

2006 UNIT PLAN
CONTINUING EDUCATION DIVISION
AUGUSTA STATE UNIVERSITY
September 15, 2005
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Section 1: PURPOSE STATEMENT

The Division of Continuing Education at Augusta State University serves a diverse population by providing a variety of educational programs for the professional, cultural, and personal development of the citizens of the community. Our programming is sound in educational content, is presented by qualified instructors, and reaches people of all ages and walks of life. We are responsive to the changing needs of the campus and the community, in part by utilizing emerging technologies. We promote the mission of Augusta State University, both on and off campus.

Section 2. SUMMARY OF CHALLENGES AND GOALS

(Challenge 1) Expand our community outreach by providing an appropriate mix of professional, cultural, and personal development programs in order to increase enrollments and enhance retention. This will fulfill our community outreach mission.

(Goal 1a) Establish baseline for tracking new participants in FY06.

(Goal 1b) Establish baseline for tracking repeat students in FY06.

(Goal 1c) Determine new programming areas for workshops and seminars.

(Challenge 2) Improve the community's economic development by using ASU faculty and community business leaders to create and deliver professional development programs.

(Goal 2a) Collaborate with ASU's Department of Nursing to operate the ICAPP LPN to RN transition program for FY 2006 and to secure renewal of funding for FY2006.

(Goal 2b) Expand programming in the medical coding series to provide more medical administrative career paths for students.

(Goal 2c) Implement the GA LEADS Management Leadership Skills certificate program for nurses and medical professionals

(Goal 2d) Investigate a non-credit Paralegal/Legal Studies program.

(Goal 2e) Investigate a new non-credit Certificate in Gerontology.

(Challenge 3) Increase use of online programs 1) in order to maximize use of technology while saving money on upgrading computer lab; 2) to take advantage of people's desire to save time and money by taking classes at home.

(Goal 3a) Implement collaborative effort with Trident Technical College to offer Medical Coding and Terminology classes online as wrap-around to our live program.

(Goal 3b) Collaborate with GIRE (Georgia Institute of Real Estate) to enable interested students

to take pre- and post-licensing Real Estate classes online

(Goal 3c) Continue to increase our market share for Personal Enrichment and Professional Development offerings available online through vendor partners.

(Goal 3d) Expand the number of PLU courses available to Georgia teachers by working with the Board of Education and offering online CE classes approved for PLU credit.

(Challenge 4) Increase the opportunities available for professional development for ASU faculty, staff, students, and alumni in order to help fulfill our campus service mission.

(Goal 4a) Increase opportunities for local teachers to meet recertification needs through taking College of Education courses for PLU credit.

(Goal 4b) Investigate possible seminar content CE could offer with the Personnel office.

(Challenge 5) Better utilize technology to create a smooth workflow when partnering with other campus entities and each other.

(Goal 5a) Fully implement Student Data Center (SDC 2) software within Continuing Education and with campus partners.

(Goal 5b) Train all current users to use SDC 2 at an intermediate level.

Section 3. Procedures for evaluating Progress towards Achievement of Goals

(For Goal 1a) and (For Goal 1b) Establish new measuring techniques to track past and brand new participants in our programs.

(Assessment Instrument(s)) Reports generated from SDC. Query database to track 1) first time students, 2) 'best' customers and other repeaters, and 3) those who have been students in the past but have not taken a course with us in the past 2 years. Target marketing efforts at student retention and reacquisition of former students. Possibly use this information to identify successful/unsuccessful programs and marketing promotions. Increase CE staff training in course registration and processes for better communication with students.

(For Goal 1c) Measure progress by assessing the data generated. (Assessment Instrument(s)) Use surveys at the end of every course to plan upcoming programs. Include demographic data whenever possible. Schedule meetings with interested community stakeholders.

(For Goal 2a) Measure progress by securing funding for program continuation.

(Assessment Instrument(s)) Submit renewal form for approval for FY 2007 program to BOR ICAPP office.

