Contents

Welcome 3
about the Professional Development Center  4
highlights 5
Statistical activity  7
initiatives  9
services  11

Photographs provided by Ken Bennett, University Photographer.
WELCOME

In March 2008, the Professional Development Center was launched with a mere vision of what could be. As the PDC approaches its two-year anniversary, we are in awe of what the campus has accomplished in such a short period of time. In the beginning of this venture, the Professional Development Center was solely supported and funded by Human Resources. Soon after its inception, the Z. Smith Reynolds library staff was sought out to augment these efforts as a partner in the initiative. This was the beginning of centralizing development opportunities and interdepartmental collaboration across campus.

As of December 2008, the Professional Development Center became a shared resource between Human Resources and the Office of the Provost. This union of academic and administrative resources has encouraged continued growth for the PDC by supporting the development of new programs and opportunities for faculty, staff, and students.

The growth and success of the PDC could not have been realized without the incredible support of the PDAC committee (refer to page four), and the over 50 departments campus-wide that have contributed to the diverse course offerings for the campus.

Increased offerings and opportunities are anticipated as we perfect current offerings and create more leadership opportunities for the entire campus in the upcoming fiscal year.

Sincerely,

Andrea C. Ellis
Associate Director for Professional Development

Mike Tesh
Associate Vice-President, Human Resources

Mark E. Welker
Associate Provost for Research and Faculty Affairs
**PROFESSIONAL DEVELOPMENT CENTER**

Andrea Ellis, MA, NCC  
Associate Director for Professional Development  
Tomma Guastaferro  
Coordinator  
Susan Edwards  
Budget Management Consultant  
Will Clarke  
Web Design Consultant  

**MISSION**

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.

A Professional Development Advisory Committee consisting of faculty, staff, and administrators meets regularly to identify and support diverse professional development needs. A list of the 2008-2009 committee members is as follows:

<table>
<thead>
<tr>
<th>Name</th>
<th>Department</th>
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<tbody>
<tr>
<td>Giz Womack</td>
<td>ZSR Library</td>
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<tr>
<td>Kate Hicks</td>
<td>Information Systems</td>
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<td>Randy Rogan</td>
<td>Graduate School</td>
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<tr>
<td>Mark Welker</td>
<td>Office of the Provost</td>
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<tr>
<td>Sally Barbour</td>
<td>Romance Languages</td>
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<tr>
<td>Ann Cunningham</td>
<td>Education</td>
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<tr>
<td>Nathan Anderson</td>
<td>Finance and Accounting Services</td>
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<td>Phil Archer</td>
<td>Reynolda House</td>
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<td>Pat Boone</td>
<td>Alumni Activities</td>
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<tr>
<td>Scott Claybrook</td>
<td>Instructional Technology Consultant</td>
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<tr>
<td>Julie Edelson</td>
<td>Research and Sponsored Programs</td>
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<tr>
<td>Jessica Finnerty</td>
<td>Campus Recreation</td>
</tr>
<tr>
<td>Rebecca Harrington</td>
<td>Facilities</td>
</tr>
<tr>
<td>Andrea Ellis</td>
<td>Human Resources/Office of the Provost</td>
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</tbody>
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Leadership/Management Skills: Negotiation
by Dr. John Anderson
Dr. John Anderson, from the Counseling Department, offered a 6-session seminar that focused on the daily negotiation situations both work and personal settings. Participants learned about the importance of confidence, competence, and satisfaction in dealing with a broad range of negotiation contexts and roles.

The Evolving Financial Crisis and Its Impact on the Economy
by Dr. Robert Bliss
Dr. Robert Bliss, from the Schools of Business, discussed the evolving financial crisis and how it is impacting the real economy.

Understanding Adolescents: Myths and Realities
by Dr. Christy Buchanan
Dr. Buchanan discussed adolescent development and the joys and challenges of parenting or working with teenagers.

Golf Clinic
by Coach Dailey
Head Golf Coach, Dianne Dailey, and her players offered the first Women’s Golf Clinic for WFU faculty and staff, which covered fundamentals of swing, chipping/pitching and putting. After the event, the women from the Reynolda and Bowman Gray campus communities enjoyed refreshments and socializing with the team.

Performance Management
by Dr. Bill Davis
This one-day workshop on Performance Management provides an introduction to the principles and practices of effective supervision – especially as it relates to the management of direct reports.

Humor and Mental Health
by Dr. Sam Gladding
Dr. Sam Gladding, from the Counseling Department educated and demonstrated the importance of humor in maintaining physical and mental health.
Dealing with Anxiety and Learning New Coping Skills
by Donna Henderson
Dr. Donna Henderson, from the Counseling Department, offered a session to discuss the true meaning of anxiety. She shared practical ways to cope with the stress and provided tips/tricks to enable attendees to assist family and friends in need.

History of Wake Forest, Three Part Series Provided
by Dr. Ed Hendricks
Dr. Ed Hendricks walked over 60 faculty and staff through the history of Wake Forest. He included highlights of the origin and development of Wake Forest College through the move to Winston-Salem into the Dr. Hearn’s presidency.

Free Income Tax Preparation
by Dr. Yvonne Hinson
Dr. Hinson, from the Schools of Business, and a group of staff, offered free income tax preparation and electronic filing for qualified staff and community members.

Decision-Making for Leaders
by Dr. Sherry Moss
Dr. Sherry Moss, from the Schools of Business, educated participants on how to use the decision-making model to maximize the effectiveness of their decisions at work.

Stress Management
by Gavin Roark
Gavin Roark, former employee from the Office of Residence Life and Housing, explored the causes of stress, strategies for avoiding it or working through it, and the importance of finding balance.

