

DELTA STATE UNIVERSITY: NON-ACADEMIC ANNUAL REPORT
Academic Year 2006-07

I. Unit Title: Graduate & Continuing Studies

Division or School/College: Academic Affairs

Unit Administrator: Paul Starkey

II. Educational Program Learning Outcome Assessment Plan

*(These are Learner Outcomes identified for the **current** year. Contents of the table should be very brief. Footnotes may be included for items needing explanation or documentation. Not all units have direct student impact. Those that do should have clear learning outcomes developed. Those with no student contact may indicate that this section is not applicable.)*

A. Learning Outcome	B. Data Collection and Analysis	C. Results of Evaluation	D. Use of Evaluation Results
N/A			

III. Division/Department/Unit Goals for the Current Year

*(This is a report on progress towards goals for the **current** year. These are operational goals for the unit that are NOT tied directly to student learning outcomes which are reported in the table above. An example might be the implementation of a personnel development plan to enhance the skills of the staff in a unit. For each of the goals, be specific about what you actually did or intended to do with each initiative.)*

A. Goal # 1 Increase the number of students enrolled in graduate programs.

1. Institutional Goal(s) supported by this goal:

Strategic Plan #2 and #3

2. Actual Results:

Data regarding enrollment were obtained from the Office of Institutional Research & Planning. Weekly reports were generated comparing application and admission numbers to the same period of the previous year. Enrollment reports were obtained daily during the beginning of each semester. Application and admission numbers rose over the 2005/2006 levels. Enrollment numbers were static or declined slightly.

3. Evaluation Procedures

The Dean and Assistant Dean of Graduate and Continuing Studies reviewed enrollment reports from previous years, along with weekly admissions updates. Assessments were made regarding enrollment in each semester analyze enrollment trends. Comparisons were made on a weekly basis to prior year data. Research

was conducted to determine in which programs enrollment declined. Further analysis of declining enrollment programs was conducted to attempt to find root cause.

4. Use of Evaluation Results

Enrollment in graduate programs remained static for the academic year. Further analysis revealed heightened admission standards in several programs (e.g., M.Ed.- Counselor Ed and Ed.D. programs). While application numbers rose over the previous year's level, yield rates were slightly lower. The Division will continue to recruit graduate students as it has been in the past and will continue to evaluate strategies to enhance recruitment efforts and yield rates on admission applications.

B. Goal #2 The Graduate Studies Office will develop policy/procedures manual for the standardization of common practices among academic departments (e.g. campus-wide thesis policy).

1. Institutional Goal(s) supported by this goal:

Strategic Plan #3:

2. Actual Results

Alternative formats of a thesis manual were considered, but the thesis manual was not completed during this year. Policies and procedures for other Graduate Office operations were developed and distributed to program coordinators and posted to the Graduate Studies webpage and the Graduate Bulletin.

3. Evaluation Procedure(s)

Program coordinators of programs with thesis options were polled regarding the development of a standard thesis format. While the merits of such a manual were noted. Each program, however, requires unique elements. Consensus was not reached on a single format for theses, though conversations, through Graduate Council, will continue.

Other policies and procedures of the Graduate Office were evaluated regarding the efficiency with which students and prospective students can access the University. Procedures were revised and made accessible via the web.

4. Use of Evaluation Result(s)

The Graduate Studies Office made policies and procedures available on the web. Further evaluation of processes employed in the Graduate Office will continue to be evaluated to increase efficiencies. Graduate Council will serve as the driving force to evaluate and revise these processes.

C.Goal #3 The Graduate Studies Office will implement a communication plan as a methodical approach to corresponding with prospective graduate students.

1. Institutional Goal(s) supported by this goal:

Strategic Plan # 2 and #3

2. Actual Results

The Graduate Office implemented a revised communication plan than incorporates the following:

- Web communications and revised web content
- Links to program web pages
- Increased communication with faculty and administrators at feeder institutions
- Emails to prospective students from....
 - Graduate Office
 - Program Coordinators
 - Graduate Dean

3. Evaluation Procedure(s)

Prospective and enrolling graduate students were queried regarding the amount and nature of communications received from the University. Anecdotal results indicate that students find the communications valuable in making enrollment decisions. Electronic communication was favored by incoming students.

4. Use of Evaluation Results

The Staff will share enrollment trends with Graduate Council and other members of the University community affiliated with this process in assessing its effectiveness.

D. Goal #4: Effectively and efficiently promote and administer December and May Intersession courses.

1. Institutional Goal which was supported by this goal:

SP Goal # 2 Students will enroll in greater numbers and a larger percentage will persist to graduation.

SP Goal # 3 The university community will benefit from better communication, effective operational and administrative systems, and optimal work environment, and a performance-responsive reward structure.

2. Evaluation Procedure(s): Achievement will be gauged by student enrollment, credit hour production, and net profit.

3. Actual Results of Evaluation: The comparison between the 05-06 December and May Intersession and the 06-07 December and May Intersession follows:

	Dec. Intersession '06	Dec. Intersession '07	Increase/Decrease
Students Enrolled	144	438	304.17%
Credit Hr. Production	432	1282	296.76%
Net Profit	\$51,681	\$117,030	226.45%
	May Intersession '06	May Intersession '07	
Students Enrolled	229	356	155.46%
Credit Hr. Production	687	1028	149.64%
Net Profit	\$65,957	\$75,688	114.75%

4. Use of Evaluation Results: Promotion and advertising of intersession courses to faculty and students will continue. A greater degree of efficiency will be attained through the refinement of intersession policies and procedures.

