

Longwood University College of Graduate & Professional Studies

Graduate Studies

Professional Studies

**Graduate & Professional
Marketing**

**Digital Education
Collaborative**

Presented to: UPC

January, 2023

LONGWOOD 

History of Graduate Studies at Longwood

Summer 1955

Graduate Studies Begins At Longwood

67 years in Summer 2022!

“The program of graduate studies at Longwood College has been inaugurated to provide opportunity for broader training on the part of public school teachers and other qualified persons.”

Master of Arts in Education with concentrations in Education, English, History, Music

Master of Science in Education with concentrations in Biology, Education, Mathematics, Music

2009-2010

College of Graduate & Professional Studies Established

- Graduate Council
- Graduate Curriculum Committee
- First Graduate commencement (May 2013)
- Graduate Student Travel Grants
- Graduate Awards
- Graduate Research Symposium
- Graduate Student Association
- Graduate Writing Center

Building a Strong Foundation

2015-2016

Graduate Studies Task Force Convenes

Spring 2016 CGS Strategic Consultation/ Recommendations Report

Summer 2016 **Task Force Recommendations** completed*

2016-2017

Graduate Program Analysis Begins*

Spring 2020

Task Force Recommendations Updated
to reflect met goals and update remaining

2016-2017

Launch Educational Leadership Endorsement
coursework through Professional Studies

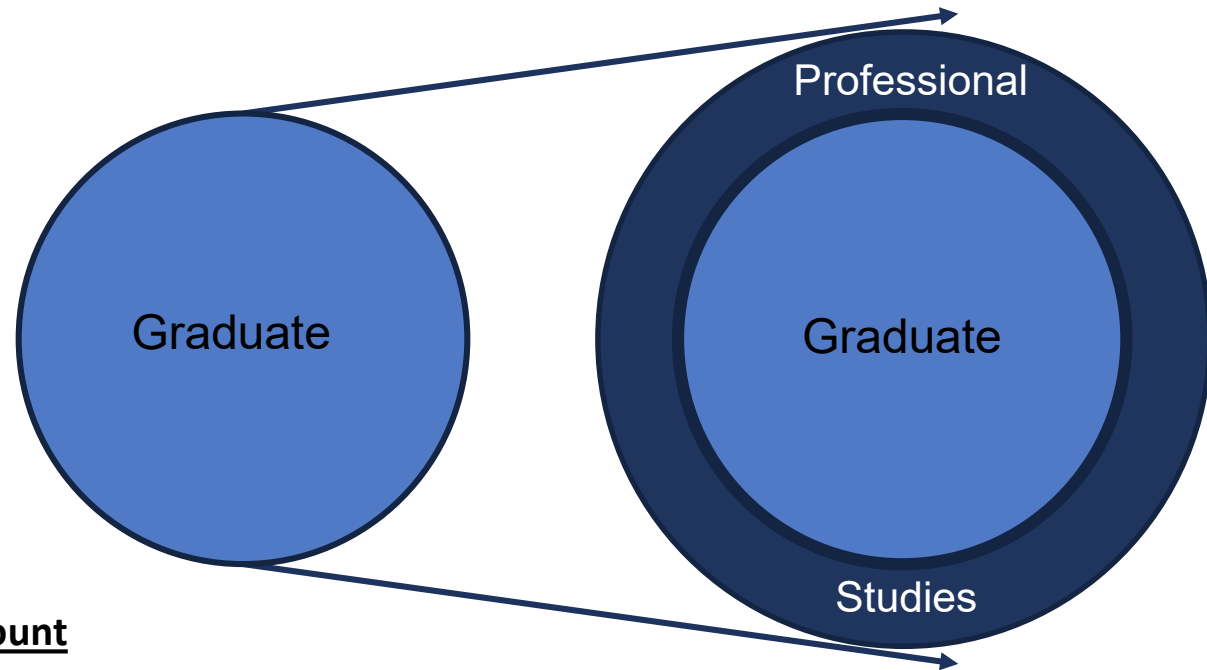
Summer 2020

Launch MBA with Academic Partnerships

*The Task Force
Recommendations
and the Graduate
Program Analysis
process were the
pivot points
indicating we
needed to expand
revenue.

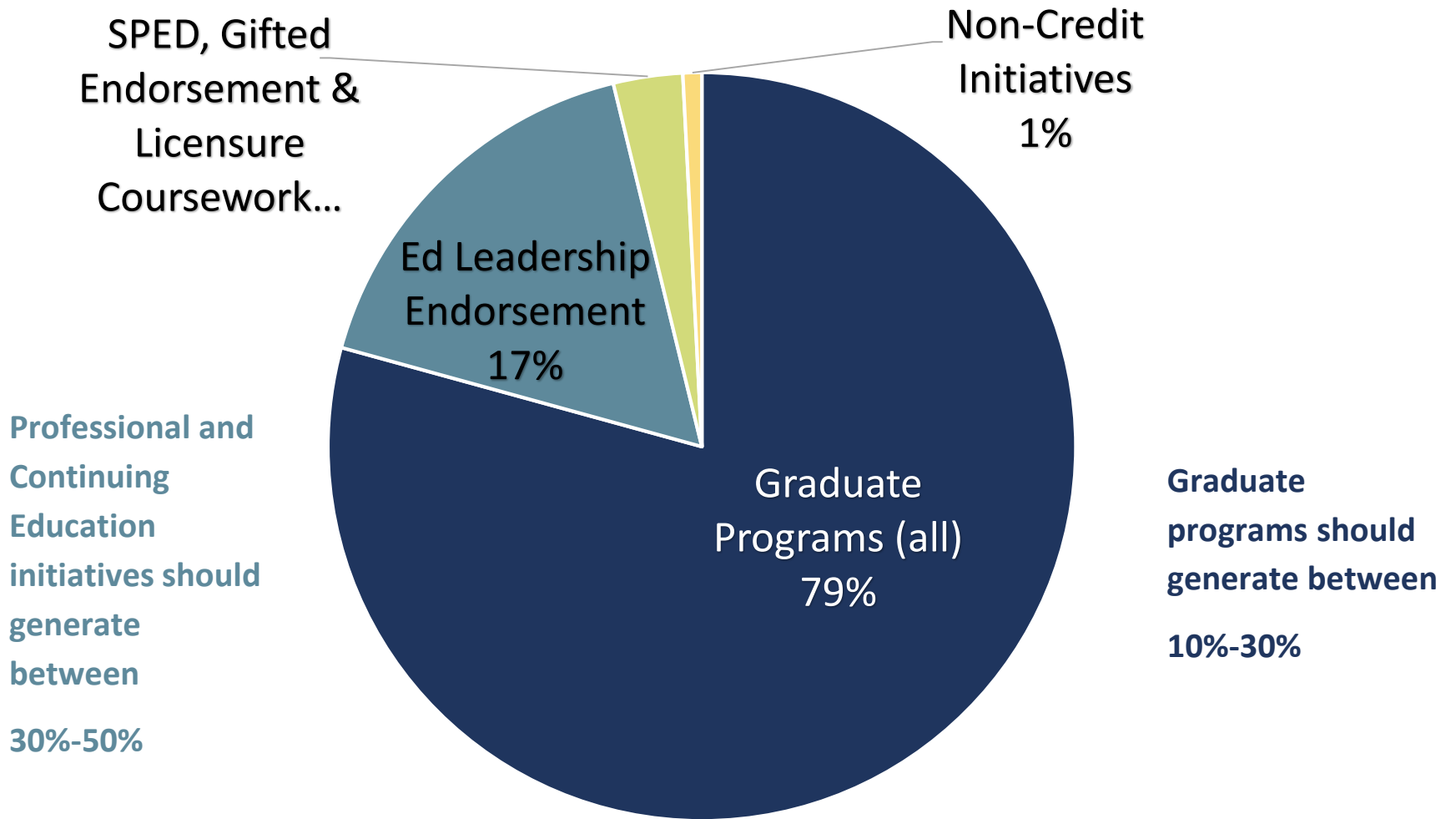
Diversified Revenue Generation is Key to Sustainability

“Make the Pie Bigger...”



Spring 2023 Student Count

Graduate Programs	1031
Graduate Nondegree	37
Professional Graduate	182
SLP online (UG)	157
<hr/>	
Total Graduate Level	1250
Total Grad & Professional	1407



Diversified Revenue Generation

CLICK HERE (in slideshow view)
FOR ELECTRONIC BOOKLET



WHERE WILL YOU GO NEXT?

Get ready to change the world.

Build on your skills at Longwood University's College of Graduate and Professional Studies. We offer quality education and a hands-on approach presented online, in the classroom, or as a hybrid of both.

Advance your career at your convenience at a reasonable price. From faculty to working professionals to students fresh from an undergraduate program, we learn from and inspire each other.

