

Assessment Summary

Administrative Unit, Community Service Unit, or Research Unit: Office of Extended Learning

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Assessment Cycle: 2013-14

Unit Mission Statement:

The Office of Extended Learning is committed to supporting the Valdosta State University vision and mission embodying excellence and responsiveness to innovation, faculty support and achievement, and enhancing the learning experience for VSU students, promotion and advancement of technology-enhanced and online learning, professional development and advancement for faculty, and a collaborative approach to serving the community and region through economic development initiatives, lifelong learning, and public service.

Goals for Unit (What is to be achieved?):

1. Increase number of enrollments for courses offered through Continuing Education by 5% overall in the areas of professional development, personal enrichment, and online programs. (Continuing Education)
2. Increase target marketing for online course offerings by creating 3 new category specific brochures – Career Training Certificate programs, Healthcare Certificate programs, and Workforce Development courses. (Continuing Education)
3. Increase number of LIR memberships by 10% over FY13 by working with the LIR Publicity Committee to improve community visibility of the program and to expand geographical area of program. (Continuing Education)
4. Increase income gained from Camp Discovery program by increasing number of registrations by 5%* using increased social media, email marketing, and volunteers. (Continuing Education)
5. Improve marketing for all Continuing Education programs by developing a 15-month marketing plan including print, electronic, and local media. (Continuing Education)
6. Increase swimming lesson program net profits by: reducing loss of revenue from refunds by 20% and session cancellations by 25%. (Continuing Education)
7. Increase total online course enrollment (includes: VSU online courses and collaborative online courses/programs) by 2% by increasing awareness of online options through web-based marketing and resource development, social media, and internal promotion of online options for current VSU students. (Center for eLearning)

8. Establish a centralized support infrastructure, communication network, and cross-departmental partnerships to support the unique needs of prospective and current online learners to promote increases in enrollment, retention, course completion, and graduation. (Center for eLearning)
9. Expand eMajor Initiative revenues and potential enrollment by on-boarding two additional eMajor Institutional Affiliates. (Center for eLearning)
10. Maintain faculty attendance and engagement in professional development workshops, delivered by the Center for eLearning during FY13, by expanding workshop content beyond functional training to include pedagogy, best practices, information sessions on under-utilized technologies on campus, and opportunities for achievement and recognition of faculty who are actively engaged in professional development and who demonstrate a strong commitment to quality. (Center for eLearning)
11. Improve outcomes of new education technology adoption by establishing a formal process incorporating: assessment of need, product assessment, accessibility mandate compliance, and internal support protocols for new products prior to campus adoption. (Center for eLearning)
12. Expand the Center for eLearning Telepresence/Video Conferencing Site Mapping and Database Development Initiative to include 10 University System of Georgia (USG) Institutions, 5 Technical College System of Georgia (TCSG) Institutions, and 5 County or City PK-12 Systems in the South Georgia region for FY14. (Center for eLearning)
13. Increase institutional emphasis on program quality in online, hybrid, and technology-enhanced programs at Valdosta State by promoting Sloan Consortium membership and applying the Sloan Consortium Quality Scorecard to Valdosta State University academic programs. (Center for eLearning)
14. Increase campus, system, state, and community awareness of VSU distance learning efforts, growth, successes, challenges, opportunities, and value through the publication of a professional, data-driven, and graphically enhanced eLearning annual report on eLearning at Valdosta State. (Center for eLearning)

Outcomes Statement/Measures (provide a specific measure of success - how will you know when you have achieved your goals?)

1. **ACEware enrollment reports:** (quarterly) Count number of programs offered, number of participant, hours, CEUs, instructor information, and marketing tracking **(Goals: 1, 2, 3, 4, 6)**
2. **Prepare and distribute flyers and announcement to faculty, staff, and student groups:** (annually) Keep an archive folder with documents/announcements distributed. **(Goals: 2, 4, 5)**
3. **Track print and electronic marketing methods:** Use tracking field one registrations and track results through ACEware Students Manager reports. **(Goals: 2, 4, 5)**
4. **Utilize course evaluations for assessment and planning:** Distribute, review, and summarize evaluation forms for individual courses and/or program groups. **(Goals: 1, 2, 3)**

