

Annual Report

Part 1

Section A

Unit Information

Unit: Instructional Technology and Broadcast Services

Mission Statement:

The mission of the Division of Instructional Technology and Broadcast Services is to provide exemplary leadership and services aimed at the evaluation, development, and use of communication, instructional, and research technology and applications that further the public information, education, and outreach interests and goals of Florida Gulf Coast University and the Southwest Florida region.

Section B

Unit goals set within last year's (2003-2004) Annual Report

<u>Strategic Plan Goal</u>	Unit Goal
With which 1 or 2 goals from the 8 current strategic plan goals does your 2004-2005 goal best align?	What were your unit level goals for 2004-2005 as contained in your 2003-2004 annual report?
Strategic Plan Goal 1- High Quality Education Strategic Plan Goal 5- State of the Art Infrastructure	Continuously assess new and emerging technologies and determine corresponding campus needs
What action did you undertake to achieve this goal?	
<ul style="list-style-type: none">• IT Support Services staff attended the annual InfoComm conference in Atlanta – the premiere exhibition of multimedia and communications technology.• The IT Support Services Director attended the annual Regional Educause Conference. Educause is an organization whose mission is the “advancement of higher education by promoting the intelligent use of technology.”• IT Support Services staff attended on site demonstrations provided by vendors representing opposing technologies – AMX and Crestron - both of which enable the more efficient monitoring, maintenance and control of integrated multimedia systems.• IT Support Services staff attended on site demonstrations provided by technicians representing local podium system integrators and programmers to assess their qualifications and cost effectiveness.• The Dean of IT and Broadcast Services, Director of IT Support Services and the IT Computer Classroom Coordinator met with representatives from FGCU's College of Education faculty to review and assess their requests for a multimedia lab, computer classroom for intermittent course scheduling and remote observation of classes.• Conducted classroom space utilization analysis - reviewed data as provided through University's on-	

line scheduling system (R25;) met with key faculty representatives from various Colleges to determine upcoming classroom space needs.

- Reviewed opposing online survey applications as well as the upgrade paths to the currently installed Ultimate Survey application to identify an application that would provide the tools and features faculty and staff seek in an online survey application.
- Review and tested a number of database utilities for creating efficiencies in the development, maintenance, and syncing of SQL databases.

By what means did you assess goal achievement?

- IT attention was focused this year on upgrading 20% of our integrated podium systems in the University's classrooms and assessing emerging technologies associated with these systems. After attendance at various technology conferences and on-site vendor demos, the top two area vendors providing classroom technology integration services were contracted to install and configure prototypical systems at key campus locations - Sugden Welcome Center and a small seminar room located in Reed Hall. The Whitlock Group installed the emerging Crestron control system at the Welcome Center while AVI, Inc. integrated the small seminar room system using long established AMX control systems. Both control systems offered new remote management of classroom technology components. These systems were tested by IT's multimedia specialists over a 3 month period using reliability as a top criterion. AMX - with its on-line Meeting Manager tracking and reporting system - proved to be clearly superior. Upon selection of AMX technologies, podium and sound system upgrades were completed at various locations throughout campus, most notably - the Large Lecture Hall in Reed Hall. All faculty conducting classes in the rooms where the new systems were installed received "hands-on" individual training. All reported a high level of satisfaction with the new systems.
- The implementation of our new multimedia lab, intermittent course scheduling classroom and remote class observation system will not be completed until the Fall 2005 semester. Goal achievement will be assessed at that time.
- A computer classroom utilization study was conducted using room scheduling reports. A representative sample of faculty users were interviewed to assess the university-wide need for the room needs identified by the College of Education.

Describe the assessment results and the conclusions about goal attainment you inferred from them.

Upon careful assessment of emerging integrated presentation technologies, IT Support Services has moved forward with the methodical upgrade of its instructional podium systems. Two classrooms have been retrofitted with new projectors, sound equipment, document cameras and AMX's state of the art control system that allows for usage tracking and remote monitoring. In addition, the podium system in Reed's Large Lecture Hall has been upgraded to include a state of the art digital sound mixer, amplifier, microphones and speakers as well as a new, permanently mounted projector, document camera and podium touch panel with a more graphical interface that displays all integrated components for intuitive access. An additional seven classrooms are scheduled to be upgraded using these well received prototypical rooms by the end of the fiscal year.

IT's assessment of requests for a multimedia lab coupled with the University wide academic need for additional computer classroom space led to its decision to reorganize its placement of related technologies. The Macintosh classroom is scheduled for relocation to the FGCU Broadcast Building where it will now also serve as a multimedia lab – available to students and faculty who have a requirement or interest in video digitizing, editing and recording technology. The vacated Macintosh classroom will be redesigned to house a

27-seat personal computer classroom whose schedule will be prioritized to accommodate those faculty who have a need to reserve a computer classroom only a few times each semester - as a supplement to their courses conducted in rooms without workstations. "Video over IP (VOIP)" will be made available in this room for class observation or to record student presentations. This room may also be used for other "non-instruction" University requisite events that may require computer access, i.e., student orientation.

Finally, in alignment with the University's Technology Acquisition, Upgrade and Replacement Plan, IT Support Services staff replaced student workstations in two computer classrooms, the open student lab in BHGand in classroom podium systems throughout Whitaker Hall.

Based on evaluations of online survey applications, an upgrade to the currently installed Ultimate Survey application will be pursued as well as the purchase into an annual maintenance program. Users of the existing application are very pleased with the ease of use, stability, and reporting features, all of which have been improved in the new version. The purchase of database utilities that synch live and production versions of SQL databases will be requested.

These notable and very well received improvements have served to fulfill attainment of our goals to foster high quality education (Goal 1) and to maintain a state of the art campus that includes high quality technology (Goal 5.)

What continuous improvement resulted from the use of the assessment data?

Results indicate that AMX's robust remote technology monitoring system along with its superior statistical reporting utility will prove to aid in future assessments of course delivery systems. As a result, it was selected as our standard podium integration system for all classroom upgrades and new installations.

The process for reviewing technology and then determining campus needs is working well and will continue to be used.

Strategic Plan Goal

Unit Goal

With which 1 or 2 goals from the 8 current strategic plan goals does your 2004-2005 goal best align?

What were your unit level goals for 2004-2005 as contained in your 2003-2004 annual report?

Strategic Plan Goal 1- High Quality Education
Strategic Plan Goal 5- State of the Art Infrastructure

Provide, manage and maintain state of the art computer technology for all Academic endeavors throughout the University

What action did you undertake to achieve this goal?

In affiliation with the FGCU Technology Advisory Committee, IT staff regularly reviewed the implementation of the approved University-Wide Technology Acquisition and Replacement plan to ensure and verify timely installation of upgraded technology equipment as mandated for this fiscal year; reviewed and analyzed statistics as they relate to all course-related technology services including Help Desk, equipment placements, equipment problems/repairs and identified any indicators of needed operational changes or improvements; reviewed and analyzed IT server usage and identified any indicators of needed changes.

By what means did you assess goal achievement?

- The IT Support Services Director, working with IT supervisors, conducted periodic checks to ensure that all technology components approved for funding via the University-Wide Technology Acquisition and Replacement Plan were procured and installed on a timely basis. Systems were configured using a quality control checklist to ensure optimum efficiency. Problems and any other issues related to these installations were discussed with all staff during meetings conducted on the first or third Friday of each month.
- The IT Support Services Director compiled, and then analyzed and reviewed, all technology services statistical data with the ITBS Dean and ITSS staff on a monthly basis. Illustrative graphs provided clear views of service trends and potential problem areas.
- The IT Network Manager prioritized servers, rating their criticality to the daily operation of the University. Usage was then monitored at intervals based upon the priority rating.

Describe the assessment results and the conclusions about goal attainment you inferred from them.

- All Instructional Technology equipment identified for replacement in the 04-05 University-Wide Technology Acquisition and Replacement Plan was procured and installed, a clear indicator of fulfilling to provide state of the art technology for all Academic endeavors.
- Upon careful assessment, IT Network Management working closely with the Office of the Provost, the Faculty Senate and the Dean of ITBS concluded that the Ruby server - which houses the University's primary web presence (www.fgcu.edu), the Itech server - which holds all instructional databases - and our Angel Learning Management System server needed to be continuously available without interruption, even during times of emergency University closings. As a result, new servers were purchased (with funding provided through the University-Wide Technology Acquisition and Replacement Plan) and carefully configured to optimize the efficiency of these critical systems. In addition, our server backup system was upgraded to allow for increased redundancy and quick-time restoration in case of system failure. Finally, all three servers have been targeted for relocation to the University's Network Operation Center (NOC) where a soon-to-be-purchased generator will allow for uninterrupted service during times of electrical failures.