Leadership is in our blood. *Is it in yours?*

The benefits of continuing your educational journey are endless. Furthering your education lets you move your career forward, realize life goals, and make meaningful change in the world around you. No matter where you are, your next step matters. Get ready to lead with Longwood University's College of Graduate and Professional Studies.



Graduate Studies

Business Administration M.B.A.
*(Tracks: Data Analytics, Economics,
General Business, Marketing, & Real Estate)*

Communication Sciences and Disorders M.S.,
Speech-Language Pathology Concentration

Counselor Education M.S.
(Tracks: Mental Health Counseling & School Counseling)

Education M.S., Educational Leadership Concentration

Education M.S., Health & Physical Education
Concentration

Education M.S., Special Education Concentration

Reading, Literacy, & Learning M.Ed.

School Librarianship M.Ed.

Professional Studies

For-Credit Options

Career and Technical Education New
Teacher Institute

Educational Leadership Endorsement

English Language Learners Bootcamp

Gifted Add-On Endorsement

SLP Online Prerequisites

Special Education Add-on Endorsement

Teacher Licensure Courses

Non-Credit Options

Licensed Clinical Social Workers (L.C.S.W.)
Supervisor Training Workshop

Moton Museum Teacher Institute

Teacher Recertification/CEUs

Test Prep (GMAT, GRE, LSAT, Praxis)

Virginia Holocaust Museum
The Alexander Lebenstein Teacher
Education Institute

Our goals:

- **Offer professionals what they need to advance their careers with a quality educational experience and exceptional service and student support**
- **Generate revenue to support and grow graduate and professional initiatives.**
- **Provide value to the university – give back.**
- **Build a diversified portfolio of revenue generating initiatives to balance low points, allow for innovation, and provide funding without taking away from other university priorities.**



→ Online MBA Programs



→ Counseling



→ Educational Leadership



→ Special Education



→ Health & Physical Education



→ Reading, Literacy, & Learning



→ School Librarianship



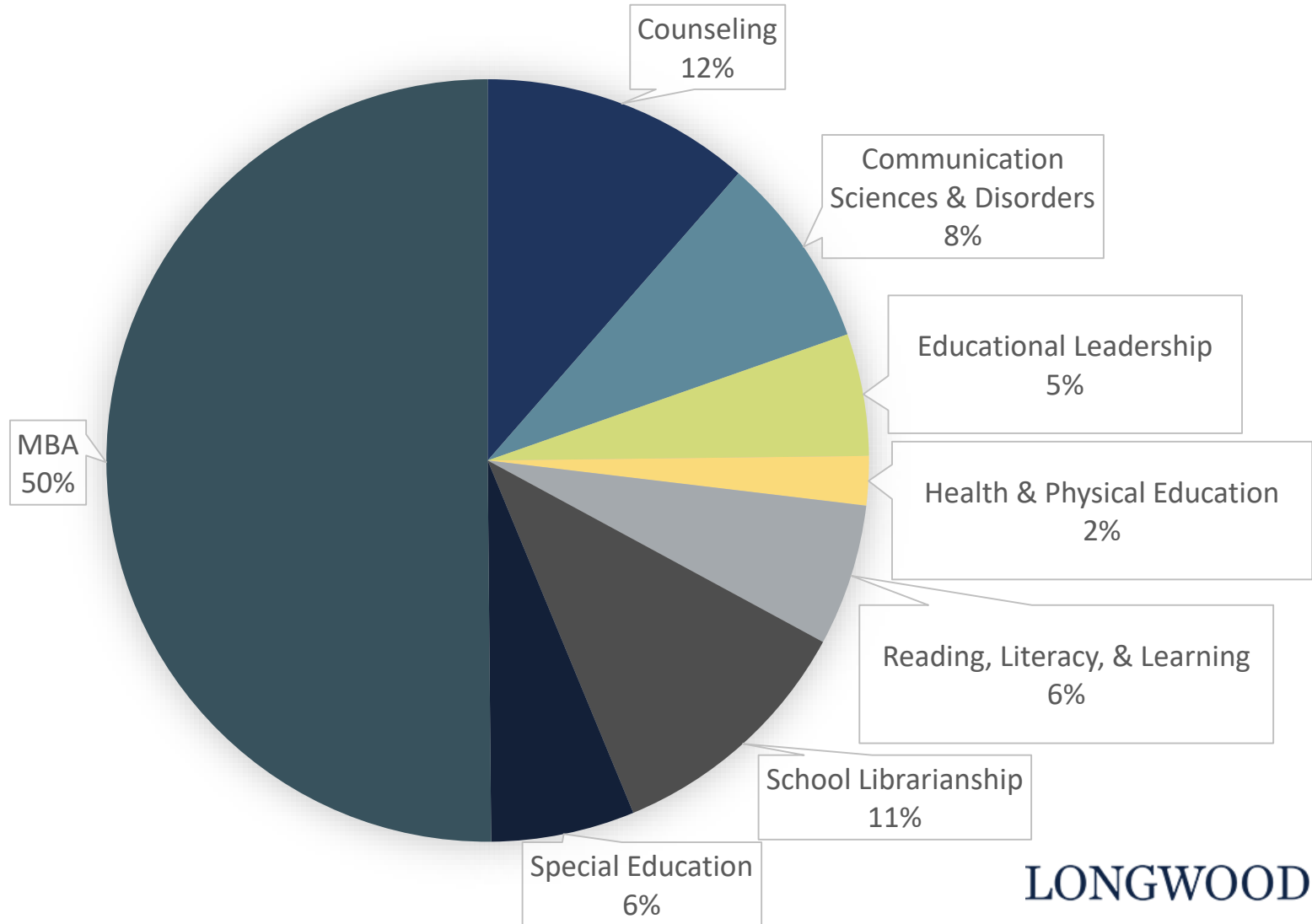
→ Speech Language Pathology

Spring 2023

1,031

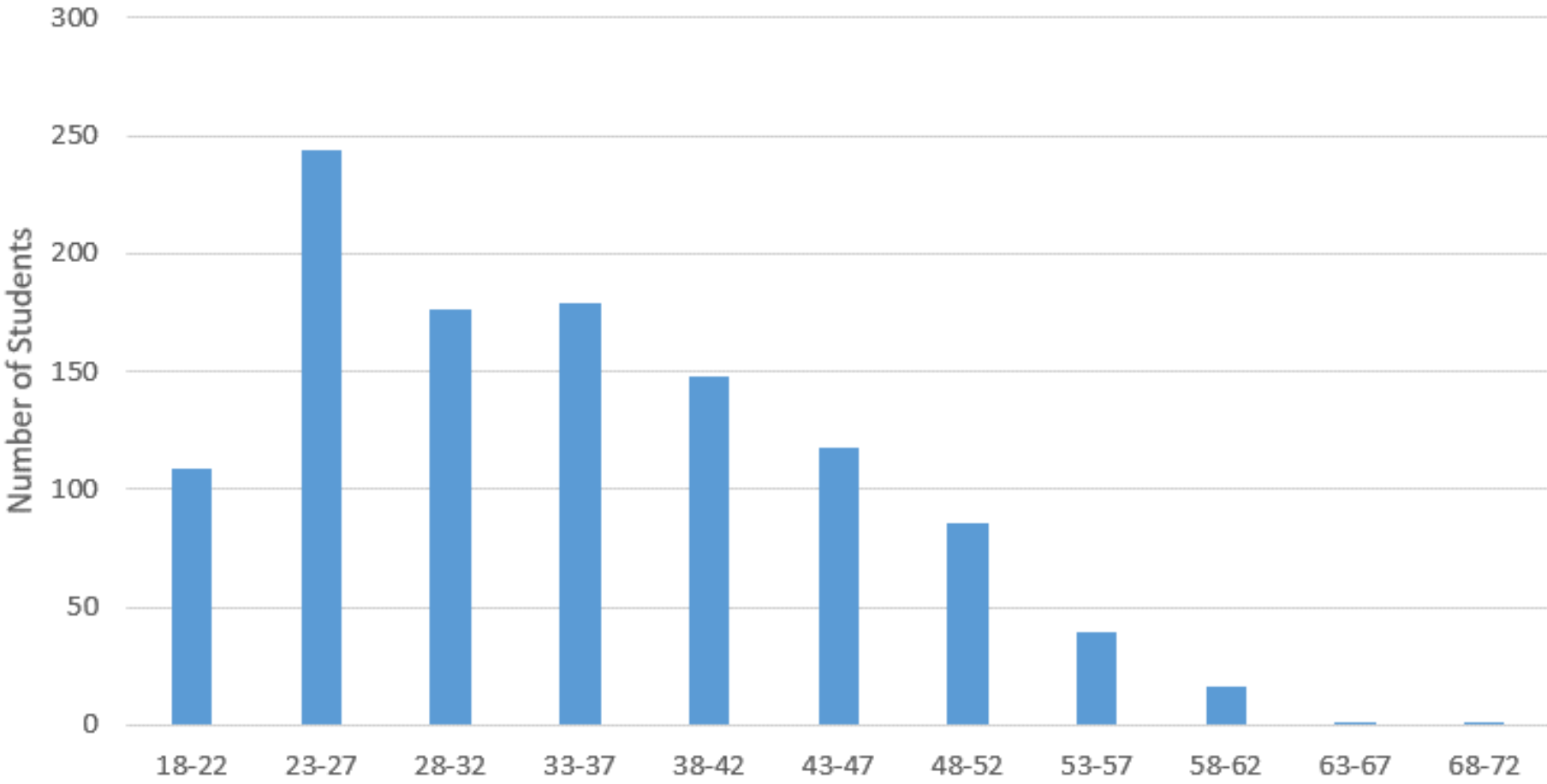
Graduate Students in Longwood
Graduate Programs

