced a new Aspiring Leaders Program for prospective leaders. The program was funded as a strategic initiative and supported by the Provost and the Senior Vice President for Finance & Administration and launched in September 2010.

The Aspiring Leaders Program participants were nominated by Cabinet members, deans, other administrators. This program was geared toward tenured faculty with possible interest in becoming a chair or program director, and staff with five to seven years of professional experience who are new to a leadership role or who have a desire to attain one in the future. Sixty nominations were received with 40 applications submitted.

Ten faculty and ten staff members met monthly for sessions that included leadership development; budgets and operations; the hiring process; and faculty and staff relations. The curriculum was created to accommodate different perspectives unique to Wake Forest University, with many sessions being taught by our own talent within the Schools of Business, the Communication Department and Human Resources.

PARTICIPANTS

Mr. Steve Adams - Athletics  
Mr. John Borwick - Information Systems  
Ms. Betsy Chapman - Advancement  
Dr. Jill Crainshaw - Divinity  
Ms. Mary Cranfill - Financial Services  
Dr. Jay Ford - Religion  
Dr. Errin Fulp - Computer Science  
Dr. Anne Hardcastle - Romance Languages  
Ms. Beth Hoagland - Office of the Provost  
Mr. Hansford Johnson - Schools of Business  
Ms. Christy Lennon - Human Resources  
Ms. Mary Beth Lock - ZSR Library  
Dr. Grant McAllister - German  
Dr. Perry Patterson - Academic Advising  
Dr. James Raper - Counseling Center  
Mr. Adam Shick - Institutional Research  
Dr. Wayne Silver - Biology  
Mr. Patrick Sullivan - Associate Office of Personal and Career Development  
Dr. Kendall Tarte - Romance Languages  
Mr. Willie Williams - Bookstores
Coaching has given me the time and the platform to think about issues that affect my performance and job fulfillment in ways that I was not able to do in the past. The perspective of and dialogue with my coach have provided new insights and helped me craft actionable plans for taking advantage of the newly discovered insights.

COACHING

During the summer of 2009, conversations began between associate provost Mark Welker, PDC director Andrea Ellis, and professional coach Melissa Clodfelter about the leadership coaching Melissa was providing as a part of the Building Leadership Capacity Grant in the WFU School of Divinity. Melissa is a Professional Certified Coach (PCC) with the International Coach Federation, Inc. who has coached over 1,500 hours with individuals and groups. Therefore, collaboration between Melissa and the PDC seemed like a natural progression for both parties.

In the spring semester of 2010, the PDC and Melissa, as a coach consultant, launched a year-long coaching pilot with the Schools of Business. The pilot initiated with three faculty members and grew to serve 14 faculty members in the Schools of Business and seven other faculty and staff from across the campus without any marketing efforts.

After a year of tremendous success, and the Divinity School grant in its last year, Melissa accepted the offer to join the PDC as the Associate Director for Professional and Leadership Development. She spends her time conducting one-on-one coaching for faculty and staff, facilitating classes through the PDC, and offering coaching opportunities to the Winston-Salem community. To learn more about coaching opportunities visit: http://pdc.wfu.edu/coaching/.
MONTHLY NEWSLETTER SUBSCRIBERS
The newsletter subscribers grew by 130% exceeding 5800 faculty, staff, students, and general community members.

TYPES OF EVENTS OFFERED
While the number of classes offered stayed consistent with previous years, conferences and diversity opportunities quadrupled, and technical classes increased by 17% due to Sakai and other academic software. Class offerings decreased in a few areas including teamclass classes which now fall under organizational development efforts; health and wellness due to not offering H1N1 shots; and leadership/management as coaching for the LDP was not included in FY11.

<table>
<thead>
<tr>
<th>Category</th>
<th>FY 09</th>
<th>FY 10</th>
<th>FY 11</th>
</tr>
</thead>
<tbody>
<tr>
<td>Technical</td>
<td>173</td>
<td>190</td>
<td>227</td>
</tr>
<tr>
<td>Academic</td>
<td>157</td>
<td>214</td>
<td>212</td>
</tr>
<tr>
<td>Professional</td>
<td>91</td>
<td>124</td>
<td>116</td>
</tr>
<tr>
<td>Finance/Legal</td>
<td>109</td>
<td>81</td>
<td>98</td>
</tr>
<tr>
<td>Health/Wellness</td>
<td>85</td>
<td>95</td>
<td>60</td>
</tr>
<tr>
<td>Special Interest</td>
<td>19</td>
<td>29</td>
<td>50</td>
</tr>
<tr>
<td>Diversity</td>
<td>1</td>
<td>9</td>
<td>39</td>
</tr>
<tr>
<td>Conferences/Workshops</td>
<td>1</td>
<td>8</td>
<td>31</td>
</tr>
<tr>
<td>Leadership/Management</td>
<td>13</td>
<td>51</td>
<td>27</td>
</tr>
<tr>
<td>Personal</td>
<td>25</td>
<td>21</td>
<td>25</td>
</tr>
<tr>
<td>Team Building</td>
<td>42</td>
<td>2</td>
<td></td>
</tr>
</tbody>
</table>
HIGHLIGHTS