All assessment results were critical in allowing IT to reach attainment of our goals to foster high quality education (Goal 1) and to maintain a state of the art campus that includes high quality technology (Goal 5.)

What continuous improvement resulted from the use of the assessment data?

The "continuous and uninterrupted" management, maintenance and provision of critical instructional technology to the University community can be ensured with a higher level of confidence due to recent equipment upgrades and procedural changes.

Strategic Plan Goal

Unit Goal

With which 1 or 2 goals from the 8 current strategic plan goals does your 2004-2005 goal best align?

What were your unit level goals for 2004-2005 as contained in your 2003-2004 annual report?

Strategic Plan Goal 1- High Quality Education
Strategic Plan Goal 5- State of the Art

Support and maintain the University Web site.

Infrastructure

What action did you undertake to achieve this goal?

Developed many new Web sites including Planned Giving, Cashiers Office, Whitaker Center, Charlotte Center, Office of the Provost, and University Lecture Series; revised many out-of-date Web sites including Alumni Office, Dining Services, and Athletics; and routinely maintained content within Web sites for CAS, COE, CHP, Enrollment Services, and Student Affairs.

By what means did you assess goal achievement?

New and revised Web sites were assessed through heuristic evaluations, analysis of Web server log files for usage patterns and visitor counts, usability testing, and satisfaction surveys.

Describe the assessment results and the conclusions about goal attainment you inferred from them.

Heuristic evaluations conducted during development of new sites as well as site revisions led to enhancements in information access and overall design. Evaluation of Web server logs led to discussion on updating the top level navigation scheme of the University Web site and the design of an improved Branding Bar for official FGCU Web sites. Feedback from staff involved in group discussions involving such topics as site design, information categorization, photographs, and navigation scheme indicated the sessions had a positive team-building effect for the department.

What continuous improvement resulted from the use of the assessment data?

Improvements were made in conducting card sorting sessions for determining optimum content categorization and navigation scheme. New technologies were identified and successfully implemented for evaluating card sorting results. Sharing Web server logs with Library, computing services, and information systems resulted in improved Web usage analysis.

Strategic Plan Goal

Unit Goal

With which 1 or 2 goals from the 8 current strategic plan goals does your 2004-2005 goal best align?

What were your unit level goals for 2004-2005 as contained in your 2003-2004 annual report?

Strategic Plan Goal 2- The Student Community

Serve as a practicum site for students interested in pursuing careers in broadcasting, journalism, magazine production, digital media design and development, and/or technology support services.

What action did you undertake to achieve this goal?

During the period 4/04 - 4/05 19 students served as student assistants or interns within the ITBS Division. Their areas of apprenticeship were as follows: two-customer service; two-television

production assistants; three - radio hosts/reporters/producers; 11 - technology support assistants; two web & multimedia development assistants. Five former apprentices were hired as fulltime professional staff after graduating.

By what means did you assess goal achievement?

We counted the number of student interns and assistants employed during the calendar year according to department.

Describe the assessment results and the conclusions about goal attainment you inferred from them.

We were successful at recruiting students in each of the major practicum settings, although we would like to develop a more reliable means of marketing the opportunities. We will continue to expand the number of students as assistants in television production and will conduct exit interviews with all student assistants to assess their perception of the quality of their training experiences for purposes of continual improvement.

What continuous improvement resulted from the use of the assessment data?

We will focus on developing a marketing plan for recruiting qualified and interested interns.

<u>Strategic Plan Goal</u>	Unit Goal
With which 1 or 2 goals from the 8 current strategic plan goals does your 2004-2005 goal best align?	What were your unit level goals for 2004-2005 as contained in your 2003-2004 annual report?
Strategic Plan Goal 4- A Talented and Dedicated Faculty and Staff	Assist faculty in developing instructional methods that allow the public to access higher education at times convenient for their personal circumstances.

What action did you undertake to achieve this goal?

A new course management system, ANGEL, was adopted and implemented. A total of 37 sessions were conducted to teach faculty how to use the program ; as well as individual consultative sessions as requested by faculty. Tutorials and resources were developed, as well as an ANGEL user group. Participated in ANGEL beta testing for newer versions (6.2 and 6.3) to ensure that system continues to meet FGCU faculty needs; also submitted numerous feature requests as requested by faculty to ANGEL for future enhancements. Began project to integrate ANGEL with BANNER so that courses will be created and populated from the Student information system.

Administered "Turnitin.com" (online plagiarism detection program) including marketing and enrolling faculty as requested.

The following workshops were conducted for faculty: "Where are the Journals?"; "Fostering Undergraduate Research through Rhetorically-Based Library Instruction"; "Engaging Students in Online Conversations: Depth and Diversity of Ideas, Interactive and Reflective Participation", and "Preventing Web Surfing".

Created Resource libraries within ANGEL to enable the sharing of content within designated courses. These included an online student orientation to ANGEL, library tutorials for the College of Health Professions, and a PowerPoint presentation detailing the "Study Abroad" program.

By what means did you assess goal achievement?

- Comparison of ANGEL users and courses vs WebCT (previous course management system) users and courses.
- Number of faculty attending training sessions
- Statistics from Turnitin.com

Describe the assessment results and the conclusions about goal attainment you inferred from them.

- A total of 496 courses were developed in ANGEL in 2004-2005. In Spring 2005, it was found that 70% of all ANGEL courses were non-virtual; an indication that faculty are seeing a utility in using an online course management system for their face-to-face classes.
In Fall 2004, there were 3670 ANGEL users, including 216 faculty. This represents a 170% increase in faculty using ANGEL as compared with the number of faculty using WebCT in Spring 2004. In Spring 2005, ANGEL enrollment had grown to where we were about to exceed our license for 5000 users. Therefore, we entered into a new contract with ANGEL and are now licensed for an unlimited number of users. Total number of users to date is 5591, including 263 faculty.
- 155 Faculty attended the ANGEL sessions. 72 Faculty have made use of the Tutorials and Resources course created in ANGEL. With the anticipated decommissioning of the O'Reilly WebBoard as well as the integration of Banner and ANGEL in Fall 2005, there will be more faculty requiring training in 2005-2006.
- In 2003-2004, 38 faculty were active users of Turnitin.com. In 2004-2005, 73 faculty are active users, an increase of almost 100%. Their participation in this program has been encouraged through emails inviting them to join at the beginning of the semester, at midterm, and two weeks before finals. This strategy has been successful. The data generated by the program has also been very valuable for faculty in documenting suspected plagiarism: out of 2729 student submissions, 122 were found to be 75-100% unoriginal; 56% were reported to be 50-74% unoriginal, 144 were 25-49% unoriginal, 1394 were 0-24% unoriginal, and 956 were found to contain less than 20 words of unoriginal content.

What continuous improvement resulted from the use of the assessment data?

The assessment indicates that faculty are interested in using the internet for both their virtual and non-virtual courses. Faculty and Course Development will continue to familiarize faculty with the technology available to them to deliver course content online and will continue to develop resources and training sessions to assist them.

Turnitin.com has been found to be a very valuable online resource. The license should be renewed when it expires in Feb 2006.

Strategic Plan Goal

Unit Goal

With which 1 or 2 goals from the 8 current strategic plan goals does your 2004-2005 goal best align?

What were your unit level goals for 2004-2005 as contained in your 2003-2004 annual report?

Strategic Plan Goal 7- Community Leadership

Serve as a powerful marketing and public relations vehicle for the University.

What action did you undertake to achieve this goal?