Average Generated Credits Across Graduate Programs 2020 – 2022 (averaged over two years)

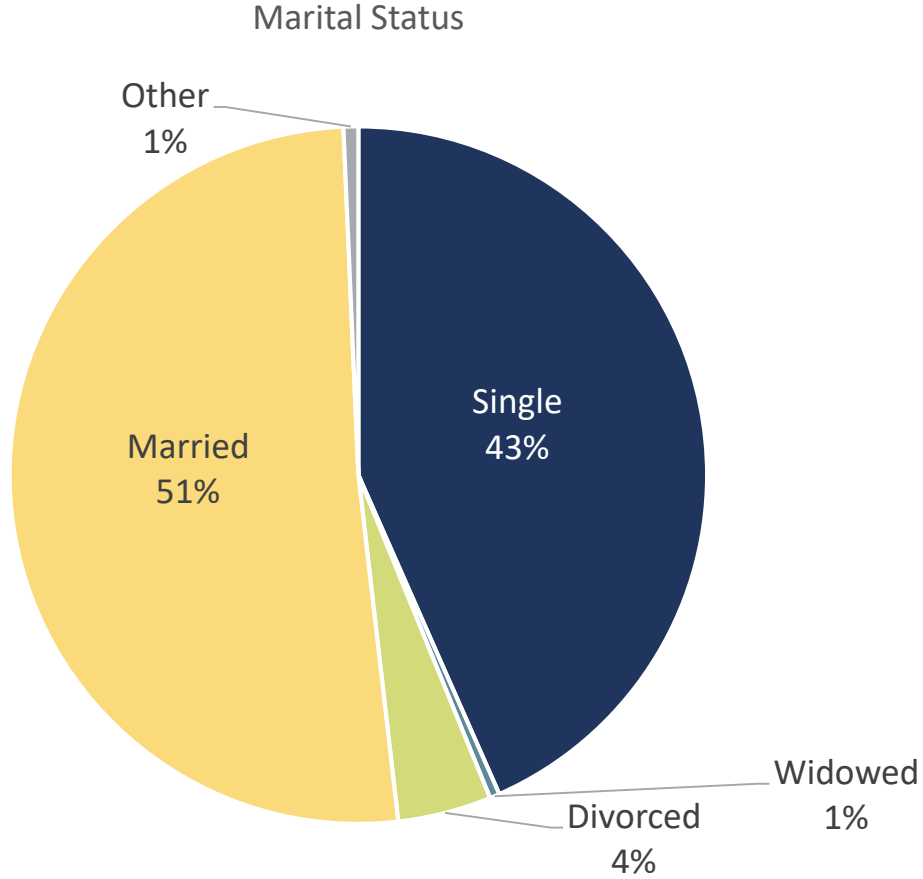


Our Students

All Graduate Programs Student Age Range Fall 2021



Our Students



Our Students (Fall 2022)

233 out of the 1,099
Fall, 2022 masters candidates
attended Longwood for their
Bachelor's Degree

1,947 Double Lancers

Professional and Continuing Studies

Advancing Careers *Changing Lives*

Longwood College of Graduate & Professional Studies offers a variety of college credit courses as well as non-credit classes for test preparation, CEU's, educational recertification points, and other professional development.

[Get Started](#)

For Credit Professional Studies Initiatives

Educational Leadership Endorsement

Gifted Add-On Endorsement

SPED Add-On Endorsement

Licensure & Professional
Development

English Language Learners Bootcamp

SLP Prerequisites (undergraduate level)

- Reduced Tuition Rate
 - Online delivery
- Primarily Adjuncts
- For those who do not want or need another master's degree
- All existing, approved courses from the colleges
- Revenue based model

Non Credit Professional Studies Initiatives

Virginia Holocaust Museum TEI
Moton Museum Teacher Institute
LCSW Training
99.00 Classes
Test Preparation Classes
CPR Training

NEW

Professional Studies Initiatives

CTE Institute (VDOE)
Career Switcher (VDOE)
MedCerts

Initiatives CGPS has helped launch or deliver:

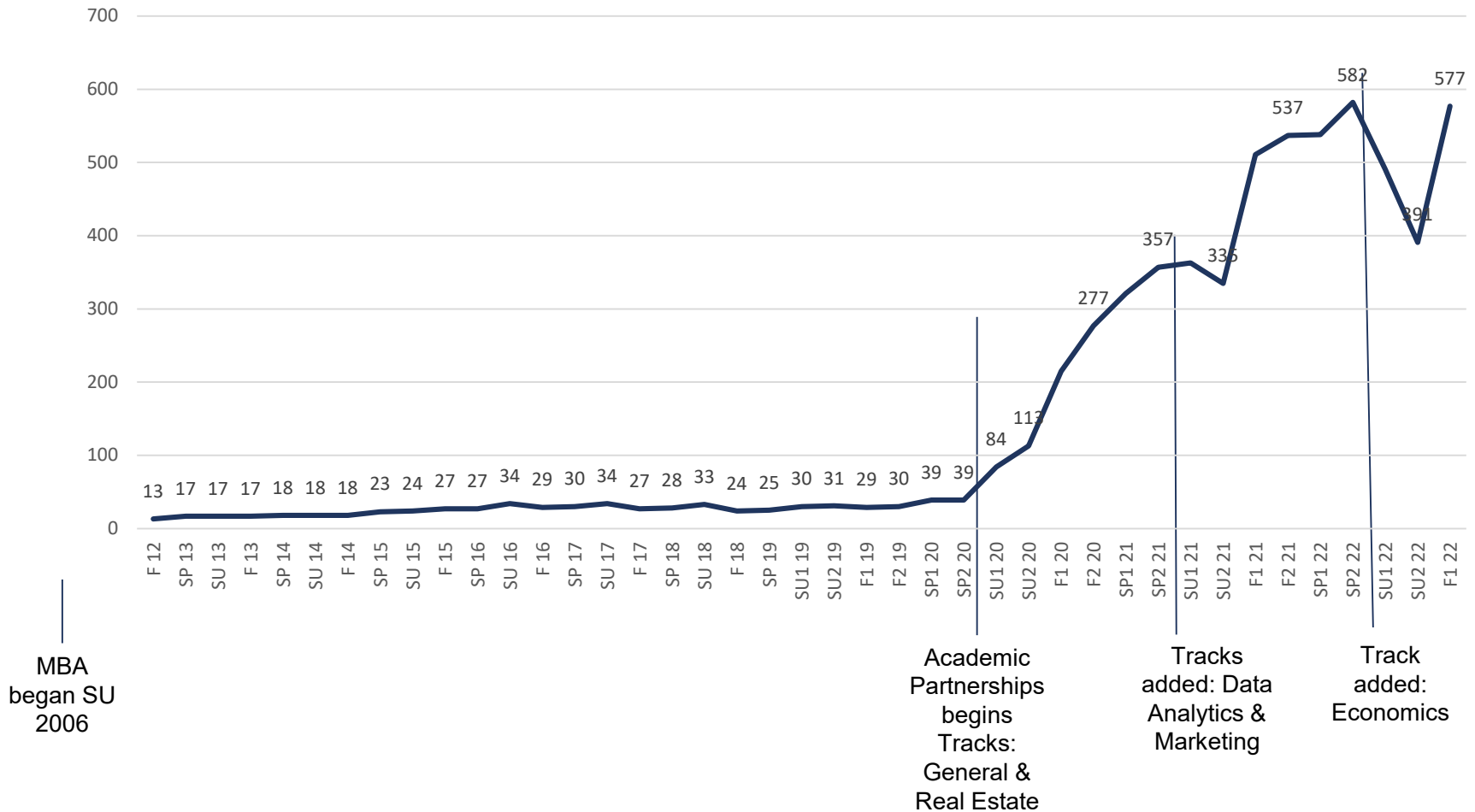
Blackwell Talks
CAFÉ
NCI & Emporia
Longwood Life
Summer Literacy Institute
LAMP

