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 Center Advisory Committee consisting of faculty, staff, and administrators meets regularly to identify and support diverse professional development needs. A list of the 2009-2010 committee members is as follows:

<table>
<thead>
<tr>
<th>Name</th>
<th>Department</th>
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<tr>
<td>Giz Womack,</td>
<td>ZSR Library</td>
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<tr>
<td>Professional Development Chair</td>
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<tr>
<td>Sarah Wojcik,</td>
<td>Information Systems</td>
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<tr>
<td>Technology Chair</td>
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<tr>
<td>Randy Rogan</td>
<td>Graduate School</td>
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<tr>
<td>Anne Hardcastle</td>
<td>Romance Languages</td>
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<tr>
<td>Sally Barbour</td>
<td>Romance Languages</td>
</tr>
<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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<tr>
<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>Jessica Finnerty</td>
<td>Campus Recreation</td>
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<tr>
<td>Tomma Guastaferro</td>
<td>Human Resources</td>
</tr>
<tr>
<td>Jan Pagoria</td>
<td>WFUSB- Graduate Student Affairs</td>
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<tr>
<td>Andrea Ellis, Ex Officio</td>
<td>Human Resources/Office of the Provost</td>
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WELCOME

In fiscal year 2010, the Professional Development Center continued to expand its programs.

With the support of Provost Jill Tiefenthaler and Vice President of Administration, Dr. Matt Cullinan, the first Leadership Development Program, was launched in the fall of 2009. The program was a tremendous success and will be accepting applications again in spring 2011.

Another area of success was helping to improve the sense of community and internal communication by centralizing campus-wide events through the PDC. Over 1100 events were hosted by the PDC throughout the year, including classes, lunch and learns, conferences, and workshops. The health and wellness series was one of the areas that expanded throughout the year and gained considerable interest across campus.

The success of the PDC could not have been realized without the incredible support of the Professional Development Center Advisory Committee and the departments campus-wide that have contributed to the diverse course offerings for the campus.

The PDC has experienced amazing growth over the past two years as the campus continues to embrace and support its initiatives. Because of this support, the PDC has several exciting, new initiatives in FY 2011, which can be found on the last page of the report.

Sincerely,

Andrea C. Ellis
Director for Professional and Leadership Development

J. Mike Tesh
Associate Vice-President, Human Resources

Mark E. Welker
Vice Provost for Research and Faculty Affairs
LEADERSHIP DEVELOPMENT PROGRAM

The LDP, launched in August 2009, was the first of its kind at Wake Forest and also an innovative approach that had not been seen at other colleges and universities. In addition to classes, professional coaching, and a capstone project, the program set itself apart from others by providing leadership development to a group of ten faculty chairs and ten staff administrators. Combining faculty and staff throughout this eight-month program is often stated as the best outcome of the program, as participants established new relationships and gained a new appreciation for each other’s roles at the University.

PARTICIPANTS

<table>
<thead>
<tr>
<th>Name</th>
<th>Position/Department</th>
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<tbody>
<tr>
<td>Ed Allen</td>
<td>Faculty Chair – German and Russian</td>
</tr>
<tr>
<td>Wanda Brown</td>
<td>Faculty Chair - Library</td>
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<tr>
<td>Carole Browne</td>
<td>Faculty Chair - Anthropology</td>
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<tr>
<td>Jonathan Christman</td>
<td>Faculty Chair - Theatre</td>
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<tr>
<td>Christa Colyer</td>
<td>Faculty Chair - Chemistry</td>
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<tr>
<td>Jim Curran</td>
<td>Faculty Chair - Biology</td>
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<tr>
<td>Steve Duke</td>
<td>Director International Studies</td>
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<tr>
<td>Donna Hamilton</td>
<td>Associate Vice President/ Senior Counsel</td>
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<tr>
<td>Dwight Lewis</td>
<td>Associate Athletic Director Internal Operations</td>
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<tr>
<td>Dave Marmion</td>
<td>Associate Athletic Director Student Athlete Services</td>
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<tr>
<td>Donna McGalliard</td>
<td>Director Residence Life and Housing</td>
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<tr>
<td>Emily Neese</td>
<td>Assistant Vice President/ Director Constituent Development</td>
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<tr>
<td>Michele Phillips</td>
<td>Associate Vice President Budget and Financial Planning</td>
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<tr>
<td>Mary Lynn Redmond</td>
<td>Faculty Chair - Education</td>
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<tr>
<td>Scott Shafer</td>
<td>Faculty Chair – Business School</td>
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<tr>
<td>Gale Sigal</td>
<td>Faculty - English</td>
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<tr>
<td>Mike Tesh</td>
<td>Associate Vice President Human Resources</td>
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<tr>
<td>Stan Thomas</td>
<td>Faculty Chair – Computer Science</td>
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<tr>
<td>John Wise</td>
<td>Assistant Vice President Hospitality Services</td>
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<tr>
<td>Dave Yamane</td>
<td>Faculty Chair – Sociology</td>
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CAPSTONE PROJECTS

The following projects were provided by the Cabinet to the LDP. Each team worked on their project and presented their plans to the Cabinet as a Capstone. Many of the suggestions made by the teams have already been implemented on campus.