Annually, through WGCU public television and radio station IDs, the name Florida Gulf Coast University is mentioned a minimum of 8760 times on WGCU-TV (24 times a day X 365 days) and approximately 10,000 times on WGCU-FM. By identifying the University through each station ID, the institution's name is consistently promoted and reinforced in the minds of the most educated and highest income population of the Southwest Florida Region. In a national Roper survey in February 2005, Americans cited public broadcasting as the most trusted national institution in the country, and ranked public television as the second best value for their tax dollars, behind only military activities. This "reputation by association" carries a significant PR quotient for the University. In addition, a 30-minute television program, FGCU Quarterly Report, is produced four times a year and aired on WGCU-TV. The program highlights noteworthy FGCU projects, initiatives, and issues. WGCU-TV broadcasts this program during primetime to over 900,000 households throughout Southwest Florida. (Nationally, WGCU-TV consistently ranked among the top four public television audiences during primetime.) A studio television program that included a moderated discussion of the University's Educational Leadership Forum and the region's state legislative delegation also was taped and rebroadcast during primetime, and recruitment spots were produced by WGCU-TV and aired run-of-schedule throughout the year. Finally, WGCU-FM annually airs a minimum of 250 Public Service Announcements pertaining to FGCU activities and events and frequently includes interviews with FGCU faculty and staff as experts for FM news features and as guests on the FM talk show, Gulf Coast Live. A daily radio program, With the Wild Things, is produced "at the Whitaker Center at Florida Gulf Coast University, and aired each weekday morning.

Throughout the year Web, Multimedia, and Publications collaborated with departments and colleges to identify enhancements to promoting the University via the Internet or CD/DVD, and through printed publications. Continuous updates were made to the FGCU Web site to promote University news and events.

By what means did you assess goal achievement?

We documented and counted the incidence of FGCU naming, promotion, and programming on WGCU-TV and FM and assigned a monetary value to each.

Naming during station IDs: \$10 per mention X 18,760 times = \$187,000 annual monetary value.

In-kind costs associated with producing four 30-minute magazine format programs: \$30,000 each,

or \$120,000 annually.

In-kind cost associated with producing the Educational Alliance/State delegation program: approximately \$10,000.

In-kind cost associated with producing recruitment spots: \$3000

The broadcast time can be valued at a cost per household reached. Using a value of \$25/household for the five long format programs a marketing value is estimated at: $\$25 \times 10,625 \text{ households (2.5 rating)} \times 5 = \$265,625$

FM PSAs average :15 each. Using the non-profit rate of \$60/spot for a paid :15 spot on WGCU-FM, the marketing value is estimated at \$15,000.

With the Wild Things: In-kind at \$96 per episode airtime \times 260 episodes = \$25,000

The minimum combined cash value of the marketing and public relations exposure gained by Florida Gulf Coast University through WGCU Public Media is approximately \$625,625 annually.

TV and FM independent ratings data were reviewed

Usage reports were run daily on the FGCU Web site to monitor information access and to evaluate the interest level towards specific content.

Describe the assessment results and the conclusions about goal attainment you inferred from them.

Based on the cost analysis described above and a review of ratings data, it is concluded that WGCU Public Media contributes significantly to the public relations and marketing goals of the University. WGCU-TV consistently earns a 2.5+ rating during primetime and WGCU-FM consistently ranks among the top five ration stations in the market. In order to replicate the production services and broadcast reach through commercial services, it would cost FGCU well over \$600,000 annually.

The primary FGCU Web site received an average of 260,000 visitors per month during 2004-2005, with an average of 112,000 visitors per month viewing the FGCU Web home page. FGCU press releases, available from the Community Relations and Marketing Web site and the FGCU home page, received an average of 5,000 visitors per month. Based on these and similar statistics, the FGCU Web site will continue to be handled as a principal marketing vehicle for the University.

What continuous improvement resulted from the use of the assessment data?

WGCU Public Media will continue to identify annual opportunities for collaborating with the University Administration on addressing University public relations and marketing goals.

Web, Multimedia, and Publications will continue to collaborate with Academic Affairs, Administrative Services, Athletics, and University Advancement to identify ways in which the FGCU Web site can enhance the University's marketing and branding initiatives.

With which 1 or 2 goals from the 8 current strategic plan goals does your 2004-2005 goal best align?

Strategic Plan Goal 5- State of the Art Infrastructure

What were your unit level goals for 2004-2005 as contained in your [2003-2004 annual report](#)?

Support University communication initiatives through the design, development, and coordination of printed and electronic publications.

What action did you undertake to achieve this goal?

Developed over ninety publications and assisted other departments and consultants in the development of publications for marketing, academics, admissions, athletics, advancement, and alumni. Created design and publication templates and provided training to staff, giving them the ability to develop their own publications using templates. Photographed over one-hundred events and used photos in publications and on the Web.

By what means did you assess goal achievement?

Assessment of publication development was based on the following criteria: 1) on-time completion of a publication project; 2) completed publication met project specifications; 3) customer is satisfied with the completed publication; and 4) Web usage reports indicate successful, continuous access to electronic publications. Assessment of template construction was based on 1) ability of end user to successfully create new or revised publications using the templates; and 2) the resources required to develop publications using templates were minimized. Assessment of photo-shoots was based on quality and usability of photos in proportion to the amount of time at the photo-shoot.

Describe the assessment results and the conclusions about goal attainment you inferred from them.

Over 95% of the publications were completed on time, all publications were built to specs, and 95% of customers were satisfied with their completed publication. Using design templates, Athletics' staff were able to develop their own press guides throughout the 04-05 basketball season. Approximately 98% of the photo-shoots were successful, with poor lighting, bad weather, and blinking or similar gestures the predominant reasons for unsuccessful photo-shoots. Web usage reports indicate a steady download of Electronic publications such as FGCU Catalog, program fact sheets, Athletics press guides, student guidebook, and event related information and applications.

What continuous improvement resulted from the use of the assessment data?

Improvements were made in batch processing photos, photography quality – more experience and better understanding of using the photo enhancement technology; every photo-shoot brings more experience with lighting and the digital camera technology; and with each publication project there became a more complete understanding of the capabilities and limitations of local printers. Access to certain electronic publications fluctuated throughout the year, and this information will be used to identify strategies for improving access to electronic documents during peak usage periods.

Strategic Plan Goal

Unit Goal

With which 1 or 2 goals from the 8 current strategic plan goals does your 2004-2005 goal best align?

What were your unit level goals for 2004-2005 as contained in your 2003-2004 annual report?

Strategic Plan Goal 4- A Talented and Dedicated Faculty and Staff

Assist faculty in redesign of high enrollment courses.

What action did you undertake to achieve this goal?

With the adoption of ANGEL as the new courses management system, HUM 2510 had to be adapted and redesigned for the new environment. Faculty and Course Development worked closely with ANGEL support in the redesign project and in working through problems identified through the semesters.

By what means did you assess goal achievement?

All faculty and support staff met at the end of the Fall semester to assess the course and to make changes for the Spring course based on those findings. A meeting has been set to assess the Spring semester on May 17, 2005 and to plan for the Fall courses.

Describe the assessment results and the conclusions about goal attainment you inferred from them.

Based on the Fall assessment, the course was broken into 4 sections, (Honors, A-M, N-Z, and Learning Academy) for the Spring, since enrollment was increasing to over 800 students. It was found that the gradebook and Discussion Forums were too large to handle efficiently with over 600 students in one section. ANGEL has made some revisions, based on problems encountered, to the next version of ANGEL and has been beta testing the course in this version.

What continuous improvement resulted from the use of the assessment data?

The HUM 2510 course was awarded the "ITC 2005 Excellence in Distance Learning: Outstanding Distance Education Program" at the ITC (International Technology Conference) annual conference in April, 2005.

The HUM 2510 faculty with the assistance of Faculty and Course Development staff will continue to reassess the course and make needed revisions as identified. F and CD will use the design and other features offered by ANGEL to market their redesign services to other high-enrollment FGCU courses.

Strategic Plan Goal

Unit Goal

With which 1 or 2 goals from the 8 current strategic plan goals does your

What were your unit level goals for 2004-2005 as contained in your

2004-2005 goal best align?

2003-2004 annual report?

Strategic Plan Goal 4- A Talented and Dedicated Faculty and Staff

Prepare adjunct faculty, new faculty, and other faculty for teaching in higher education.

What action did you undertake to achieve this goal?

The College Teaching Institute online program to prepare adjuncts, new, and other college faculty to teach in higher education was developed, with content provided by a contracted subject matter expert. Programming support to develop the database and house the program was provided by FGCU web services.

By what means did you assess goal achievement?

- A faculty review board assessed the course as it was developed; this is an on-going process that will be repeated before July 2005 for further review.
- Assessment of product completion

Describe the assessment results and the conclusions about goal attainment you inferred from them.