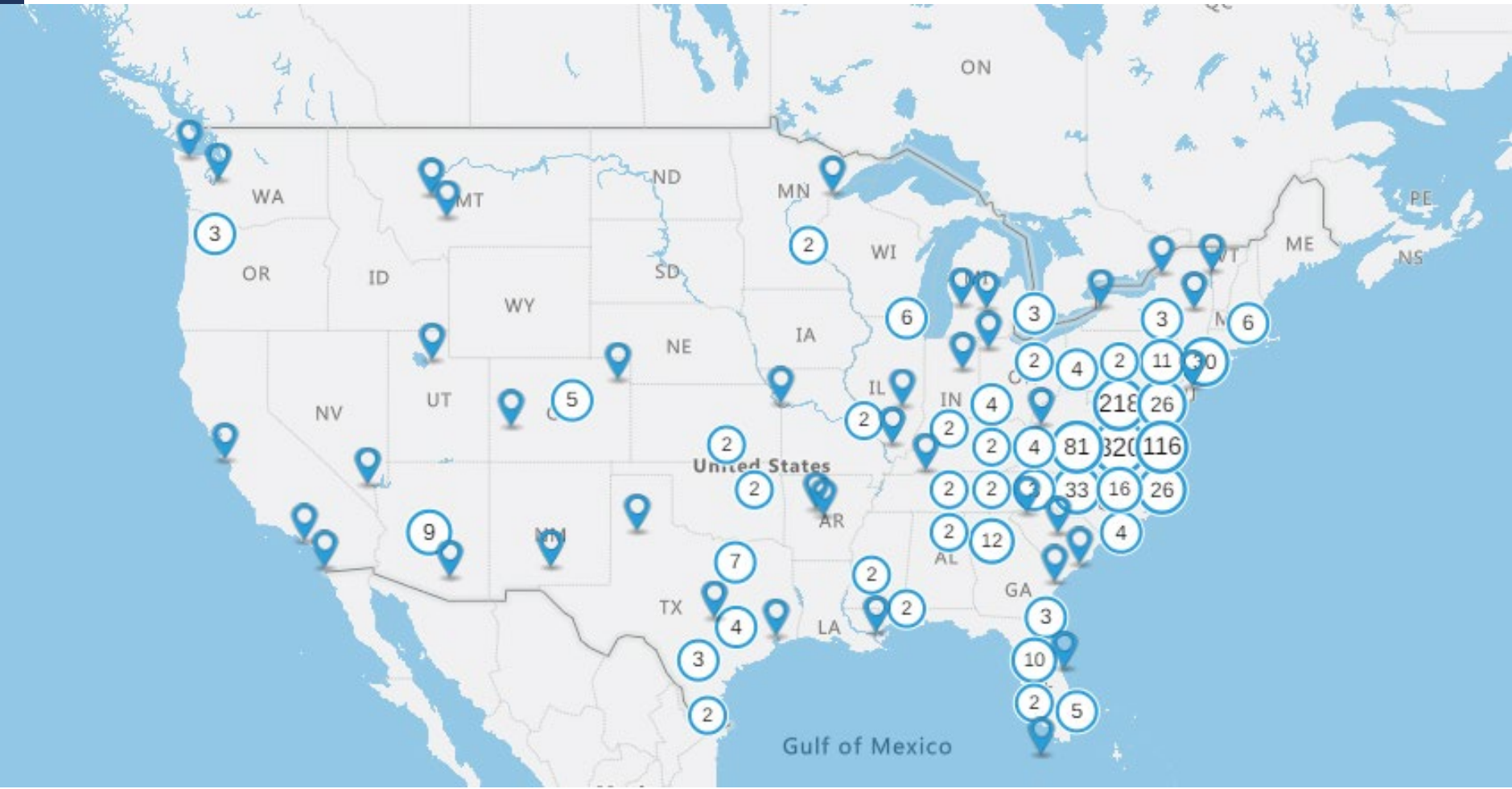
Region 8 Summer Teacher Workshops

MBA

MBA Enrollment has Grown Significantly in Two Years

MBA Enrollment By Semester 2006 - Fall 2022

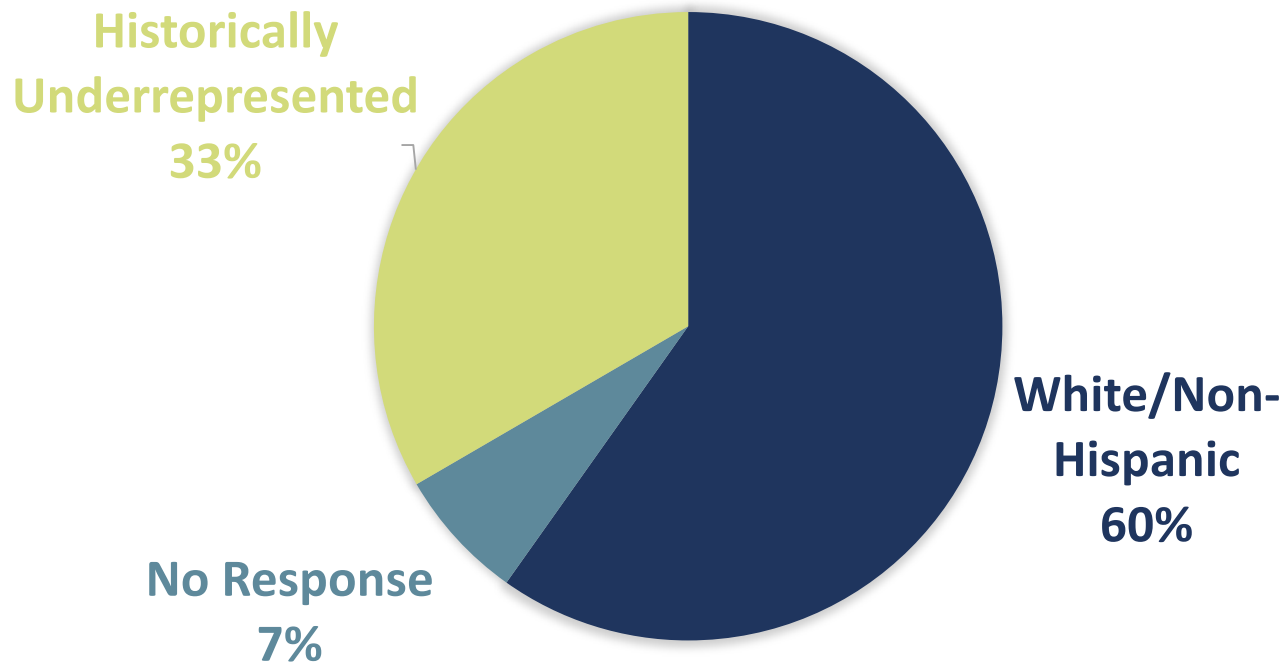




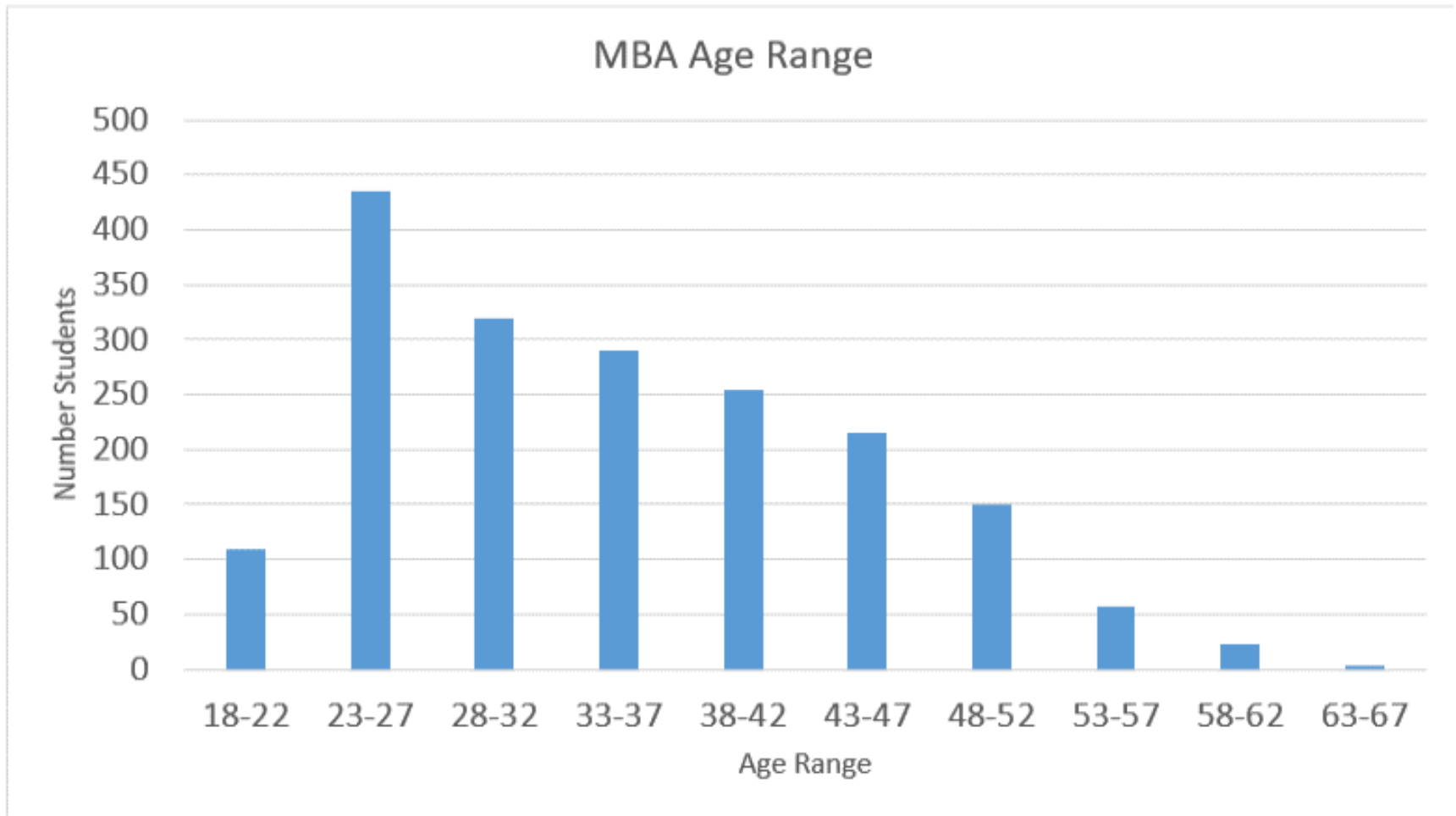
MBA last two years
1,054 students

MBA Students are Very Diverse

MBA STUDENT POPULATION



MBA Students Represent a Wide Age Range



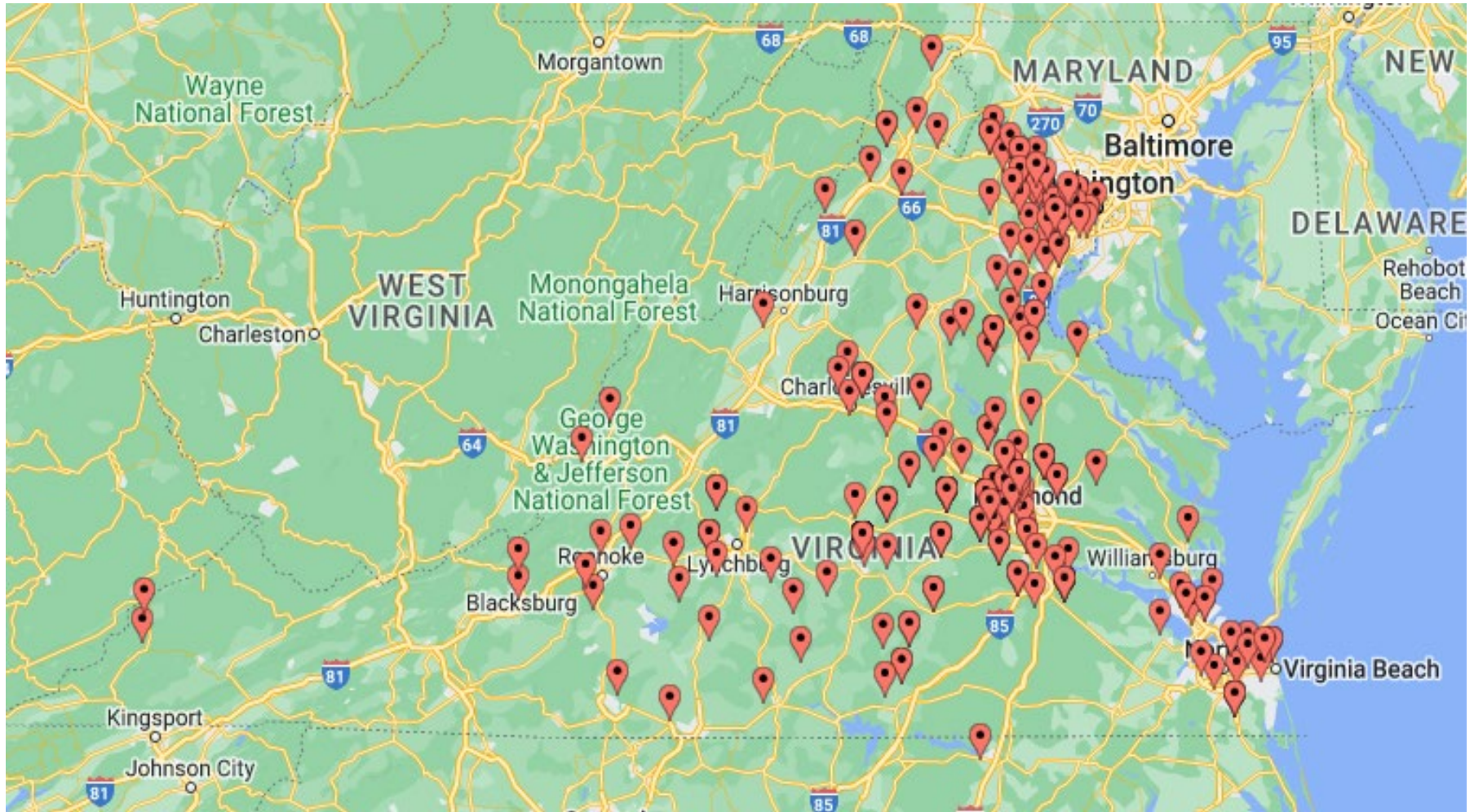
Graduate Programs in the College of Education, Health, Human Services

Programs and Delivery Models

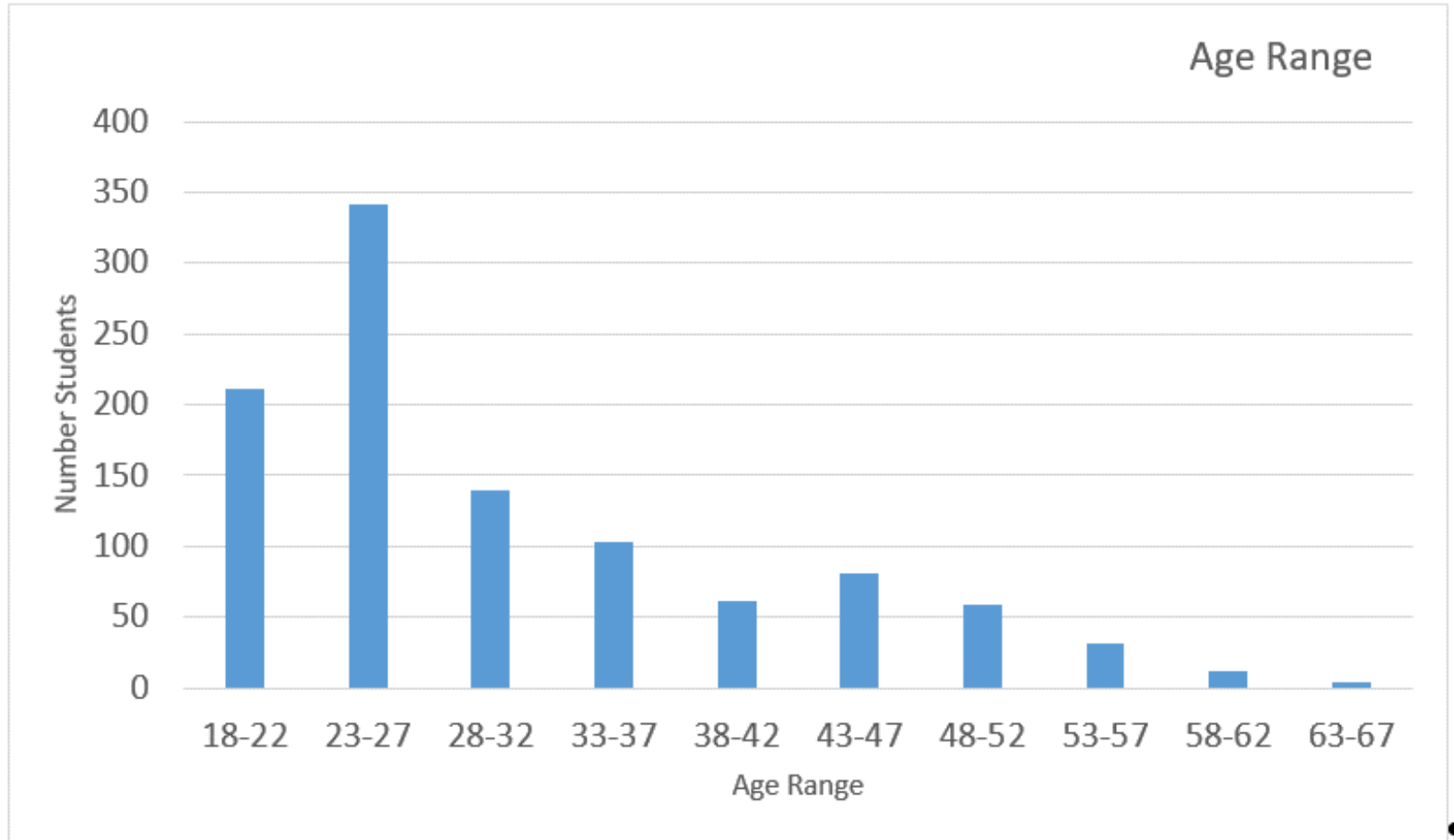
Program	Instructional Delivery Method	Program Format	Hours
School Librarianship	Hybrid off campus	Executive model: Saturdays	27-39 credit hours
Special Education	Hybrid on campus	Saturdays	36-39 credit hours
Communication Sciences and Disorders	In person on campus	Day and evening	54-56 credit hours
Counseling: Mental Health/ School	In person on campus	Evenings, some Saturdays	60 credit hours
Reading, Literacy, and Learning	Online, synchronous	Saturdays, some evenings	22-34 credit hours
Health and Physical Education	Fully online, asynchronous	Online, anytime	33-36 credit hours
Educational Leadership	Hybrid on campus	Saturdays	36 credit hours