CUPA-HR
Andrea Ellis and Tomma Guastaferro presented at The College and University Professional Association for Human Resources (CUPA-HR) Southern Region Conference in Little Rock, AR on *Building a Community by Developing Faculty and Staff … in the Same Room.*

The presentation included how collaboration between the provost’s office and the human resources department proved to be the key to success. They explored how a community can be strengthened by offering leadership development programs for faculty and staff … in the same room.

PDC EXPANDS HEALTH AND WELLNESS CLASSES
In response to numerous requests for classes focused on nutrition and reducing stress, the Professional Development Center increased its Health & Wellness offerings. Last year, the PDC offered thirteen Health & Wellness classes.

COMMUNITY PARTNERS
Laura Hamilton, CSP
Keith Hiatt, CPA, AEP - Breslow Starling, Certified Public Accountants
Mark Rodgman, Mark Rodgman and Associates
Cindy Silver, MS, RD, LDN – A Market Basket of Nutrition Services
Courtney Simmons, RD, LDN – ARAMARK, WFU
Linda S. Smith, SPHR - Splash Performance
The Right Click, Inc.
Zemo Trevathan, Zemo Trevathan and Associates, Inc.
Jessica Wallace, Catering Director, ARAMARK, WFU
R. Michael Wells, Sr. - Wells Jenkins Lucas & Jenkins PLLC
Margaret M. Wilson, Wachovia at Work

CONTRIBUTORS
Aspiring Leaders Program
Mr. John Allison, Distinguished Professor of Practice, WFU Schools of Business
Sharon Anderson, Director of Strategic Initiatives, Financial & Accounting Service
Dr. Holly Brower, Associate Professor, WFU Schools of Business
Tara Brown, Program Manager, Talent Acquisition, Human Resources
Carol Burns, Associate Controller, Financial & Accounting Service
Angela Culler, AVP, HR Services & Compliance, Human Resources
Brandon Gilliland, Assistant VP, & Controller, Financial & Accounting Service
Christy Lennon, HR Partner, Human Resources
Doris McLaughlin, Director of Equal Opportunity/Employee Services Manager, Human Resources
Dr. Sherry Moss, Professor of Organizational Studies, WFU Schools of Business
Dr. Dee Oseroff-Varnell, Assistant Professor, Department of Communication
Ms. Jeanie Ross, Associate Director, Career Counsel, WFU Schools of Business
Dr. Scott Shafer, Professor of Management, WFU Schools of Business
James Shore, AVP, Budget & Financial Planning

Building Trust in the Workplace
Dr. Holly Brower, Associate Professor, Schools of Business

Dealing with Anxiety and Learning New Coping Skills
Dr. Donna Henderson, Professor, Counseling, Department of Counseling
Event Planning 101

Advancement
Brandi B. Cleveland, Director of University Events
Vada Lou Earle, Director of Reunion Leadership Giving
Kasey Hughes, Project Coordinator
Gena Hauser, Administrator
Zelly Meachum, Interim Director, Alumni Services
Jennifer Richwine, Assistant Vice President, University Events

Aramark
Jessica Wallace, Catering Director

Facilities and Campus Services
Alex Crist, Director, Parking & Transportation
Jim Coffey, Director, Landscaping Services

University Police
Bruce Sanspree, Special Projects Coordinator

How Exercise Can Help Relieve Stress
Jillian Coleman, Coordinator, Group Fitness & Wellness, Campus Recreation

How Humor Can Help Keep You Healthy
Dr. Sam Gladding, chair and a professor, Department of Counseling

How to Effectively Deal with Parents - Especially When They Are Not Your Own
Dr. Helen Akinc, Department of Global Affairs

How to Supervise Student Workers
Stephanie Ganser, Residence Life Coordinator, Residence Life and Housing
Ashley Jones, Coordinator, Residence Education, Residence Life and Housing
Nicole Rodriguez-Pastor, Assistant Director, Residence Life and Housing