- Course content was revised based on comments from Faculty Advisory Review committee.
- Database used to house course had to be rebuilt, based on the decision to use the Microsoft .Net environment, which resulted in some delay in completion of the course by Spring 2005.
- Comments from participants at the International Teaching and Learning Conference in April, where a presentation on the product was conducted, indicated a high interest from other higher learning institutions for this product.

What continuous improvement resulted from the use of the assessment data?

The Faculty Advisory Review Board will be consulted for further recommendations on course structure and content before the course is finalized. Usability tests will be conducted before release of the product, in August 2005. Ongoing assessments will include course usage, course completions, and customer satisfaction surveys.

Strategic Plan Goal

Unit Goal

With which 1 or 2 goals from the 8 current strategic plan goals does your 2004-2005 goal best align?

What were your unit level goals for 2004-2005 as contained in your 2003-2004 annual report?

Strategic Plan Goal 6- Research and Sponsored

Consult and recommend on digital media

Programs

equipment and communication technology in support of faculty and staff research efforts.

What action did you undertake to achieve this goal?

Provided consulting services to faculty and grad assistants in the development of Web sites for publishing research data. Photographed research work conducted by faculty and students.

By what means did you assess goal achievement?

Assessment of services provided in support of research was based on the following criteria: 1) customer was satisfied with the services; and 2) services provided were useful to the research project.

Describe the assessment results and the conclusions about goal attainment you inferred from them.

Research data for the six mile cypress research project conducted by the CAS can be updated regularly; photographs were taken of the six mile research expedition, oyster research outing, and of local research related to the Campus Ecosystem Model.

What continuous improvement resulted from the use of the assessment data?

Better methods will be implemented to allow research data to be posted and updated on the FGCU Web site.

Strategic Plan Goal

Unit Goal

With which 1 or 2 goals from the 8 current strategic plan goals does your 2004-2005 goal best align?

What were your unit level goals for 2004-2005 as contained in your 2003-2004 annual report?

Strategic Plan Goal 7- Community Leadership
Strategic Plan Goal 7- Community Leadership

Provide Southwest Florida access to information, ideas, and continual learning opportunities.

What action did you undertake to achieve this goal?

WGCU Public Media: 1) produced and aired 182 hours of local television documentaries in the subject areas of environmental issues and topics, health issues/information, the arts, and local history; 2) produced and aired daily news programming on WGCU-FM and a local call-in radio program five days a week; 3) broadcast the national primetime schedule of PBS television programs and daily NPR radio programs. 4) broadcast an additional 1593 hours of adult learning and cultural arts TV programs; 5) conducted 50 community workshops and group discussions on topics that included early childhood learning, literacy, science for girls, local and international public affairs topics, and health issues. These workshops and discussions involved a total of 1804 participants.

By what means did you assess goal achievement?

We continuously review available programming and select quality programming options, involve a community advisory board in reviewing and recommending programming, monitor television and radio ratings and workshop participation, submit local radio and television programs for evaluation and competitive award opportunities, survey workshop participants, and conduct internal program reviews for purposes of continual improvement in local program production.

Describe the assessment results and the conclusions about goal attainment you inferred from them.

During this assessment period, WGPU was recognized through the following awards: National Education Writers Association - 1st place radio division, Amy Tardif for Universal Pre-K series.

Two Edward R. Murrow Regional Awards for Excellence in Electronic Journalism, Valarie Alker for use of sound in a "Memorial Service" and for writing of "After Hurricane Charley."

Two TV Communicator Awards, an international competition honoring excellence in communications: one for "Health Sense" for a program on ALS/Lou Gehrig's Disease and one for WGPU's original documentary, "Hemingway in Cuba".

Lee County Alliance for the Arts Angel of the Arts Award: Broadcaster of the Year for arts and culture coverage.

Regional AP FM awards: Best Hurricane Coverage, Best Long Hard News Feature, Best Use of Sound, and Best Public Affairs.

All community outreach events and workshop included an evaluation process. The results indicated that the participants were satisfied with the experience and requested to be included in any future offerings.

What continuous improvement resulted from the use of the assessment data?

External funding for additional outreach workshops was sought and achieved; staff collaborated on reviewing programs that should be submitted for awards, which resulted in continual learning and program improvement; and programs with insignificant ratings were dropped.

Strategic Plan Goal

Unit Goal

With which 1 or 2 goals from the 8 current strategic plan goals does your 2004-2005 goal best align?

What were your unit level goals for 2004-2005 as contained in your 2003-2004 annual report?

Strategic Plan Goal 6- Research and Sponsored Programs

Conduct on-going research in the area of Internet based course delivery.

What action did you undertake to achieve this goal?

Analyzed data on FGCU internet-based courses and enrollments from academic years 1997 - 1998 through 2003-2004.



By what means did you assess goal achievement?

Data were mined to determine congruence with 5-year strategic plan; specifically Goal 2, section 5.4a: Increase sections of web-delivered course sections from 302 in 2003-2004 to over 370 by the end of AY 05-06; 5.4.b Increase (unduplicated) enrollments in distance learning courses from 38% to 50% of total student body by 2010; and 5.4.c: (Unduplicated) Enrollment in DL courses rise from 1968 in Fall 04 to 2,445 in Fall of 2005.

Describe the assessment results and the conclusions about goal attainment you inferred from them.

- Web-delivered course sections have increased from 83 sections in 1997 to 310 sections in 2003-2004. This represented a 24% increase in sections from 2002-2003 to 2003-2004. An increase to 370 sections by 2005-2006 is 19%, which is slower than the rate of increase thus far. This goal will likely be exceeded.
- Enrollments in distance learning courses have been increasing very slowly: from 32% in Fall 2004 to projected 33% in Fall of 2005. To reach the goal of 50% by 2010, will need to increase the rate of enrollments per year that is faster than the present rate of growth.
- Between Fall 2002 and Fall 2003, there was an increase of 35% of students taking web based courses (from 1416 to 1916). From Fall 2003 to Fall 2004, the increase was quite small (2%: from 1916 to 1968). The projected increase from Fall 2004 to Fall 2005 is 24%.
- Other findings: *Duplicated* enrollments in web-based courses have risen from 6% of all enrollments in 1997-1998 to 16% of all enrollments in 2003-2004.

What continuous improvement resulted from the use of the assessment data?

Will continue to monitor web statistics and share findings with appropriate University staff.

Strategic Plan Goal

Unit Goal

With which 1 or 2 goals from the 8 current strategic plan goals does your 2004-2005 goal best align?

What were your unit level goals for 2004-2005 as contained in your 2003-2004 annual report?

Strategic Plan Goal 7 - Community Leadership

Provide technology and technology support to ensure that all University-sponsored special events are presented with the highest level of quality.

What action did you undertake to achieve this goal?

- IT Support Services staff conducted a thorough maintenance check of existing inventory of special events equipment.
- IT Support Services staff attended the annual InfoComm conference in Atlanta – the premiere exhibition of multimedia and communications technology.

- IT Director and Lead Special Events Coordinator met with Auxiliary Services Director and staff to discuss the upgrade of sound and multimedia equipment in frequently used Special Events venues.
- IT Director and IT Support Services Staff attended on-site conferences with area vendors to review emerging sound and multimedia technologies.
- IT Lead Special Events Coordinator regularly attended University Event Planning Meetings with other University Event service providers.
- Reviewed and analyzed IT statistics as they relate to all Special Events

By what means did you assess goal achievement?

- Equipment maintenance logs were periodically reviewed and discussed with IT Support Staff supervisors.
- “Lessons learned” discussions were conducted during IT Staff Meetings on the first and third Friday of each month. Feedback was solicited from event sponsors, other University service providers and IT staff and was considered in determining the success/failure of major events.
- Data collected regarding equipment placements, staffing and types of events staffed were reviewed and analyzed monthly. Illustrative graphs provide clear views of service trends and potential problem areas.

Describe the assessment results and the conclusions about goal attainment you inferred from them.

IT data reflects that support of Special Events during FY04-05 has been extremely active - 150 events staged FYTD. The availability of larger venues (Alico Arena and Student Union Ballroom) has required a higher level of technical staffing and additional and more reliable sound and multimedia equipment. These larger, regularly scheduled events – such as the President’s State of the University Address, Celebration of Excellence, Cinco de Mayo Celebration, Holiday Tree Lighting, Freshman Invocation, Eagle Expo, Student Orientation and Commencement Exercises have necessitated the placement of increased numbers and larger capacity audio equipment and more powerful projection equipment. In addition, many of these setups require multiple days for cable running, equipment placement and testing. Our records also indicate that an increasing number of events are being staged in the evening, on weekends and off campus over multiple days – such as the Leadership Workshop at Grandezza and SACS Review Team at the Trianon Hotel. In addition, the growth of the University and its influential presence in the surrounding areas is evident in the types of events sponsored and well attended by members of the community including, The Provost’s Lecture Series - Maya Angelou, The Tommy Howard Lecture Series, World War II Symposium, An Evening With PBS’ Jim Leherer, The Ten Tenors, Town Hall Meeting with Senator Connie Mack and the President’s Renaissance Celebration.