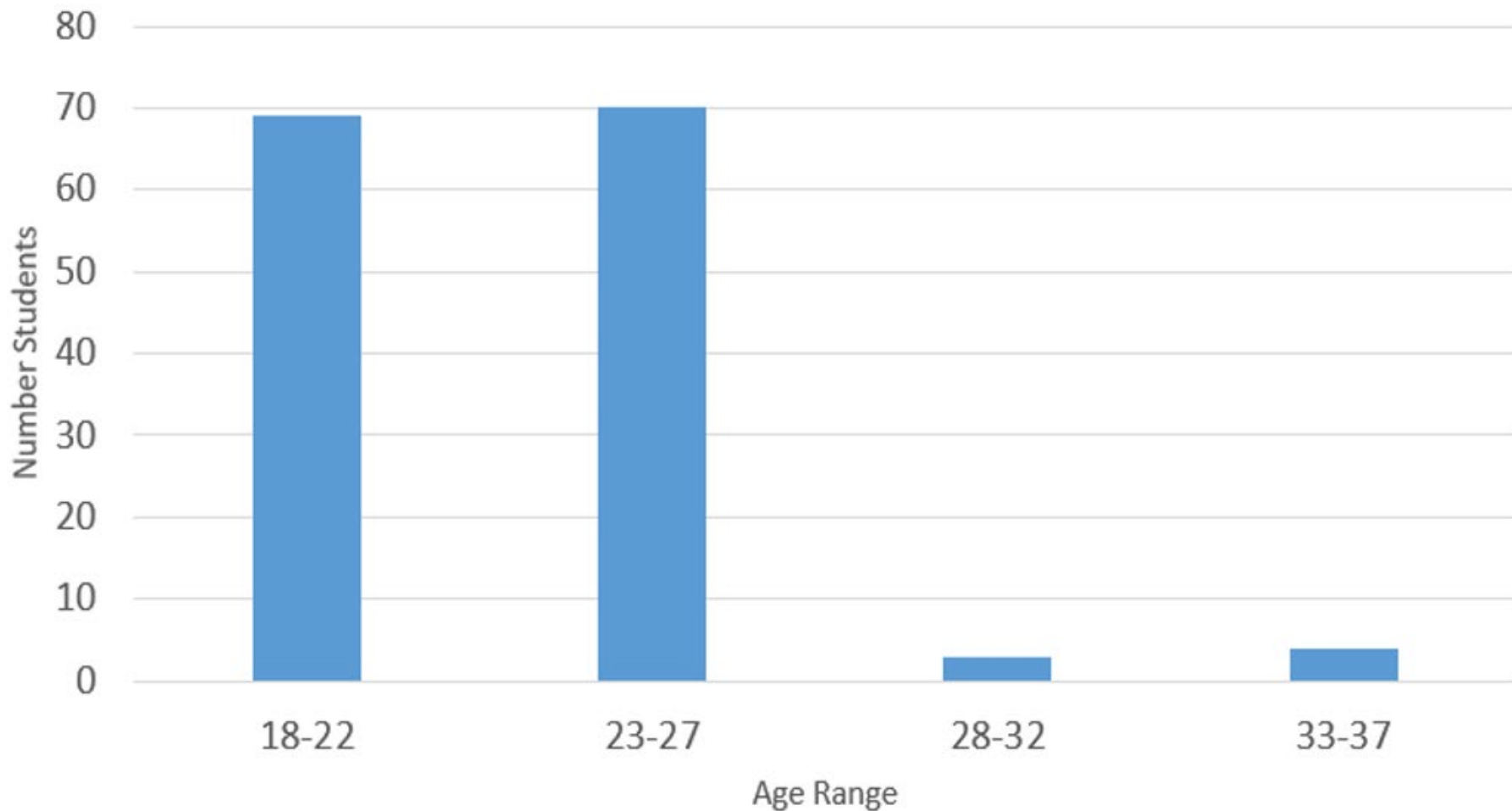
CEHHS Graduate Students Live Across the Region



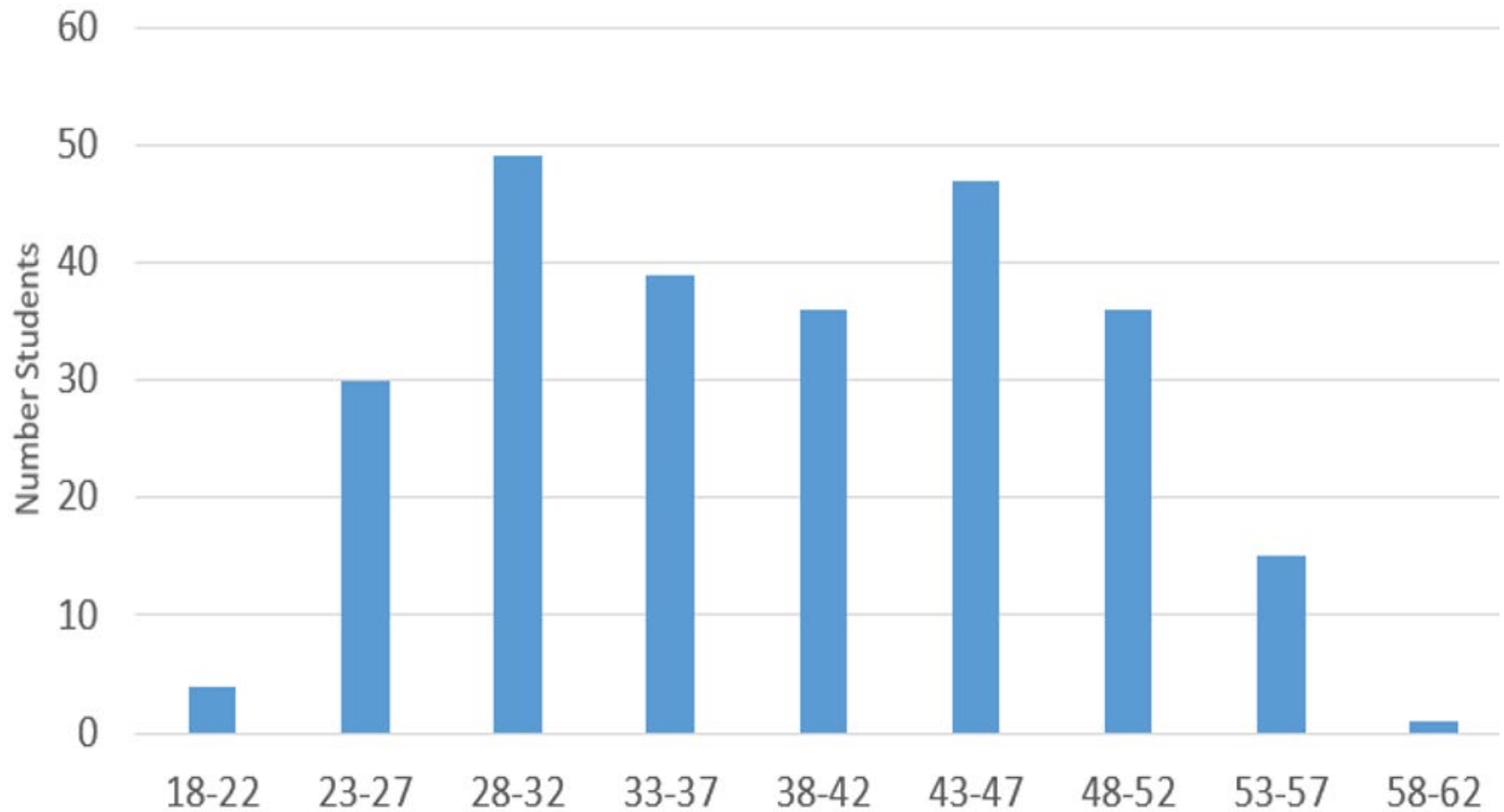
CEHHS Graduate Students Represent Diverse Life Experience



Communication Sciences & Disorders Cohort Age Range



School Librarianship Cohort Age Range



Education Leadership Endorsement
Coursework through Professional Studies

Educational Leadership Endorsement Coursework: A Different Model

Our Model

Hybrid: 5 class meetings per semester (3 in person; 2 virtual) & Online

Teaching Triad: 3 instructors teach 7 credits each semester for 3 semesters/work as a team

Offers only the courses needed for an educator already holding a masters to add the VDOE endorsement

Working with professionals in the field to both generate and deliver curriculum increases diversity, provides current industry perspectives and experience, and brings people extremely dedicated and hard working to serve our students.