- WFU as a Community Partner
- Strategies for Improving Campus Communications
- Work-life Balance
- Sustainability Programs

PARTICIPANT QUOTES

“I liked the mix of faculty and staff because it gave me insight into the workings of the broader university. The leadership principles covered in the lecture format were interesting, and practicing their application in the group exercises cemented them into my working routine. Taking the intensive personality and leadership profiles, and discussing them with my leadership coach, gave me great insight into how I could develop and maximize my leadership skills as a department chair.”
- Jim Curran, Faculty Chair in Biology

“The LDP was an opportunity for me to get to explore the different branches of leadership and to connect with faculty and staff from across campus. The scheduled one-on-one sessions proved to be invaluable. The main concepts I took from the program were the importance of vision, building trust, being prepared, maintaining work-life balance, and having a sense of humor. Thank you for this great experience.”
- Dwight Lewis, Associate Athletic Director, Athletics

“The connections made “across the aisle” are priceless. Hearing that faculty are dealing with many of the same issues we deal with (just from a different perspective) was refreshing. Wonderful partnerships have developed and sparked creative programs and events!”
- Donna McGalliard, Dean of Residence Life and Housing

“The concept this program most helped me focus on is that leadership and management are two different and distinct concepts when I had been treating them as the same thing.”
- Dave Marmion, Associate Athletic Director, Athletics

“I benefited tremendously from my participation in the LDP. The assessments were most useful to me in fostering a greater understanding of my weaknesses as a leader. I became aware of my conflict avoidance and low level of ‘emotional intelligence,’ and was helped to understand how to counteract these tendencies. The program coincided with half of my first year as department chair and half of my second year. I can say without reservation that my second year has been more successful than my first, in no small part because of what I learned in the program. Indeed, the highest praise I can give to the LDP is I am now a better academic leader because of my involvement.”
- David Yamane, Faculty Chair, Sociology

“The greatest benefit of the LDP for me was the assessments that helped me learn more about myself. I found the 360 feedback assessment of very high value. Another very significant benefit of the program was having the opportunity to meet and work with faculty and staff from across the university.”
- Scott Shafer, Senior Associate Dean in Schools of Business
How Our Body Fights Influenza Viruses
Dr. Raymond E. Kuhn, William L. Poteat Professor of Biology

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

Stress Management
Matt Imboden, Assistant Director, Residence Education

Stress Resilience
Lib Edwards, Director, Employee Assistance Program

Public Speaking and Presentations (six-week series)
Dr. Dee Oseroff-Varnell, Assistant Professor, Department of Communication

Exploring Personal Assertiveness
Dr. Randall Rogan, Associate Dean Graduate School of Arts and Sciences and Professor, Department of Communication

Beginning and Intermediate Spanish (six-week series)
Maria-Encarna Turner, Lecturer, Department of Romance Languages

Relationships to Results: The Coaching Way to Leadership, Management, and Supervision
Steve Scoggin, Melissa Clodfelter

Golf Clinics
Coach Dianne Dailey and Coach Jerry Haas

Tennis Clinics
Coach Jeff Zinn and Coach Chad Skorupka

Gatekeepers Workshop: Enhancing Our Community through Inclusion
The Office of the Provost in partnership with the Professional Development Center.
LUNCH & LEARN

To accommodate tight schedules and encourage a sense of community, the PDC offered a series of “Lunch and Learn” opportunities for faculty, staff and students. Topics included:

- Worklife: Values
- Wills. Healthcare Powers of Attorney
- Elder Law
- It’s Tax Time Again! Tips For Preparing This Year’s Taxes
- Achieving Your Financial Goals and Dreams
- Identity Theft
- Help Me Eliminate Debt!
- To Your Credit: Making Your Credit Score Healthy
- Managing Your Risk for Cardiovascular Disease
- How to Survive Holiday Stress
- Caring for Older Loved Ones
- Spanish for Beginners
- Intermediate Spanish
- Exploring Personal Assertiveness
- The Professional Development Center as a Partner
- History of Wake Forest: Part I, Part II, Part III
- Empowering Women
- Stress Resilience
- Staying Healthy. Nutrition and Supplements

SPECIAL EVENTS AND CONFERENCES

Below is a list of some of the larger special events and conferences hosted through the PDC.

- NanoConference – Physics
- EDUCAUSE 2009 Annual Conference - Online Learning Opportunity
- Energizing the Future – Provost
- North Carolina Cognition Conference – Psychology
- Taking It to the Next Level: Strategies for Adaptation across the Sustainability Curriculum - Provost
- Navigating Study Abroad: Preparing Students Beyond the Classroom - International Studies
- Future of Course Materials at Wake Forest - Provost
- IDR: Institute for Dismantling Racism – Provost
- AP Summer Institute - Education
- The Impact of Experience and Values on Diversity Strategies - Provost
- {Sustainable} Style WSNC – Sustainability
THE PDC RESPONDS TO THE H1N1 CRISIS

The Professional Development Center was one of the first areas to respond with the onset of the H1N1 challenges for faculty, staff, students, and the community with the - How to Stay Well Series. Each of the following opportunities within the Series was very well attended, indicating a great interest and need across campus.