All events were completed to the satisfaction of each sponsor and, as a result, IT was able to reach its goal of ensuring that all University-sponsored special events were presented with the highest level of quality. However, it is important to recognize that these high profile events have not been and can not be entrusted to part time student assistants who do not possess the technical expertise required for the delivery of professional events. The presence of full time, qualified and experienced Instructional Technology technicians at these events continues to be critical to their successful staging. In anticipation of enrollment growth and the physical expansion of the University that will result in the construction of additional venues that may be used for large-scale special events - eg., the 200-seat auditorium planned for Academic Building 5 - it is evident that IT full time staffing resources must be proportionately increased to meet existing and upcoming service demands.

What continuous improvement resulted from the use of the assessment data?

IT Special Events staff have been duly recognized throughout the University for their diligence and unwavering support to faculty, staff, students AND the community. The on-going analysis of our Special Events data will allow for more precise planning and budgeting, ensuring that events will continue to be

staged and monitored with the highest level of professionalism.

Strategic Plan Goal

Unit Goal

With which 1 or 2 goals from the 8 current strategic plan goals does your 2004-2005 goal best align?

What were your unit level goals for 2004-2005 as contained in your [2003-2004 annual report?](#)

Strategic Plan Goal 3 - Co-Curricular and Athletic Programming

Provide technology and technology support to student clubs and organizations as it pertains to the setup and moderation of multi-media equipment at University events.

What action did you undertake to achieve this goal?

Reviewed and analyzed IT statistics as they relate to all Special Events

By what means did you assess goal achievement?

Data collected regarding equipment placements and staffing of student events were reviewed and analyzed monthly. Illustrative graphs provide clear views of service trends and potential problem areas.

Describe the assessment results and the conclusions about goal attainment you inferred from them.

Approximately 17% of the total number of requests placed with IT for technology equipment and/or technical moderation were completed to facilitate the delivery of student-sponsored special events. While support requiring minimal set up time was provided directly to various student clubs (Sigma Phi Epsilon, Hispanic Club, Math Club, etc.) technology services were also provided for larger events included those sponsored by Athletics (audio at baseball games, field dedications, etc.) and Enrollment (eg., Eagle Expo.) Many of these larger events required excessive set up and break down and weekend attendance as well. While we have attained the stated goal, it is critical that on-going analysis of our data continues to ensure that quality service continues to be provided. Given projected enrollment growth projections, it is important that IT support staffing levels be increased in order to maintain the established quality of service to the University's students.

What continuous improvement resulted from the use of the assessment data?

The on-going analysis of our Special Events data will allow for more precise planning and budgeting, ensuring that events will continue to be staged and monitored with the highest level of professionalism.

Strategic Plan Goal

Unit Goal

With which 1 or 2 goals from the 8 current strategic plan goals does your 2004-2005 goal best align?

What were your unit level goals for 2004-2005 as contained in your [2003-2004 annual report?](#)

Strategic Plan Goal 7- Community Leadership Secure grants and donations adequate to fund the operations of WGPU Public Media.

What action did you undertake to achieve this goal?

WGPU Public Media successfully acquired over four million dollars in contracts, grants, and gifts during this assessment period. This is funding adequate to fund the combined operations of the division.

By what means did you assess goal achievement?

We compared our operating costs with revenue.

Describe the assessment results and the conclusions about goal attainment you inferred from them.

WGPU continues to successfully identify external funding sources and to successfully apply for and acquire grants, as well as successfully solicit individual and corporate support.

What continuous improvement resulted from the use of the assessment data?

We increased the number of grant applications and increased external funding by 5%.

Strategic Plan Goal

Unit Goal

With which 1 or 2 goals from the 8 current strategic plan goals does your 2004-2005 goal best align?

What were your unit level goals for 2004-2005 as contained in your [2003-2004 annual report?](#)

Strategic Plan Goal 7- Community Leadership

Through WGPU Public Media, secure grants and donations to fund projects that support community links/ partnerships.

What action did you undertake to achieve this goal?

WGPU Public Media continuously explores grant possibilities for community outreach projects. During this assessment period, we successfully applied for and received seven grants for such projects: By the People, Ready to Learn, Sound Partners (Get up, Get out, Get active.), Cyberchase, Dragonfly TV, and Charlotte Harbor NEP. These combined grants totaled \$104,500 and included partnerships with the Naples Council on World Affairs, the region's public health agencies, the region's parks and recreation agencies, the County Public and private schools, libraries, pre-school facilities, and environmental agencies.

By what means did you assess goal achievement?

We analyzed the number and types of community links/partnership for which we secured new project funding.

Describe the assessment results and the conclusions about goal attainment you inferred from them.

WGCU established four new externally funded community projects in the last year.

What continuous improvement resulted from the use of the assessment data?

Each year WGCU establishes partnerships with additional community agencies and individuals.

Strategic Plan Goal

Unit Goal

With which 1 or 2 goals from the 8 current strategic plan goals does your 2004-2005 goal best align?

What were your unit level goals for 2004-2005 as contained in your 2003-2004 annual report?

Strategic Plan Goal 1- High Quality Education
Strategic Plan Goal 5- State of the Art Infrastructure

Identify appropriate or develop customized Web-based data applications.

What action did you undertake to achieve this goal?

Developed an Online application for the management and collection of narratives and supporting documents used in the assembly of the SACS Report.

Working with Faculty and Course Development, the College Teaching Institute online certification course was developed.

Scholars Club Member Information system was developed to support the maintenance of member schools, student members, and member schools club liaisons.

Student Activities Clubs and Organizations System

WGCU Arts Event Calendar

Meal Plan Processing for Dining Services

Student Announcements (replacement for emailing them)

Annual Report collection and assembly system

By what means did you assess goal achievement?

New Web applications were assessed based on one or more of the following: 1) on schedule deployment into a beta-testing phase; 2) on schedule deployment into a working system; and 3) successful use of the application by the intended users. Maintenance on Web applications was assessed on one or more of the following: 1) timely completion of maintenance; 2) satisfaction on behalf of the client; and 3) successful use of the application after maintenance was completed.

Describe the assessment results and the conclusions about goal attainment you inferred from them.

Overall the goal was achieved given the number of Web applications successfully developed,

deployed, and maintained. Development of the SACS collection and management system was deployed on-time, was successfully used by faculty and staff as a collection and maintenance system for narratives and supporting documentation, and fulfilled the requirement to deliver an online version of the SACS Accreditation Report. The system also aided in the successful assembly of an off-line version of the SACS Accreditation Report that was provided as an alternative to the online version.

Meal Plan Processing system, and Scholars Club Member Information System were deployed on time and have been used as intended. The Annual Report pilot project was successful in determining the extent to which a Web application can be used to assist in the gathering and assembly of Annual Reports.

What continuous improvement resulted from the use of the assessment data?

Improvements were made in data transfer from Web apps to its SQL database through the use of stored procedures.

Strategic Plan Goal

Unit Goal

With which 1 or 2 goals from the 8 current strategic plan goals does your 2004-2005 goal best align?

What were your unit level goals for 2004-2005 as contained in your 2003-2004 annual report?

Strategic Plan Goal 1- High Quality Education
Strategic Plan Goal 5- State of the Art Infrastructure

Identify, Acquire, and Install an enterprise Web Content Management System (Web CMS).

What action did you undertake to achieve this goal?

After reviewing the specifications of several CMS products, demonstrations, testing, reviewing, and comparisons were made for the top three competitive products. RedDot Solutions' CMS determined to be the product that would provide efficiencies in the development of Web sites, empower faculty and staff to update content without the need for extensive training and knowledge in Web technologies, and repurpose legacy data found on existing Web sites. Staff attended RedDot CMS administrator training and conducted workshops for additional administrator training. The RedDot Solutions CMS was installed and is ready for implementation.

By what means did you assess goal achievement?