5. **Track number** of volunteer hours for Camp Discovery 2014 compared to Camp Discovery 2013. **(Goal: 4)**
6. **Track number** of canceled swimming sessions. **(Goal: 6)**
7. **VSU Data Warehouse Business Intelligence Reporting System:** Utilize eLearning Dashboard and other reporting features to generate weekly, monthly, and semester reports targeting enrollment, demographic data, academic success models (end of semester), completion reports, trends across programs, etc. **(Goals: 7, 8, 11, 13, 14)**
8. **On-Board 2 New eMajor Affiliate Institutions:** Successful on-boarding of two new institutional affiliates for the eMajor Initiative either through Board of Regents approval of an existing eMajor curriculum or the development and BOR approval of new eMajor academic program offerings. **(Goals: 7, 8, 13, 14)**
9. **Attendance Reports from Registration Database and Evaluations from Faculty Workshop Attendees:** Monitored each semester, data gained from these evaluations will facilitate percentage of goal attainment and engagement/value to faculty **(Goals: 9, 13, 14)**
10. **Educational Technology Adoption Protocols:** Establishment of a campus educational technology adoption committee comprised of key stakeholders charged with establishing such new adoption protocols. **(Goals: 11, 14)**
11. **Database of Telepresence/Video Conference Site Map Data:** Establishing a new database containing the information gleaned from site mapping forms obtained from institutions and organizations targeted for inclusion. Expansion target for FY14: 10 University System of Georgia Institutions, 5 Technical College System of Georgia Institutions, and 5 County or City PK-12 Systems in the South Georgia region. **(Goals: 12, 14)**
12. **Sloan-Consortium Quality Scorecard:** Coordinate, facilitate, and complete Sloan Consortium Quality Scorecard Assessments for three (3) academic programs at VSU in partnership with faculty and administrators for the program. **(Goals: 9, 13, 14)**
13. **Publication and distribution of an eLearning annual report to VSU administration, academic and administrative departments, faculty, and other key stakeholders in the community and across the state.** **(Goals: 7, 8, 10, 11, 12, 13, 14)**
14. **LANDesk Ticketing System:** Bi-weekly reports covering staff productivity, responsiveness, distribution of workload, percentage of goal attainment, and documentation of staff tasks by area and focus. **(Goals: 7, 8, 14)**

Assessments/Methods (describe what will be done, observed and measured; include how, when, and to whom these are administered, and align outcomes with specific assessments or measures):

1. **Marketing** – Follow promotional best practices as recommended by relevant CE consulting organizations (multiple mail outs, direct contact with previous customers, email marketing, social media, restructure of print publications, etc.) and institute a focused tracking system for evaluating marketing efforts for all Continuing Education programs. **(Goals: 1, 2, 3, 5)**
2. **Research data review** - (quarterly) - Review trends for new courses, changes in professional re-licensure requirements, reports from other CE groups and organizations, and Department of Labor job trends to determine courses to continue, investigate further, drop, or add. **(Goals: 1, 2, 3, 4, 5)**
3. **ACEware enrollment reports** - (quarterly) - Count number of programs offered, number of participants, marketing tracking, hours, and CEUs. Reported by program coordinators. **(Goals: 1, 2, 3, 5)**
4. Staff meeting **coordinator program activity reports** (semester). Activity reports to include number and results of programs, participants, number of faculty/staff/student group contacts, and responses from flyers, target marketing, and information cards. Reported by program coordinators and marketing assistant. **(Goals 1, 2, 3, 4, 5)**
5. **Make new contacts** with local high school programs and organizations that require volunteer hours for their participants; solicit Learning in Retirement membership as source of volunteer assistance. **(Goal 4)**
6. **Restructure** swim schedule. **(Goal: 6)**
7. **Develop a marketing plan** - based on current and projected dissemination plans. Review and revise quarterly. **(Goal: 5)**
8. **VSU Data Warehouse Business Intelligence Reporting System:** Utilize eLearning Dashboard and other reporting features to generate weekly, monthly, and semester reports targeting enrollment, demographic data, academic success models (end of semester), completion reports, trends across programs, etc. Data will be tracked and monitored on the schedule noted, and data collected will be incorporated into reports for administrators, publication in the annual report, communications to faculty and departments, the promotion of faculty/department/college achievement and success, and encouraging quality enhancements and engagement in professional development. **(Goals: 7, 8, 11, 13, 14)**
9. **Attendee Workshop and Professional Development Event Evaluations:** Evaluations are completed following each session. The purpose is to gauge the efficacy of the presenter, value of content, clarity of message, relevance to need, and value-added by attendance. Results from evaluations administered for historical workshop/development programs, current workshop/development programs, and newly developed workshop/development programs will be monitored, tracked, and assessed. This data will be used to identify program viability, need for reassessment or revision, and potential elimination of programs that are not providing adequate value. In addition feedback on staff presenters will be used to identify professional development training, certification, or preparation for eLearning staff presenters that will assist in promoting high-quality and invaluable workshop/development opportunities. Content of existing Workshop Evaluations will also be reassessed annually to ensure the content is appropriate and yielding actionable and pertinent data. **(Goals: 8, 10, 11, 12, 13)**