(For Goal 2b) Identify new course(s) that need to be added to the program and establish a time line for implementation. Make the community-- potential students and employers-- more aware of our expanded medical coding program by conducting a mail campaign.

(Assessment Instrument(s)) Count the number of new courses and assess enrollment numbers. Measure the percentage increase of students enrolled in our medical coding/administration courses. Participants will be tracked throughout the course series to help them.

(For Goal 2c) Meet with content experts to discuss program, location, and marketing plan.

Work with partners from MCG, UGA, and medical community. Assessment Instrument(s)) Conduct the program in Fall 2005/Winter 2006 and analyze attendance, evaluations, and financials.

(For Goals 2d and 2e) Investigate local needs, structure, financials, and fit with any existing ASU credit programs. (Assessment Instrument(s)) Schedule meetings with appropriate community and campus contacts. Set timetable for completion of information gathering.

(For Goal 3a) Market new program as an add-on and a standalone option for current and new Medical Coding students. (Assessment Instrument(s)) Measure progress by counting 1) the number of students (new and current) registered in new online program.

(For Goal 3b) Marketing campaign to all former real estate students and those contacting us with questions. Update CE web site to highlight all online Real Estate offerings. (Assessment Instrument(s)) Measure progress by counting 1) the number of students (new and former) registered in online program. 2) track source of recruitment.

(For Goal 3c) Made arrangements with possible vendors to allow direct registration through their portals. (Assessment Instrument(s)) Measure progress by counting 1) the number of students (new and current) registered via new online payment and 2) count number of total online students.

(For Goal 3d) Collaborate with GA DOE to get online classes approved for PLU credit and marketed online to local teacher population. (Assessment Instrument(s)) Measure progress by counting 1) the number of classes approved to be offered through ASU CE; 2) the number of students registered in new online program; 3) the number of PLUs awarded by term.

(For Goal 4a) Determine which courses will be offered for PLUs and market to local school systems. (Assessment Instrument(s)) Schedule meeting with Dean of COE and department heads to determine content needs, to plan financials, and to create marketing materials. Begin new series of courses in Spring 2006.

(For Goal 4b) Create committee to implement internal marketing plan to make faculty and staff aware of offerings. (Assessment Instrument(s)) Schedule meetings with department heads and supervisors to determine content needs and to discuss availability of programs and financials.

(For Goal 5a) Work to get SDC 2 open and available for campus partners, i.e., Projects Office, IT, Career Center, etc. (Assessment Instrument(s)): Have partners using SDC 2 and SDCWeb (for online registration) by end of the year.

(For Goal 5b) Attend training session by ACEware personnel on training other personnel. Set up incremental training sessions for 1) CE staff; 2) other campus users of SDC 2; 3) other interested parties on campus – future users. (Assessment Instrument(s)): Evaluate users competency following training for at least intermediate level skills.

Section 4. Assistance from other units

(For Goal 1a) Internal - no outside assistance identified.

(For Goal 1b) Internal - no outside assistance identified.

(For Goal 1c) Campus Departments and community leaders as identified.

- (For Goal 2a) ASU Department of Nursing, hospital partners, and ICAPP Office.
- (For Goal 2b) MCG, Research Center - resource for mailing information and marketing.
- (For Goal 2c) ASU Department of Nursing, UGA, MCG, local hospitals, leadership professionals.
- (For Goal 2d) Local attorneys, ABA
- (For Goal 2e) Ms. Ernestine Thompson, Dept. of Sociology, local hospitals
- (For Goal 3a) MCG and other local hospitals, doctor's offices; Possibly PR
- (For Goal 3b) external vendors, PR
- (For Goal 3c) Internal - no outside assistance identified. Possibly PR
- (For Goal 3d) College of Education. Possibly PR
- (For Goal 4a) All campus units, assistance to be determined.
- (For Goal 4b) Development and Alumni Relations, contacts and collaboration.
- (For Goal 4c) College of Education, Public Relations, local school systems.
- (For Goal 5a,b) Projects Office, IT Services, Business Office, and other campus users of SDC for integration with existing systems, software and hardware support and training.