Assessment was based on the following criteria: 1) overwhelming support of the CMS selection from FGCU computing and technology departments; 2) endorsement of the CMS selection by the Technology Advisory Council; and 3) successful installation of the CMS product.

Describe the assessment results and the conclusions about goal attainment you inferred from them.

Staff from ITBS, Computing Services, Information Systems, and the Library attended product

demonstrations and gave support of selection for RedDot solutions CMS product. The Technology Advisory Council (TAC) endorsed the selection of the CMS product; funding was approved for the purchase of the CMS product and related training; and installation of the product on an FGCU server was successfully completed.

What continuous improvement resulted from the use of the assessment data?

The installation of a Web CMS requires changes throughout the University with regards to development and maintenance of Internet based communication. The exact changes have not yet been determined, and therefore this will become a 2005-2006 goal. The process of reviewing and selecting the product will be used as a baseline model for selecting future Web related enterprise products by Web, Multimedia, and Publications.

Section C

Program or Service Specific Assessments

What program or service specific assessment occurred in the current academic year?

- Course-specific software survey distributed to all faculty
- Classroom space utilization study
- Continuous assessment of ANGEL implementation project
- Website satisfaction survey at student orientation
- Ongoing review of television and radio ratings data and compilation of viewer/listener inquiries and comments

How were the results of the assessment used to improve programs or services?

- All curriculum-specific software programs were procured, installed and made available at designated classroom sites and open labs as requested by faculty
 - Classroom space utilization study supported the need to: relocate the Mac classroom from RH144 to WGPU28, where it will also serve as a new multimedia lab available to all faculty and students; the placement of PC's relocated from WH131 (computer classroom to be renovated for Bio-tech program labs) to the vacated Mac classroom in RH144. This room will now be used for "intermittent" classes and other events related to student instruction (eg., student orientation and counseling.)
 - Tutorials and resources developed as needed to assist faculty and staff to use ANGEL. Issues brought to ANGEL Support staff resulted in improvements to the ANGEL software, benefiting both FGCU and other institutions using ANGEL.
 - FGCU website navigation architecture improved based on new student survey.
 - Programming decisions were informed using ratings data and viewer/listener
-

comments.

Section D

Unit Contribution to President's Performance Measures

Please review the President's Performance Measures for 2004-2005. Did your unit contribute to any specific performance goals for the President? (If so, please indicate whether the measure set was attained and to what degree.)

<http://www.fgcu.edu/planning/Assessment/Plans/ASPlans/AssessmentPlanPresident.pdf>

Goal 1: Grow Student Enrollment: Overall development and management of the FGCU Web site; development of numerous publications including Catalog, Fact Sheets, Brochures for Eagle Expo, Fall harvest, Engineering, Golf Management, Social Work, Legal Studies, and Theatre; Development of the Explore FGCU CD; Photography; and technical support to the Apply Yourself system; produced four 30-minute television programs promoting FGCU programs; ran run-of-schedule television spots; produced an FGCU promo with the Provost that aired during the Edison Festival of Light parade.

Goal 2: Diversify Student Enrollment: International Services Brochure; and photographing diversity representation at FGCU events for use in recruitment media.

Goal 6: Increase Non-State Funding Support: Acquired over \$4 million in grants and donations through WVCU Public Media.

Goal 7: Increase/Improve Academic/Community Outreach: Acquired seven grants for community outreach projects totaling \$104,500 and involving numerous community agencies.

Goal 10: Intercollegiate Athletics (Increase men's and women's basketball attendance by 10%): Developed 04-05 season theme, and designed poster, and press guides; maintained the Athletics Website; and promote the basketball programs using photographs on the FGCU homepage.

Goal 11: Balance the Budget: ITBS balanced all budgets and an external audit of WVCU Public Media was completed and certified.

Goal 12: Alliance of Educational Leaders: WVCU-TV produced and aired a 60-minute special on a studio discussion of the Alliance of Educational Leaders and the region's legislative delegation.

Goal 16: Faculty Development: ITBS' department of Faculty & Course Development organized and conducted six faculty development workshops on teaching, organized and conducted faculty training on the ANGEL course management software, designed an on-line faculty and staff orientation, and conducted numerous teaching consultations.

Goal 21: SACS Reaffirmation: Developed the SACS Web site used for the collection, assembly, and dissemination of Compliance Certification; Develop an offline version of SACS Compliance Certification on CD; design the QEP; participated in SACS workgroups and on-site QEP review sessions; provided

technology support to visiting SACS review team.

Goal 23: Technology Updates: Completed procurement and implementation of first phase of University-Wide Technology Acquisition and Replacement Plan. Approximately \$1,000,000 was expended on the replacement and upgrade of identified classroom computers, classroom and lecture hall multimedia podiums, open student lab computers, loan equipment (including laptops,) faculty and staff office computers and critical network servers and peripheral devices; identified, purchased, and installed a Web content management system (CMS) that will increase the productivity of the 4 levels of end users: web site developers, content editors, content approvers, and the FGCU Web site visitors (by simplifying the search for information and providing tools to aid in keeping information accurate and up-to-date;)

Part 2

Section A

Unit Goals for Coming Year (2005-2006)

<u>Strategic Plan Goal</u>	Unit Goal
With which 1 or 2 goals from the 8 current strategic plan goals does your 2005-2006 goal best align?	Goal for 2005-2006
Strategic Plan Goal 1- High Quality Education Strategic Plan Goal 5- State of the Art Infrastructure Continuously assess new and emerging technologies and determine corresponding campus needs	
What action(s) will you undertake to achieve the goal?	
<ul style="list-style-type: none">• Attend annual industry conferences and exhibitions• Attend product demonstrations• Meet with academic representatives and faculty committees to discuss needs• Conduct annual classroom utilization study • Distribute annual software survey to all faculty	
By what means will you assess goal achievement?	
<ul style="list-style-type: none">• Align documented conference attendance and vendor demonstrations with associated new technology recommendations and purchases• Confirm usage of instructional technology in classrooms, labs and other campus locations• Verification of installation of new technology• Verification of installation of instructional software and hardware requested by faculty for class and lab use	
How will you know if you have successfully attained each goal?	
<ul style="list-style-type: none">• Meet with faculty and students to determine level of satisfaction with newly installed instructional technology and associated services	

How will the results of the above assessments be used to improve student learning or services?

- Faculty and students will be provided with appropriate technology and courses will be scheduled at adequately-sized classroom locations to ensure optimum level of learning.

Strategic Plan Goal

With which 1 or 2 goals from the 8 current strategic plan goals does your 2005-2006 goal best align?

Unit Goal

Goal for 2005-2006

Strategic Plan Goal 1- High Quality Education

Strategic Plan Goal 5- State of the Art Infrastructure

Provide, manage and maintain state of the art computer technology for all Academic endeavors throughout the University

What action(s) will you undertake to achieve the goal?

- Regularly monitor implementation of approved University-Wide Technology Plan
- Analyze statistical data as it pertains to all technology support services and equipment
- Analyze usage data as it pertains to all instructional network servers and systems

By what means will you assess goal achievement?

- Confirm installation of all technology as specified in approved University-Wide Technology Plan.
- Compare service data statistics with prior year(s)
- Compare instructional network usage data with prior year(s)

How will you know if you have successfully attained each goal?

- Meet with faculty and students to determine level of satisfaction with installed instructional technology and associated services

How will the results of the above assessments be used to improve student learning or services?

- Careful analysis of data will provide for more efficient and effective use of currently installed technology and aid in planning and budgeting for future upgrades.

Strategic Plan Goal

With which 1 or 2 goals from the 8 current strategic plan goals does your 2005-2006 goal best align?

Unit Goal

Goal for 2005-2006

Strategic Plan Goal 1- High Quality Education

Strategic Plan Goal 5- State of the Art Infrastructure
Support and maintain the University Web site.

What action(s) will you undertake to achieve the goal?

Develop and redesign official FGCU Web sites. Monitor usage of official FGCU Web sites. Monitor Web sites for compliance with Web standards, Web policies, and Design Guidelines. Provide Web development consulting services to research and grant related projects.

By what means will you assess goal achievement?

New and revised Web sites will be assessed through heuristic evaluations, analysis of Web server log files for usage patterns and visitor counts, usability testing, and satisfaction surveys.

How will you know if you have successfully attained each goal?

