

Annual Report 2007 - 2008

Part 1

Section A

Unit Information

Unit:

Continuing Education and Off-Campus Programs.

Mission Statement:

The mission of this office is to: meet public sector training, development, and technical assistance needs; provide educational opportunities that enrich the intellectual, civic, economic, and cultural life of the region and the state; support faculty and students in their service-learning and civic engagement endeavors; and, through the Renaissance Academy, offer retirees and other citizens educational programming that keeps their minds intellectually, creatively, and culturally active.

Section B

Unit Goals within Last Year's (2006-2007) Report

Strategic Plan Goal

With which 1 or 2 goals from the 8 current strategic plan goals does your 2007-2008 goal best align?

Goal 2: The Student Community

Unit Goal

Goal for 2007-2008

Establish the Compliance Certificate in collaboration with the College of Professional Studies for fall 2007 student enrollment.

What actions have you taken to achieve this goal?

1. Held multiple meetings with the College of Professional Studies, Registrar's Office, Finance and Accounting, and program faculty to discuss the following: registration/enrollment processes, class logistics including weekend locations, budget and faculty pay, student correspondence, program books, and alternative student fee structure above basic tuition and fees.
2. Launched an aggressive advertising campaign through the Office of Continuing Education and Off-Campus Programs that included: advertisements and press releases in the Fort Myer News-Press, letters to the top 85 employers in Southwest Florida, e-mail blasts to the Lee County Bar, Collier County Bar, and various medical facilities throughout Southwest Florida.
3. Developed FAQ list for students and a welcome letter outlining program entry/exit and issues.
4. FGCU's Board of Trustees approved an "E-Learner" rate for this program that allows out-of-state students to pay the same tuition rate as in-state students.
5. Delivered presentations at various outside entities to gain additional program exposure. Presentations included the Southwest Florida Chamber of Commerce, Greater Naples Chamber of Commerce, Gulfshore Business Magazine, FGCU Charlotte Advisory Committee, and the Punta Gorda Chamber of Commerce.

What measures have you taken towards assessment of this goal?

1. Monitored student enrollment to ascertain future viability of program.
2. Studied Compliance Programs at other universities in order to gain knowledge about the potential student audience(s) for this type of program. These other universities include George Washington University and Quinnipiac University.

Describe the progress you have made toward attaining this goal including the anticipated completion date.

1. The program was officially launched in January, 2008. Unfortunately, we netted a total of four admitted students. Given the lower than anticipated enrollment the decision was made for Extended Programs to end its partnership with College of Professional Studies. CPS will offer the entire five course program to the currently enrolled students and a decision will be made regarding the program's future by the Dean of the College of Professional Studies

Describe how the results of assessments have been used to improve student learning or your department's activities.

1. Given the fact that enrollments were not achieved, we studied the reasons thereof and will use this information when deciding to launch future programs. Some of the reasons included: program timing with recession in Florida, program not tied to a master's degree program or not easily transferrable to a master's program, and difficulty justifying the differential tuition rate as compared to other graduate level programs.

Strategic Plan Goal

Unit Goal

With which 1 or 2 goals from the 8 current strategic plan goals does your 2007-2008 goal best align?

Goal for 2007-2008

Goal 2: The Student Community

Introduce a minimum of ten continuing education courses through the FGCU Naples Center. Five Computer Cont. Ed classes and five additional Continuing Ed. classes

What actions have you taken to achieve this goal?

1. Offered two "Introduction to Commercial Voice-Over" classes, two Reverse Mortgage classes, and an "Introduction to Personal Finance" series at the Naples Center.
2. Offered two "Beginning Microsoft Word 2007" and two "Beginning Microsoft Excel 2007" classes for a local law firm at the Naples Center.
3. Offered a "Beginning Photoshop class at the Naples Center.

What measures have you taken towards assessment of this goal?

1. Ensured student headcount was adequate for each course to realize a profit after expenditures were paid.
2. Course evaluations were disseminated to students upon the completion of each class to help ensure feedback was received and suggestions for improvement could be noted and if necessary, implemented for future classes.

Describe the progress you have made toward attaining this goal including the anticipated completion date.

1. This goal is complete as each of the aforementioned courses were advertised, students enrolled, and subsequent student evaluation of instruction occurred.

Describe how the results of assessments have been used to improve student learning or your department's activities.

1. As a result of suggestions for the first "Beginning Word", and Beginning Excel class, changes were made to the course to allow additional coverage of desired topics such as enhanced document formatting, mail merges, new features of Office 2007.

Strategic Plan Goal

Unit Goal

With which 1 or 2 goals from the 8 current strategic plan goals does your 2007-2008 goal best align?

Goal for 2007-2008

Goal 2: The Student Community

Introduce a minimum of ten continuing education courses in Charlotte County

What actions have you taken to achieve this goal?

1. Offered over twenty professional development courses in the "Charlotte County Professional Development Academy" catalog.
2. Offered 17 classes in the inaugural Charlotte County Renaissance Academy.

What measures have you taken towards assessment of this goal?

1. Disseminated the Professional Development Academy catalog throughout Charlotte County.
2. Sent postcards to residents of several Charlotte County zip codes to announce the spring 2008 Renaissance Academy launch.
3. Held an Renaissance Academy Open House on Monday, February 4th, 2008.
4. Enrolled students in Professional Development Academy and Renaissance Academy classes.
5. Conducted student evaluations for each course.

Describe the progress you have made toward attaining this goal including the anticipated completion date.