PDC COMMUNITY PARTNERS
Associates for Professional Development
Consumer Credit Counseling Service of Forsyth Co.
Dr. Bob Nations
Elder Care Choices
Hospice & Palliative Care Center
Laura Hamilton Seminars
Mark Rodgman and Associates
The Right Click
Wachovia
Walgreens
Wells Jenkins Lucas & Jenkins
**ACTIVITIES**

**METRICS**

The PDC is committed to assessing classes, instructors and events to ensure the objectives of the Center are being met. Electronic surveys are sent to participants to capture feedback. Below is a snapshot of the information that was collected.

**FEEDBACK**

*In what ways did this class help you?*

96% of participants felt the event helped them personally, professionally, or with classes. Of those:
- 70% said it helped them professionally
- 55% said it helped them personally
- 9% said it helped them with classes

*In general*
- 98% of people said it was easy to register via the PDC’s website
- 96% felt the objectives in PDC offerings were clear
- 95% said the material covered matched the subject of the event
- 86% said the content met their needs
- 88% said event materials were adequate
- 92% said they would recommend the PDC’s event to others
- 98% said the instructor was prepared
- 97% said the instructor knew the material
- 95% said the instructor engaged the participants
- 97% said the instructor encouraged questions
- 96% were happy with the facilities (classroom)

**WHO IS SIGNING UP FOR THE LISTSERV?**

The focus of the PDC is to offer diverse offerings to faculty and staff. As the PDC continues to grow, the scope is broadening, as are the interested constituents. Below are graphs that speak to both of these areas.

**WHAT TYPES OF EVENTS ARE OFFERED?**

*All data reflects period between 7/1/08 and 6/30/09.*
EVENTS OFFERED

EVENTS OFFERED BY DEPARTMENT
- Alumni Affairs
- Art
- Campus Recreation
- Department of Counseling
- Divinity School
- Facilities Management and Campus Services
- Financial & Accounting Services
- Graylyn Conference Center
- History
- Human Resources
- Information Systems
- Instructional Technology Group
- Investments and Treasurer’s Office
- Learning Assistance Center
- Management
- Medical School
- Professional Development Center
- Provost
- Research & Sponsored Programs
- Reynolda House
- Schools of Business
- Sociology
- Student Health
- Student Affairs
- Teaching and Learning Center
- University Police
- Volunteer Services
- Z. Smith Reynolds Library

*The September/October spike in the Registration and Participation graphs are due to online flu shot registrations through the PDC.
LUNCH & LEARN

To accommodate tight schedules and also encourage a sense of community, the PDC offered a series of “Lunch and Learn” opportunities for faculty, staff and students. Below is a list of some of the interesting topics offered throughout the year:

- Caring for Older Loved Ones
- Dealing with Grief
- How to Save $1 Million
- Humor and Mental Health
- Improving Your Cash Flow
- Investing for College and 529 Plans
- Living Wills and Healthcare Powers of Attorney
- Prepare to Laugh! - Four Generations in the Workplace
- Refinancing Your Mortgage, It’s Never Too Late
- Stress Management
- The Admin of the Future
- Understanding Adolescents: Myths and Realities
- Weight Watchers at Work
- Wills, Power of Attorney and Estate Planning: Protecting Your Family

CONFERENCES HOSTED THROUGH THE PDC

The PDC served as a campus partner to a number of departments that hosted conferences by providing the capability to provide a registration system and collect logistical information.

Ajilon Continuing Education: Human Resources
Ajilon Continuing Education: Financial
Counseling Department: Using Counseling Skills in Coaching
Counseling Department: Practical Ethics: Understanding and Adhering to Counseling Ethical Standards, and Suicide Risk Assessment and Intervention
Health Analytics Conference: Electronic Health Record - Best Practices and New Horizons
Workshop on Intercultural Skill Enhancement (WISE)

96% of participants felt the event helped them personally, professionally, or with classes.
THE PDC RESPONDS TO THE FINANCIAL CRISIS

The Professional Development Center was one of the first areas to respond with the onset of the financial challenges. Below is the list of opportunities offered by faculty and local community partners to help ensure the University community was provided assistance during these times.

- Retirement Planning
- The Evolving Financial Crisis and Its Impact on the Economy
- Making Sense Out of Chaos
- Humor and Mental Health
- Dealing with Anxiety and Learning New Coping Skills
- Invest in Your Health Now to Save A LOT Later
- Improving Your Cash Flow
- Debt and Credit Awareness
- Stress Management and How We Balance
- WFU Retirement Partner Sessions

92% of participants said they would recommend the PDC’s event to others.
FISCAL YEAR 2010

In fiscal year 2010, the Professional Development Center’s focus is on continued growth of its offerings across campus. With the support of Provost Jill Tiefenthaler and Vice President of Administration, Matt Cullinan, the inaugural Leadership Development Program for executive level leaders, was launched in the fall of 2009. Participants, including faculty chairs, associate vice presidents, and directors, were nominated by members of the Cabinet. Throughout the remainder of the year, additional programs will be provided through the PDC that will offer broad professional development opportunities for our faculty and staff and align with the strategic plan.

The PDC will continue its mission to help integrate the campus communities, including faculty, staff, and students, as well as the community-at-large. By offering these comprehensive opportunities, the PDC will help the University realize the strategic goal of “creating a richer sense of community.”

Lastly, the PDC will serve the campus by assisting with campus events, conferences, and other opportunities that require a registration process. PDC has become the centralized location for our campus events, and we look forward to more growth in the upcoming year.

CONTACT

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