Information access from and the overall design of Web sites will be satisfactory to the end users. We will see a steady increase in Unique visitors to the FGCU Web site over the course of the reporting period. Official FGCU Web sites will be compliant with current Web standards and therefore will be viewable and accessible by the various browsers

How will the results of the above assessments be used to improve student learning or services?

Evaluations, surveys, and usage statistics will provide relevant information for guiding the continuous improvements required for a successful end-user experience.

Strategic Plan Goal

With which 1 or 2 goals from the 8 current strategic plan goals does your 2005-2006 goal best align?

Unit Goal

Goal for 2005-2006

Strategic Plan Goal 2- The Student Community

Serve as a practicum site for students interested in pursuing careers in broadcasting, journalism, magazine production, digital media design and development, and/or technology support services.

What action(s) will you undertake to achieve the goal?

We will advertise practicum opportunities university-wide and recruit students in each of the departmental areas.

By what means will you assess goal achievement?

Count the number of student interns and assistants employed during the calendar year according to department.

How will you know if you have successfully attained each goal?

We will successfully recruit students into positions in each departmental area and exit interviews will reveal student satisfaction with their learning experience,.

How will the results of the above assessments be used to improve student learning or services?

If students report dissatisfaction, changes will be made.

Strategic Plan Goal
With which 1 or 2 goals from the 8 current strategic plan goals does your 2005-2006 goal best align?

Unit Goal
Goal for 2005-2006

Strategic Plan Goal 4- A Talented and Dedicated Faculty and Staff
Assist faculty in developing instructional methods that allow the public to access higher education at times convenient for their personal circumstances.

What action(s) will you undertake to achieve the goal?

- Continue with implementation of ANGEL, including integration of ANGEL with Banner.
- Provide instruction in best practices usage of ANGEL and other online tools using a variety of strategies (classroom instruction, online tutorials, demonstrations, individual consultations)
- Oversee administration of Turnitin.com
- Conduct and facilitate faculty workshops that focus on best practices in online instruction

By what means will you assess goal achievement?

- ANGEL usage by faculty
- Attendance at instructional workshops and summary of class evaluations
- Faculty usage of Turnitin.com
- Class evaluation summaries of workshops
- Formative evaluation of ANGEL/Banner integration project

How will you know if you have successfully attained each goal?

- Analysis of assessment data
- Increase in course materials presented online
- Evaluations reflect satisfaction with educational offerings
- Faculty express satisfaction with ANGEL/Banner integration

How will the results of the above assessments be used to improve student learning or services?

- Changes will be made as indicated by on-going assessments to better meet faculty needs

Strategic Plan Goal

Unit Goal

With which 1 or 2 goals from the 8 current strategic plan goals does your 2005-2006 goal best align?

Goal for 2005-2006

Strategic Plan Goal 7- Community Leadership

Serve as a powerful marketing and public relations vehicle for the University.

What action(s) will you undertake to achieve the goal?

We will continue to name FGCU in all station IDs on WGCU-TV & FM; will produce the FGCU Quarterly TV report; will continue to air With the Wild Things; will continuously seek supportive marketing and PR opportunities.

Official FGCU Web sites will continue to support the marketing and relations initiatives of the University.

By what means will you assess goal achievement?

In-kind cost analysis.

Web usage analysis.

How will you know if you have successfully attained each goal?

The cost analysis will be equal to or greater than the 04-05 outcome.

Access to the FGCU Web sites will be equal to or greater than the figures from 04-05.

How will the results of the above assessments be used to improve student learning or services?

If the cost analysis is less than the 04-05 outcome, additional productions and airing will be conducted.

If Web usage is less for official FGCU Web sites that focus on marketing and relations initiatives than in 04-05, further analysis will be conducted and changes will be implemented.

Strategic Plan Goal

With which 1 or 2 goals from the 8 current strategic plan goals does your 2005-2006 goal best align?

Unit Goal

Goal for 2005-2006

Strategic Plan Goal 5- State of the Art Infrastructure

Support University communication initiatives through the design, development, and coordination of printed and electronic publications.

What action(s) will you undertake to achieve the goal?

Design and develop publications according to the needs of the client; photograph FGCU events; catalog photographs into the FGCU image database and archive older photos from the database; Meet with directors and department heads to assess current methods of promoting programs and suggest recommendations, if any, for improvements; meet regularly with printers to maintain awareness of industry changes

By what means will you assess goal achievement?

Publication development will be assessed according to the following criteria: 1) on-time completion of a publication project; 2) completed publication met project specifications; 3) customer is satisfied with the completed publication; and 4) Web usage reports indicate successful, continuous access to electronic publications. Template construction will be assessed according to the following criteria: 1) ability of end user to successfully create new or revised publications using the templates; and 2) the resources required to develop publications using templates were minimized. Photo-shoots will be assessed according to quality and usability of photos in proportion to the amount of time at the photo-shoot.

How will you know if you have successfully attained each goal?

Signed-off approval on designs; Publications will be ready at time of event; Client is overall satisfied with final product; Analysis of Web usage data will reveal that electronic publications are being accessed on a regular basis; Clients will be successful in developing publications from templates; the FGCU image database will be routinely updated with photos.

How will the results of the above assessments be used to improve student learning or services?

Improved publication designs; broader penetration of FGCU branding into publications; improvements in the quality and quantity of photos per photoshoot; easier access to electronic publications.

Strategic Plan Goal

With which 1 or 2 goals from the 8 current strategic plan goals does your 2005-2006 goal best align?

Unit Goal

Goal for 2005-2006

Strategic Plan Goal 4- A Talented and Dedicated Faculty and Staff
Assist faculty in redesign of high enrollment courses.

What action(s) will you undertake to achieve the goal?

- Identify high enrollment courses
- Meet with key faculty to develop strategies
- Develop and implement at least one course using strategies

By what means will you assess goal achievement?

- Course creations
- Learner outcomes from courses developed

How will you know if you have successfully attained each goal?

- At least one course is developed
- Learner outcomes meet expected criteria

How will the results of the above assessments be used to improve student learning or services?

- Serve as prototype for other high enrollment courses
- Will make revisions as indicated

Strategic Plan Goal

With which 1 or 2 goals from the 8 current strategic plan goals does your 2005-2006 goal best align?

Unit Goal

Goal for 2005-2006

Strategic Plan Goal 4- A Talented and Dedicated Faculty and Staff
Prepare adjunct faculty, new faculty, and other faculty for teaching in higher education.

What action(s) will you undertake to achieve the goal?

- College Teaching Institute will be completed and released for use by FGCU faculty
- Inform FGCU Colleges of availability and
- Market College Teaching Institute to other institutions of higher learning faculty

By what means will you assess goal achievement?

- Number of course completions
- Number of course enrollees
- Evaluation of learner outcomes
- Learner evaluations of course

How will you know if you have successfully attained each goal?

- Course completions are equal to course enrollments
- Usage of course by FGCU faculty
- Usage of course by other institutions
- Learner outcomes meet expected criteria
- Learner evaluations reflect satisfaction with course

How will the results of the above assessments be used to improve student learning or services?

- Will analyze results to make adjustments and revisions to better meet needs of learners



Strategic Plan Goal

With which 1 or 2 goals from the 8 current strategic plan goals does your 2005-2006 goal best align?

Unit Goal

Goal for 2005-2006

Strategic Plan Goal 7- Community Leadership

Provide Southwest Florida access to information, ideas, and continual learning opportunities.

What action(s) will you undertake to achieve the goal?

1) produce and air local television documentaries in the subject areas of environmental issues and topics, health issues/information, the arts, and local history; 2) produce and air daily news programming on WGCU-FM and a local call-in radio program five days a week; 3) broadcast the national primetime schedule of PBS television programs and daily NPR radio programs. 4) broadcast additional hours of adult learning and cultural arts TV programs; 5) conducted community workshops and group discussions on topics pertinent to the Southwest Florida region.

By what means will you assess goal achievement?

Continuously review available programming and select quality programming options, involve a community advisory board in reviewing and recommending programming, monitor television and radio ratings and workshop participation, submit local radio and television programs for evaluation and competitive award opportunities, survey workshop participants, and conduct internal program reviews for purposes of continual improvement in local program production.

How will you know if you have successfully attained each goal?

The number of external awards for programming and participant satisfaction with workshops.

How will the results of the above assessments be used to improve student learning or services?

Improve quality of local program production based on feedback.