This goal is complete. The Renaissance Academy spring 2008 programming will end on April 24th with over 160 students participating in the inaugural program. The Professional Development Academy will continue to enroll students through June 30, 2008.

Describe how the results of assessments have been used to improve student learning or your department's activities.

1. We learned that postcards targeting residents in certain zip codes were quite effective in garnering initial interest and subsequent enrollment in the inaugural Renaissance Academy. This is a tool we will utilize for future programming.

Strategic Plan Goal

Unit Goal

With which 1 or 2 goals from the 8 current strategic plan goals does your 2007-2008 goal best align?

Goal for 2007-2008

Goal 2: Student Community

Raise off-campus credit student headcount by a collective total of 10 percent.

What actions have you taken to achieve this goal?

1. Met with dean's of the respective colleges to talk about specific credit programs that could be implemented off-campus and thereby contribute to raising enrollment by a collective 10 percent.

What measures have you taken towards assessment of this goal?

1. Advertised courses in Gulfline.
2. Advertised courses on off-campus location's websites.

Describe the progress you have made toward attaining this goal including the anticipated completion date.

This goal was not completed for the 2007 - 08 academic year. In the fall 2007 semester a memorandum was received from the Florida Board of Governor's Office (BOG), instructing SUS members to cut off-campus, lower enrollment courses due to impending budget restraints. As a result, FGCU has not augmented off-campus course offerings. College budgets have been cut and therefore the five colleges do not have the resources to support/subsidize lower enrollment, off-campus courses, thus contributing greatly to our inability to realize a ten percent collective growth in off-campus credit programming.

Describe how the results of assessments have been used to improve student learning or your department's activities.

1. Given the budget projections for the next two academic years, 2008 - 09, and 2009 - 10, we will have to limit off-campus credit courses to cohort-driven, and higher enrollment classes.

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

We will conduct various student need assessments during 2007-08. These assessments include surveying all off-campus students who currently attend credit courses at the main campus in Fort Myers. This data will be used to further develop off-campus credit based programs.

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

Incoming freshmen were given five questions to respond during an orientation session regarding choices of off-campus courses, best days/times, and delivery methods. A survey was also administered to Charlotte County Public School employees at the Lemon Bay High School. Information gleaned from these instruments will be utilized to shape programming during the 2008 - 09 academic year.

Section D

Unit Contribution or President's Performance Measures

Please review the [President's Performance Measures for 2007-2008](#). 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.)

President's Performance Measure -- Identify donors for the Music Education and Performance Hall, and the Naples Center.

Contribution -- The Director of Continuing Education and Off-Campus Programs wrote a business plan for the new Naples Center that was utilized for fund-raising efforts.

Part 2

Section A

Unit Goals for Coming Year (2008-2009)

Strategic Plan Goal

Unit Goal

With which 1 or 2 goals from the 8 current strategic plan goals does your 2007-2008 goal best align?

Goal for 2008-2009

Goal 5: State of the Art Infrastructure

Fully implement "Go Sign Me Up" (GSME) web-based registration software and payment system.

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

1. Continue on-going meetings with Finance and Accounting to obtain merchant identification numbers for MasterCard, Visa, and American Express.
2. Gain VeriSign merchant identification number.
3. Create customized reports for Finance and Accounting in regards to revenue earned and accounts to hold revenues for various CE units.
4. Train all staff on GSME procedures so each will be proficient in using this system.
5. Create a link on the FGCU CE webpage allowing students to quickly access GSME to register/pay for desired courses and programs.

By what means will you assess goal achievement?

1. Assessment will occur when the system is "live".
2. When staff have been fully trained in its use.

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

When the system is "live" and we have advertised its benefits of use for CE students we should begin to generate a large degree of web-based traffic this ensuring a "successful" launch and subsequent student usage.

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

We will continually monitor the software for improvements needed. We hold quarterly CE staff meetings and the GSME software will have a permanent placeholder on the agenda so we can discuss issues/challenges and fixes. We will also poll the end users to ascertain the ease of use and convenience of the software. Feedback received will be used to improve processes, the user interface, and other aspects of the software.

Strategic Plan Goal

Unit Goal

With which 1 or 2 goals from the 8 current strategic plan goals does your 2007-2008 goal best align?

Goal for 2008-2009

Goal 2: The Student Community

Expand Renaissance Academy in Charlotte County

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

An inaugural Renaissance Academy (RA) program was offered in Charlotte County during the spring 2008 term. The program consisted of 17 courses and approximately 150 enrollees. To this end:

1. Build a small RA schedule for the summer '08 term to ensure program continuity.
2. Build an approximate 10 course RA schedule for the fall '08; and
3. Build a 20+ course schedule for the spring 2008 term.

By what means will you assess goal achievement?

We will assess goal achievement by successfully advertising and enrolling students in each term's program.

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

We will have successfully attained this goal with an 85% rate of courses filled.

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

Each RA program features an evaluation instrument at the end of the course. Feedback from these instruments is kept on file and used to improve the future depth and breadth of RA programs.

Section B Resources

What additional resources have you requested and received a commitment for during 2008-2009 from your area VP or the President that is based on your analysis of assessment data for 2007-2008?

We have requested no additional resources for 2008 - 09.

Section C

Assessment Plans

What assessments are you planning to conduct during 2008-2009?

We are planning to assess student needs in Hendry County in regards to launching an inaugural Renaissance Academy. It appears there is a critical mass of transient residents following the normal November through April timeframe of part-time Florida residents.

Section D

Coming Year - Strategic Plan Contributions

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