10. **VSU eLearning Annual Report:** Publication and distribution of a high-gloss, professional, and comprehensive annual report containing demographic, student success, completion rates, grade distributions, survey results, new technology adoption initiatives, new programs and initiatives related to technology-enhanced, hybrid, and online learning at VSU, and many other topics will be completed on an annual basis. The content will be driven by internal reporting measures available from the Data Warehouse Business Intelligence Reporting System, Center for eLearning databases and records, and USG reports related to collaborative programs in which VSU is actively engaged. **(Goals: 7, 8, 10, 11, 13, 14)**
11. **Online Student Support Team:** Posting and hiring of two new full-time positions to comprise the Online Student Support Team. Positions will include: Online Student Support Coordinator and an Online Student Support Specialist. Individuals selected for these positions will work closely with eLearning administration and partners in academic and administrative units campus-wide to develop a communication network and communication plan, information resources for internal and external use, and to promote the development of protocols and processes that meet the unique needs of online learners with regard to administrative actions on VSU campus (i.e., paper versus web-based forms) as well as face-to-face student populations. **(Goals: 7, 8, 11, 14)**
12. **Initiative Leadership Teams:** Identify initiative leaders and designated teams from the eLearning staff to provide bi-monthly progress reports to the eLearning management team on product-driven initiatives including: tasks, task prioritization, and percentage of attainment to goal for project assignments. **(Goals: 7, 8, 9, 10, 11, 12, 13, 14)**
13. **Faculty and Administrator Needs Assessment:** Utilize Qualtrics platform to execute a survey tool aimed at assessing faculty, administrator, department, and college need/preference for support and services related to classroom technology and software, instructional design, web-resource availability, course and program quality promotion, awareness of existing services, familiarity with QM and Sloan-C benefits, etc. The Faculty and Administrator Needs Assessment Survey will be conducted annually. The survey will be distributed to full-time and part-time faculty teaching VSU online courses, full-time and part-time faculty teaching online collaborative courses “owned” by Valdosta State, academic department and college administrators, and administrative division directors. **(Goals: 8, 10, 11, 13, 14)**
14. **Online Student Experience Survey:** Utilize Qualtrics platform to execute a survey tool targeting students enrolled in one or more online courses. Survey content will include feedback on available services, experience with administrative and academic units related to online enrollment, availability of resources, and overall opinion of the online student experience at Valdosta State University. The Online Student Experience Survey will be disseminated each semester to any VSU students enrolled in one or more online course(s) that term. **(Goals: 7, 8, 10, 11, 13, 14)**
15. **eMajor Promotion and Marketing:** Promote the eMajor Initiative across the USG through virtual and conference presentations, video conferences, quarterly reports provided to the Adult Learning Consortium Executive Committee, promotion of success and achievement of eMajor students, and one-to-one outreach among faculty and upper-level administrator at key institutions. **(Goals: 7, 9)**

16. **VSU Online Program/Course Marketing and Promotion:** Increasing awareness of the availability of online options for prospective online learners and on-campus students interesting in taking an online course from home during the summer or integrating an online course into their traditional undergraduate curriculum depends upon successful communication and promotion. The Center for eLearning staff is currently working to identify a compelling brand for online programs. The message and vision will communicate availability, options, flexibility, convenience, services, support, and a positive student experience. Using a multi-media approach including: print, email, web-based marketing, information sessions for students and advisors, partnership with the Centralized Advising Center, distribution of promotional items, and a communicated brand will generate interest and awareness of this delivery and learning option. Efficacy of marketing efforts will be tracking using electronic, web-based, and strategic placement of key identifiers to ensure each marketing initiative results in an acceptable return on investment. This data will serve as a guide for identifying future marketing initiatives. **(Goals: 7, 9, 12, 14)**

Meg G. Moore 9/25/13
Unit Director **Date**

President/VP for Unit **Date**

Submission Instructions: After approval by a dean, director, or vice president, email the IE Report and IE Plan as a Microsoft Word document to assessment@valdosta.edu.