“I Don't Have Time to Attend This Workshop!”
Melissa Clodfelter, Associate Director, Professional and Leadership Development
Catherine Ross, Managing Director of the Teaching and Learning Center

Nutrition & Carbohydrates: Get the Scoop on Your Body's Preferred Source of Fuel
Courtney Anne Simmons, Registered dietitian (RD), licensed in North Carolina as a dietitian/nutritionist (LDN). ARAMARK

Public Speaking and Presentations
Dr. Dee Oseroff-Varnell, Assistant Professor, Department of Communication

Spanish for Beginners, Building on Spanish for Beginners, Conversational Spanish
Dr. Teresa Sanhuela, WFU Associate Professor of Spanish, Romance Languages

Staying Healthy, Nutrition and Supplements
Dr. Gary D. Miller, Associate Professor, Department of Health & Exercise Science

Supervisor's Training Class: "How We Do It at Wake"
The Human Resources Team led by Christy Lennon, HR Partner

Wellness Approach to Living
Dr. James Raper, Assistant Director, Counseling, Counseling Center
SPECIAL EVENTS AND CONFERENCES

The number of conferences and other special events, which range from Faculty ThinkPad Distribution to flu shot registrations, that run through the PDC website is constantly growing. A highlight of these events can be found below.

- 2011 Meeting of the Society for Cross-Cultural Research
- ACRL 2011 Conference Lightening Wrap-Up
- *Active Imaginations: Creativity and Innovation In and Out of the Academy
- Clery Act Training
- EDUCAUSE 2010 Online Annual Program
- *Fulbright Day at Wake Forest
- GateKeepers I, II, III: Enhancing Our Community through Inclusion; Cross Cultural Conflict & Dialogue; Contact Theory and Dialogue
- Institute for Dismantling Racism & Crossroads Anti-Racism 2-1/2 Day
- Losing to Win Conference, Discussions of Race and Intercollegiate Sports
- North Carolina Conference of Graduate Schools
  Recruiting a Racially Diverse, Culturally Competent Faculty
- Southern Silences: Trauma & American Indian and African American Resilience
- SYNAPSE Conference
- UNCERTAIN ARRIVALS: Forms of Thought, Life, and Emergence
- WISE

TRAINING AND PROFESSIONAL DEVELOPMENT CONFERENCE

The Professional Development Center hosted the first: *Training and Professional Development Group Conference* at Wake Forest University February 15-17, 2011. Universities in attendance included: Alabama State University, Appalachian State University, Drexel University, East Michigan University, University of North Carolina at Greensboro, Marymount University, and Syracuse University. Each university shared best practices and discussed ways to collaborate and potentially expand the conference in the future.
The Professional Development Center is focused on meeting the needs of the campus and building community, both on and off campus.

FISCAL YEAR 2012

In fiscal year 2012, the Professional Development Center is focused on meeting the needs of the campus and building community, both on and off campus. These goals will be met with the current and new staff members who joined the team full-time as of July 1: Melissa Clodfelter, Associate Director for Professional and Leadership Development who is responsible for Coaching and John Champlin, Manager of Professional and Leadership Development, who will oversee the CORE Program.

The following are several distinct areas that have been determined for this year:

Coaching Programs
After successfully piloting the coaching pilot last year, we plan to market this program more widely across campus. The PDC coaching consortium will move beyond one-on-one coaching to include coach training for faculty and staff. Additionally, coach training will be offered to the community as a revenue building initiative.

Leadership and Organizational Development
The LDP will be offered again this fall, as another 20 faculty and staff engage in leadership education and capstone projects throughout the academic year.

The organizational development needs and requests across campus continue to grow. This year, the PDC staff will promote this facet of the PDC by enhancing their skills to expand the scope of offerings and expertise that can be offered. In addition to departmental projects, the PDC will launch a book club and a leadership library to help encourage faculty and staff to develop their skill sets while building our campus community.

Community Outreach
The PDC will try to forge a partnership with the Graylyn Conference Center to expand its offerings to the Winston-Salem community. It will also work with the Executive Education Program in the Schools of Business to increase external certification programs and revenue generating opportunities.

CORE
After a year of collecting and synthesizing data, the competency-based program named CORE (Cultivating our Organization to Realize Excellence) was launched on September 8, 2011. There are three tracks that are available: CORE, CORE Leader, and CORE for Administrative Professionals. This is an exciting opportunity to engage faculty and staff across campus.
The mission of the Professional Development Center is to provide faculty, staff, and the broader Winston-Salem community with professional, personal, and civic enrichment opportunities through education focused on leadership development, interpersonal skills, academic and administrative software, general technical skills, and a myriad of special interest topics.