

THE ROLE OF UNIVERSITIES' EXTENDED LEARNING DEPARTMENT IN
ASSISTING ORGANIZATIONS IMPLEMENT TOTAL QUALITY MANAGEMENT

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PURPOSE

The panel will address three major TQM related issues involving institutions of higher education:

1. How can institutions of higher education become suppliers of quick quality training to organizations?
2. How can institutions of higher education best work in partnership with economic development efforts?
3. What leadership role can an institution of higher education play in fostering TQM throughout community organizations.

**HOW TO BUILD A CORPORATE
EDUCATION PROGRAM WITHOUT LOVE
OR MONEY (But with Help from Deming and
Pinchott)**

- * Inhospitable Academy
- * An Unabashed Beginning
- * Tiny Bubbles: The First Programs
- * Mission
- * Philosophy: Deming and Pinchott
- * Networking
- * Organizational Structure
- * Guest Faculty
- * Marketing/Pricing Strategy
- * Alliances
- * Building on Strengths
- * Customer Service
- * Reflections

WORKFORCE DEVELOPMENT: Friend or Foe?

- * The New Demographics
- * Alliances with Economic Development Agencies
- * Certification in Economic and Industrial Development
- * Becoming Business Driven
- * Intellectual Development as Economic Development

**THE PENSACOLA AREA TOTAL QUALITY
COUNCIL: Toward the Creation of a Total
Quality Community**

- * The Modest Beginning
- * Affiliation with the Chamber of Commerce
- * Mission
- * Membership/Organization
- * Service: Meetings/ Networking
- * Service: Conferences
- * Service: Training
- * Service: Resource Directory
- * Service: Film Project
- * Service: Public Advocacy
- * The Council Movement Nationwide
- * Alternate Models
- * Role of Educational Institutions
- * Lessons Learned
- * Effect on Community
- * Starting a New Council