2016	6 cohorts	80 students
2022	12 cohorts	156 students

Our Instructors

We have 29 instructors.

26 are adjuncts with current experience as superintendents, principals, central office leadership

12 are women; 17 are men

27% are from historically underrepresented groups

All of them meet with us three times a year to discuss and improve curriculum and instruction

Our Students

Nearly 50% of our students have gone on to become administrators (CAEP Study).

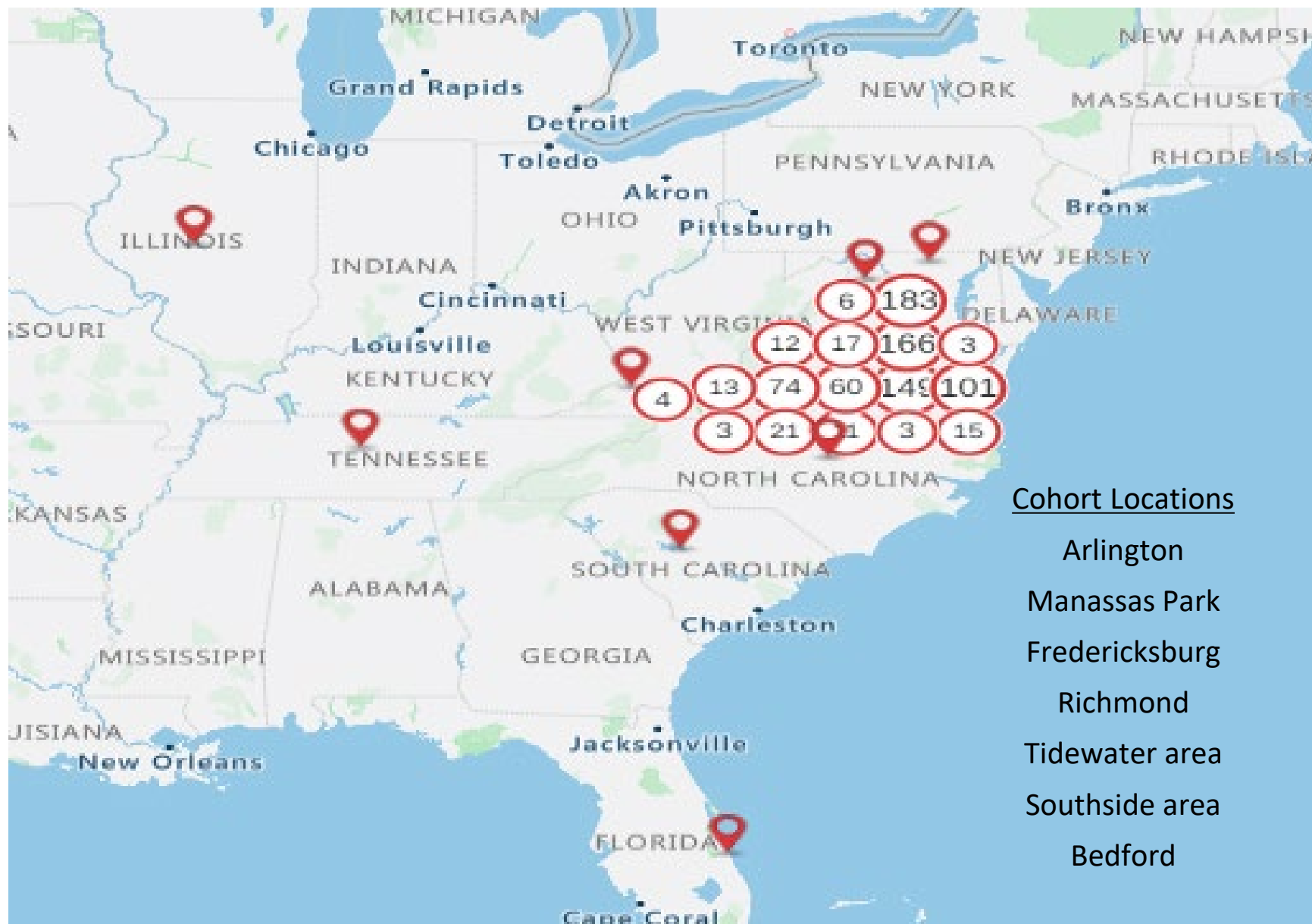
850 students completed the 21 credit hours of endorsement coursework since 2016

Over 500 students successfully earned their Administration & Supervision PreK-12 endorsement

Our students have a pass rate on the SLLA (required for endorsement) of over 99%



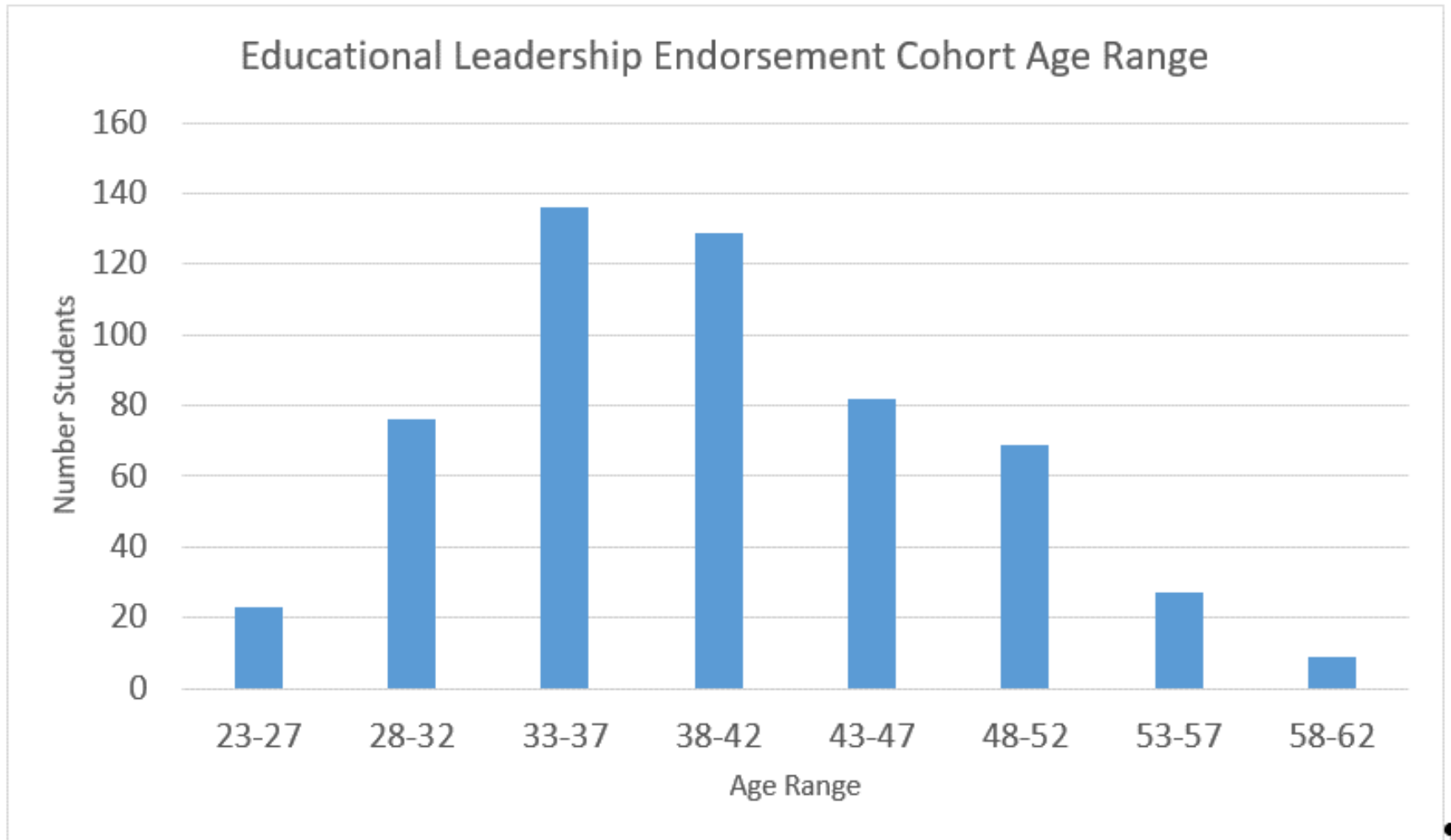
Working with Educational Leaders Across the Commonwealth