Strategic Plan Goal

With which 1 or 2 goals from the 8 current strategic plan goals does your 2005-2006 goal best align?

Unit Goal

Goal for 2005-2006

Strategic Plan Goal 6- Research and Sponsored Programs

Conduct on-going research in the area of Internet based course delivery.

What action(s) will you undertake to achieve the goal?

Survey faculty to determine use of current online delivery tools

By what means will you assess goal achievement?

- Analysis of survey data

How will you know if you have successfully attained each goal?

Findings are relevant and significant.

How will the results of the above assessments be used to improve student learning or services?

- Results from survey will identify what internet delivery systems are being used and how they are being used
- Results will be used to determine needs and develop strategies for assisting faculty in using the most appropriate tools for internet delivery

Strategic Plan Goal

With which 1 or 2 goals from the 8 current strategic plan goals does your 2005-2006 goal best align?

Unit Goal

Goal for 2005-2006

Strategic Plan Goal 7 - Community Leadership

Provide technology and technology support to ensure that all University-sponsored special events are presented with the highest level of quality.

What action(s) will you undertake to achieve the goal?

- Conduct regularly scheduled maintenance checks of event equipment
- Attend annual industry conferences and exhibitions
- Conduct regular meetings with other University event service staff
- Analyze statistical data as it relates to technology support services and equipment
- Distribute service satisfaction survey at completion of each event

By what means will you assess goal achievement?

- Compare event service and equipment data with prior year(s)
- Review completed service satisfaction surveys

How will you know if you have successfully attained each goal?

- Meet with event sponsors to determine level of satisfaction
- Meet with attending faculty, staff, students and University executives to determine level of satisfaction with technical quality of events
- Results of service satisfaction surveys

How will the results of the above assessments be used to improve student learning or services?

- Feedback from event sponsors and attendees will provide guidance for planning and budgeting for future events; careful analysis of data will proved for more efficient and effective use of currently available

technology and aid in planning and budgeting for recommendation and purchase of new technology.

Strategic Plan Goal
With which 1 or 2 goals from the 8 current strategic plan goals does your 2005-2006 goal best align?

Unit Goal
Goal for 2005-2006

Strategic Plan Goal 7- Community Leadership Secure grants and donations adequate to fund the operations of WGPU Public Media.

What action(s) will you undertake to achieve the goal?

Continuously assess grant and donation opportunities; apply for grants; pursue major and planned giving opportunities; market membership.

By what means will you assess goal achievement?

Compare the amount of external funding with the operating budget.

How will you know if you have successfully attained each goal?

External funding will at least match operating budget.

How will the results of the above assessments be used to improve student learning or services?

If funding is inadequate, additional revenue streams will be developed.

Strategic Plan Goal
With which 1 or 2 goals from the 8 current strategic plan goals does your 2005-2006 goal best align?

Unit Goal
Goal for 2005-2006

Strategic Plan Goal 7- Community Leadership Through WGPU Public Media, secure grants and donations to fund projects that support community links/ partnerships.

What action(s) will you undertake to achieve the goal?

Identify and apply for grants that support community outreach.

By what means will you assess goal achievement?

Count number of community outreach grants acquired and number of community partnerships formed.

How will you know if you have successfully attained each goal?

We will have conducted at least 6 community outreach projects and developed at least 4 new community partners.

How will the results of the above assessments be used to improve student learning or services?

If we fail to meet the goal, a new community outreach plan will be developed and implemented.

Strategic Plan Goal
With which 1 or 2 goals from the 8 current strategic plan goals does your 2005-2006 goal best align?

Unit Goal
Goal for 2005-2006

Strategic Plan Goal 1- High Quality Education
Strategic Plan Goal 5- State of the Art Infrastructure
Identify appropriate or develop customized Web-based data applications.

What action(s) will you undertake to achieve the goal?

Analyze the needs of the clients; Develop or purchase Web based data applications; Support and maintain existing and future applications

By what means will you assess goal achievement?

New Web applications will be assessed according to one or more of the following: 1) on schedule deployment into a beta-testing phase; 2) on schedule deployment into a working system; and 3) successful use of the application by the intended users. Maintenance on Web applications will be assessed according to one or more of the following: 1) timely completion of maintenance; 2) satisfaction on behalf of the client; and 3) successful use of the application after maintenance was completed.

How will you know if you have successfully attained each goal?

Currently installed applications will be performing to clients satisfaction; end-users will be satisfied with the overall performance and usability of the application; downtime of applications will be minimal.

How will the results of the above assessments be used to improve student learning or services?

Results from satisfaction reports will guide future development; usage reports will guide decisions to improving access to applications.

Strategic Plan Goal

Unit Goal

With which 1 or 2 goals from the 8 current strategic plan goals does your 2005-2006 goal best align?

Goal for 2005-2006

Strategic Plan Goal 1- High Quality Education
Strategic Plan Goal 5- State of the Art Infrastructure
Successfully implement the RedDot Web Content Management System (Web CMS) for maintaining and updating official FGCU Internet Web sites.

What action(s) will you undertake to achieve the goal?

Develop an plan that accommodates an iterative and incremental implementation; present the implementation plan to the deans, directors, and department heads; following the implementation plan, migrate Web sites into the CMS; establish workflows for maintaining content; train CMS administrators; train CMS content editors and approvers.

By what means will you assess goal achievement?

Document the phases of the implementation; end user satisfaction will be measured; document the number of successful Web sites going live; monitor the CMS content editors and approvers;

How will you know if you have successfully attained each goal?

Implementation plan will be on schedule; very little, if any, rework will be required on completed phases; end users will be satisfied with using the CMS to build and maintain Web content; Web sites will be deployed within the CMS complete with workflow and maintenance plan; CMS content editors and approvers will be able to maintain Web site content.

How will the results of the above assessments be used to improve student learning or services?

Results from 05-06 CMS implementation will guide future phases of the implementation; end user satisfaction will help enhance training and CMS team building; successful implementations will be used as models when new sites are developed directly into the CMS.

Strategic Plan Goal

With which 1 or 2 goals from the 8 current strategic plan goals does your 2005-2006 goal best align?

Unit Goal

Goal for 2005-2006

Strategic Plan Goal 4- A Talented and Dedicated Faculty and Staff
Plan and develop Teaching Enhancement Center, if Faculty and Course Development office is designated to house this initiative

What action(s) will you undertake to achieve the goal?

- Meet with Faculty to plan and develop
 - Faculty Needs Assessment
-

By what means will you assess goal achievement?

- Completion of project
- Faculty Needs Assessment

How will you know if you have successfully attained each goal?

- Center is developed that meets specified criteria

How will the results of the above assessments be used to improve student learning or services?

Needs Assessment will be used to determine future projects and direction.

Section B

Resources

What additional resources have you requested and received a commitment for during 2005-2006 from your area VP or the President that is based on your analysis of assessment data for 2004-2005?

- \$575,000... Instructional Technology component of the 2005-2006 University-Wide Technology Plan - to provide for needed classroom equipment and related network infrastructure upgrades.
- \$13,500... Content Management System annual maintenance
- \$36,000 + benefits... (1) FTE - Computer Support Specialist position. This position will be hired with a requirement that hours may be flexible in order to ensure experienced, skilled technical coverage at University events.
- \$60,000 + benefits At the request of the Provost, a possible position for a Director of a Center for Teaching Excellence was designated for possible funding. If such a Center is created and it is decided that it will supersede the current department of Faculty & Course Development, ITBS is prepared to organize and administer such a Center.

What additional resource needs do you have for fulfillment of your goals that you wish for consideration from your area VP or the President that is based on your analysis of assessment data for 2004-2005?

- \$10,000... College of Business specialized instructional software and hardware requests for Computer Science classes.
 - \$10,600 (Discounted 3-year contract)... TurnItIn.com plagiarism software contract renewal.
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Section C

Assessment Plans

What assessments are you planning to conduct during 2005-2006?

- Course-specific software survey distributed to all faculty
 - Classroom space utilization study
 - Continuous IT service satisfaction assessment at time of transaction
 - Workshop participant evaluations
 - Client satisfaction survey at completion of transactions
 - Continuous review of television and radio ratings data and viewer/listener comments.
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Section D

Coming Year - Strategic Plan Contributions

1; 2; 3; 4; 5; 5.4; 3.1.1; 4.1; 5.4.1; 5.4.2; 5.4.3; 5.5.1; 7.4.1; 7.4.2; 7.4.3; 6.2.b