- How Our Body Fights Influenza Viruses
- Staying Healthy, Nutrition and Supplements
- Nutrition: A Healthier Shopping Basket
- H1N1 Nasal Mist Vaccination Clinic
- H1N1 Injectable Vaccination Clinic
- Stress Resilience
- Stress Management

COMMUNITY PARTNERS

Dynamic Leadership Development
Elder Care Choices
Institute for Dismantling Racism
Laura Hamilton Seminars
Personal Assistance Network
The Hayes Group International, Inc.
The Right Click
Wachovia Bank
Walgreens
Ward Black Law
Wells Jenkins Lucas & Jenkins

NEWSLETTER

The traffic on the PDC web site has continued to increase with approximately 250 unique visitors per weekday. Additionally, the monthly newsletter has gained momentum and interest with the web site receiving over 1000 unique users on the days the electronic newsletter is released. The newsletter has doubled in size and has also expanded its audience to include students and an increasing number of community members due to the 6 conferences offered through the PDC.

NUMBER OF SUBSCRIBERS

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<thead>
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<th>FY 09</th>
<th>FY 10</th>
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<tbody>
<tr>
<td>Students</td>
<td>1200</td>
<td>2500</td>
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SUBSCRIBER DEMOGRAPHICS

- Community 32%
- Medical School 8%
- Faculty/Staff 37%
- Students 23%
The PDC’s growth over the past two years has been dramatic. With contributions from over 50 academic and administrative departments, the events offered increased by more than 64%.

* All data reflects period between 7/1/09 and 6/30/10.

**TYPES OF EVENTS OFFERED**

- Professional (293)
- Technical (203)
- Finance / Legal (84)
- Team Building (42)
- Personal (18)
- Academic (277)
- Health & Wellness (96)
- Leadership & Management (51)
- Special Interest (32)
- Conferences & Workshops (6)

**TOTAL EVENTS OFFERED**

<table>
<thead>
<tr>
<th>Year</th>
<th>Events</th>
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<tbody>
<tr>
<td>FY 09</td>
<td>674</td>
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<tr>
<td>FY 10</td>
<td>1105</td>
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**EVENT ATTENDANCE**

*Although students were not included in the original mission of the PDC, many students have participated in PDC events across campus, as indicated in the chart. In addition, several student-focused events were piloted through the PDC.*
Overall, classes were very well attended by faculty and staff across campus. The Professional classes that received the greatest interest include giving feedback, coaching, customer service, and communication. These topics are likely to be offered again in the coming year.

While the PDC staff does not directly work with the academic offerings, such as pedagogy and research topics, registration data indicate great success in this area as well.

The technical classes also had good attendance, specifically Excel and Outlook; whereas other classes, including PowerPoint, Adobe Life Cycle Designer and Acrobat are not likely to be offered in the future due to lack of interest. Because the interest in technical classes is very broad, we are also considering looking into additional online options for the technical training.

Classes listed in the Leadership & Management and Team Building categories were very well attended, including Myers-Briggs Type Indicator*, developing and improving team effectiveness, and performance appraisals. Diversity classes were also included in this category. However, in the coming year these classes will be listed separately due to the growth in these offerings because of Gatekeepers and other initiatives.

Lastly, attendance in the Personal, and Health & Wellness classes indicate a great need for a continued focus in this area, including work-life balance, stress reduction, and nutrition. This is an area that the PDC hopes to expand in the coming year.

The increased class offerings and interest from faculty and staff are indicated below, with growth being show in most of the aforementioned categories. The areas that did not see growth were the Personal category, due to many of the classes now being classified as Health & Wellness; Finance & Legal; and Teambuilding, as it was a new category added in FY10.

* All data reflects period between 7/1/09 and 6/30/10.
FISCAL YEAR 2011

In fiscal year 2011, the Professional Development Center is focused on the continual expansion of its offerings across campus. There are four distinct areas that have been determined for this year: leadership development, coaching, organizational development, and establishing University competencies.

The PDC is implementing a new Aspiring Leaders Program geared towards potential faculty chairs and staff new to management roles or who are being groomed for potential opportunities. This program continues the unique approach of combining faculty and staff participants, but will be facilitated solely by our faculty and staff experts on topics such as leadership, communication, finance, and human resources.

The PDC is also piloting a coaching consortium that will include several departments across campus. This initiative will be led by a new part-time professional coach, Melissa Clodfelter. Melissa’s focus is on building the coaching program, as well as facilitating a variety of classes through the PDC.

The organizational development needs and requests across campus continue to grow. The focus for this fiscal year is to build this area to make it stronger, more strategic and more comprehensive. This includes consulting with managers and assessing team needs, both within the PDC and by partnering with HR partners, team building, establishing more efficient workflow and other related topics.

The final project is to start working to establish management and leadership competencies for Wake Forest employees that are desired by senior leaders at the institution. Once those competencies are established then the PDC will be working to develop educational programs to deliver classes and workshops on those topics.