Cohort Locations

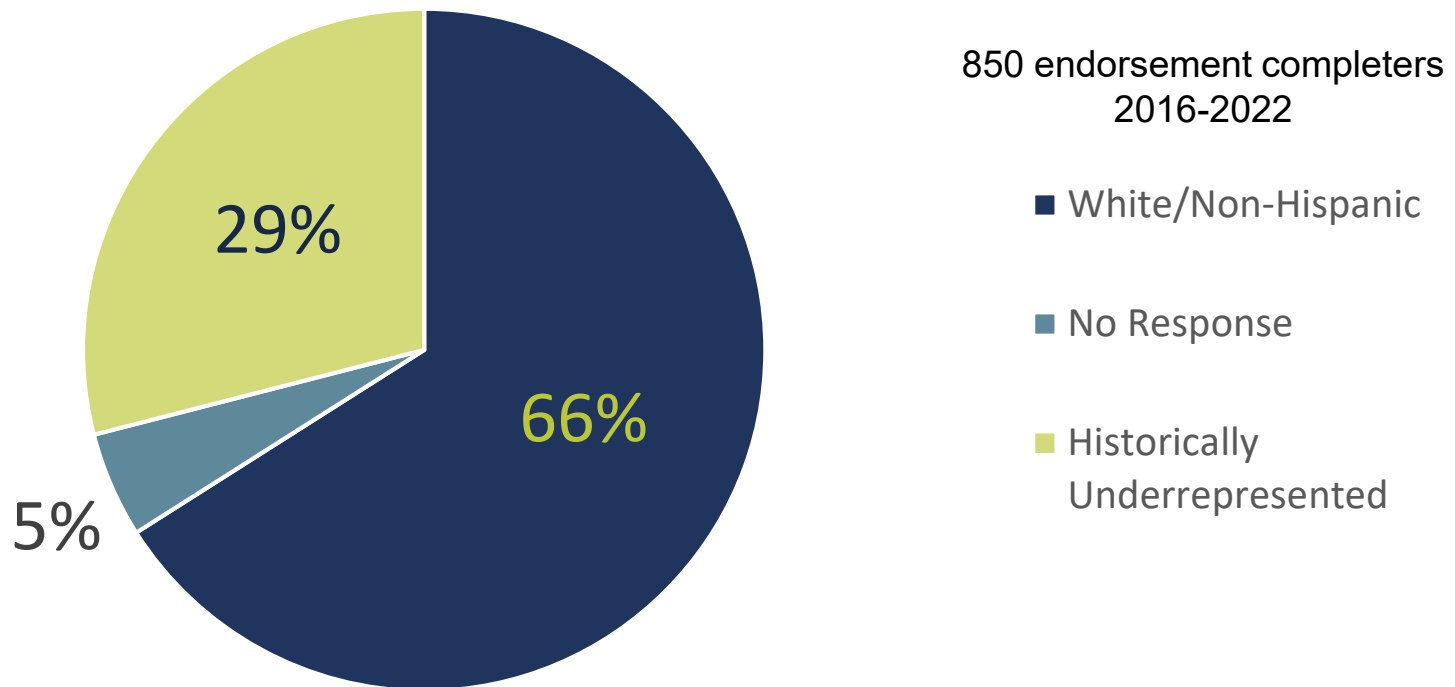
- Arlington
- Manassas Park
- Fredericksburg
- Richmond
- Tidewater area
- Southside area
- Bedford

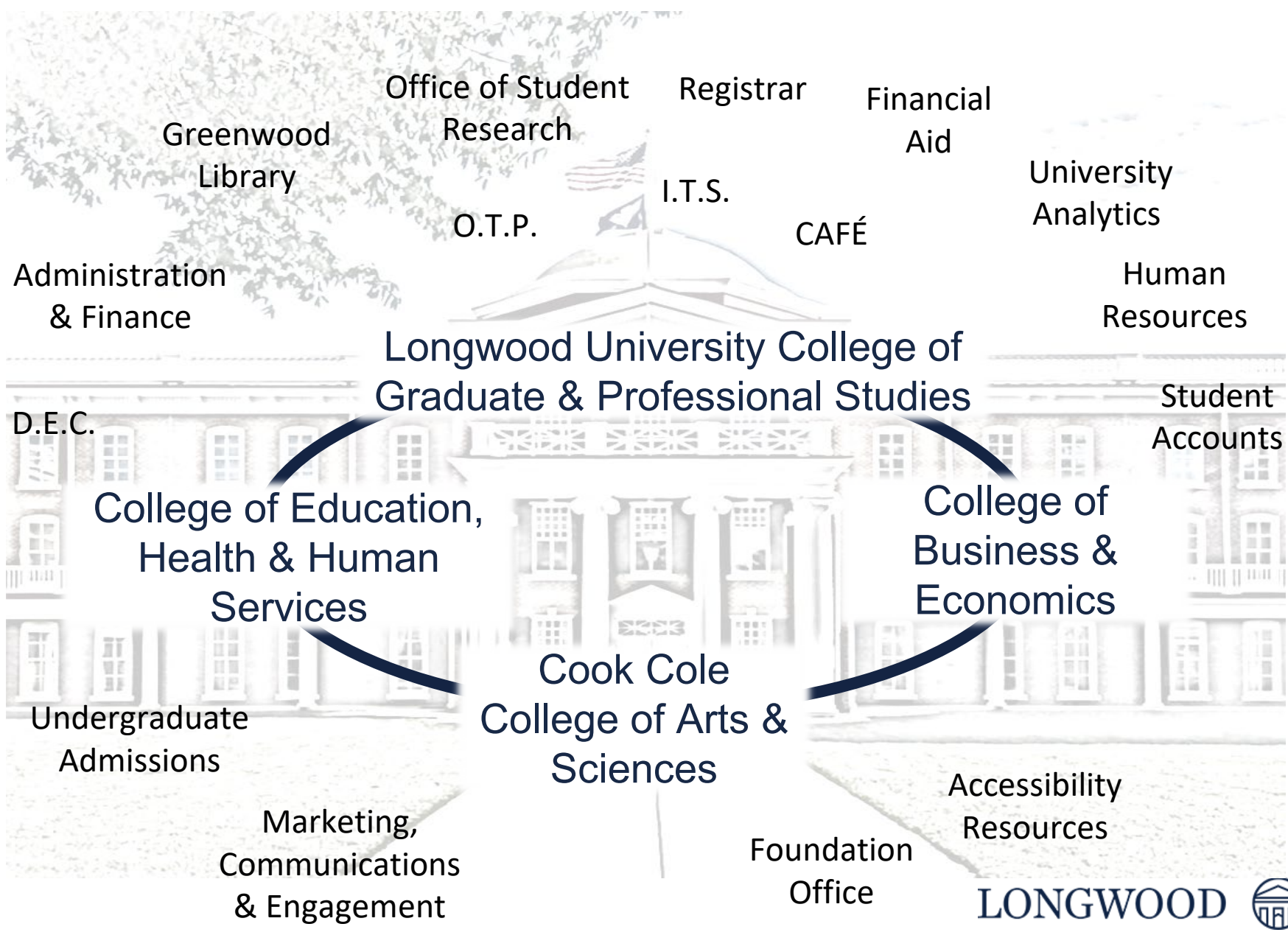
Serving Mid-Career Educational Leaders



Diverse Population Continues in Education Leadership

Educational Leadership Endorsement Student Population by Ethnicity





Greenwood Library

Office of Student Research

Registrar

Financial Aid

University Analytics

Administration & Finance

O.T.P.

I.T.S.

CAFÉ

Human Resources

Longwood University College of Graduate & Professional Studies

Student Accounts

D.E.C.

College of Education, Health & Human Services

College of Business & Economics

Undergraduate Admissions

Cook Cole College of Arts & Sciences

Marketing, Communications & Engagement

Foundation Office

Accessibility Resources

What Students Say About CEHHS Graduate Programs

- "Longwood has a more personal feel compared to other schools. People shouldn't assume graduate students don't want to be social too."
- **Students want to learn about graduate opportunities in undergraduate classes**
- "Longwood's flexibility gives you the opportunity to have a job while in school."
- **Graduate assistantships and scholarships help with graduate school expenses.**
- "I love Longwood because of the passion from professors for HPE."
- **Small town, community connected, family friendly**
- "Contributing to research through Longwood LIFE was a great experience."