IV. Data and information for department: *(include narrative of programmatic scope; data)*

Graduate & Continuing Studies serves as a central outreach unit for the University. Programs housed in the unit include, but are not limited to, the following:

- Graduate Office – Responsible for the recruitment and retention of graduate students. Coordinates graduate education across the University. Convenes Graduate Council, the policy making body for graduate education. Administers graduate assistantships for the University.
- Institutional Research & Planning – The data repository and reporting unit for the University.
- Branch Campus Offerings – Coordinates DSU offerings at branch campuses (GHEC and CCHEC) as well as satellite locations (Jackson, Grenada, etc.)
- Travel Based Courses – Coordinate logistics for travel courses. These included travel to Washington, D.C., Florence, Italy, and across the Southeastern US in 06/07.
- Cleveland-based courses – Many courses beyond the current scope of the academic departments are often piloted through G&CS. These include a number of fitness courses.
- Intersession – All Intersession courses, both Winter and May, are coordinated through G&CS. This program is in its second year and is currently generating almost \$500,000 in tuition revenue annually.
- Dual Enrollment – G&CS had, in 06/07, a coordinating role for Dual Enrollment courses with high schools across the region. The program will move wholly to G&CS in 07/08.
- Senior Citizen

- BSIS – This academic degree program is housed in G&CS. Enrollment in BSIS has more than tripled in two years.
- Independent Study – Formerly known as Correspondence Courses, these self-paced courses provide a means for students to accelerate learning.
- Youth Programming – Non-credit programming for children. These included Kids College, After School Arts, Soccer Camp, among others.
- Outreach Courses – Adult programming in a non-credit format. Popular offerings included ballroom dancing, water aerobics, Lunch & Learn.
- Teach Mississippi Institute – A non-credit, alternate route means of attaining a teaching license in the state of Mississippi. Conducted in partnership with the University of Mississippi.
- WIA – A workforce development program, federally funded and administered through the WIN Job Centers in Mississippi. G&CS coordinates DSU's efforts and assures programs maintain status as a training provider. More than \$400,000 in funds flowed to the University through this program.
- Continuing Education Units – Organizes and transcripts CEU for more than 10000 individuals in 06/07.

V. Personnel: *(note staff positions and functions)*

Paul Starkey – Dean

Tyrone Jackson – Assistant Dean

Beverly Moon – Assistant for Accreditation and Planning

Lisa Lord – Coordinator, Institutional Research & Planning (Resigned – April 2007)

Callie Towles – Coordinator, Non-Credit Activities

Chris Ammons – Coordinator, Academic Credit Activities

Veronica Tucker – Research Associate, IR&P

Marcie Moore – Research Associate, IR&P

Sandy Pittman – WIA Coordinator

Marilyn Read – Administrative Assistant

Sarah Mosely – Secretary, Graduate Office

Veronica Smith – CEU clerk

Lisa Bell – Secretary, IR&P

Noteworthy activities and accomplishments:

- The Division hosted its inaugural Graduate School 501 recruitment event on campus.

- Tyrone Jackson taught a five-day intensive course (The Civil Rights Movement in the Delta).
- Paul Starkey is in his 2nd year of a three year term on the Executive Committee of the Conference of Southern Graduate Schools

New position(s) requested, with justification:

Recommended change of status:

(such as promotion/tenure/change in responsibilities for various positions; any restructuring. . .)

- Move IR&P office to the Office of Academic Affairs – This will raise the profile of IR&P in the academic community. Dr. Beverly Moon has taken day-to-day administrative responsibility for the unit. Dr. Moon’s status should be modified. I recommend she become the Dean of Assessment and Planning.
- Assign Dual Enrolment to College of Arts & Sciences
- Create a stand-alone unit for BSIS – This program is an academic degree program and should be treated as such. Growing enrollment and credit hour production warrant a stand-alone program. This will enhance the credibility of the program, as well.

VI. Division/Department Goals for Coming Year

*(This is a report on progress towards goals for the **coming year**. These are operational goals for the unit that are NOT tied directly to student learning outcomes which are reported in the table above. These goals may be repeated ones from current year, in addition to any your unit may have determined necessary for the future. For each of the goals, be specific about what you intend to do with each initiative.)*

A. Goal # 1:

Increase graduate enrollment. Support the development of expanded graduate programs through alternate delivery methods, including on-line programs.

1. Institutional Goal which is supported by this goal:

SP Goal # 2 & 3]

2. Evaluation Procedure(s):

Obtain admission data on a weekly basis and make comparisons to previous years’ data. Analyze enrolment in each term. Track admission and enrollment data on targeted programs (e.g., Online M.Ed. – Elementary Education).

3. Expected Results of Evaluation:

Enrollment, particularly in targeted programs, will rise over previous years.

4. Use of Evaluation Results:

Low enrollment programs will be identified for targeted recruitment.

B. Goal #2:

Increase enrollment in BSIS program. Develop stronger relationships with academic units for development of concentration areas.

1. Institutional Goal which is supported by this goal:

SP Goal # 2 & 3

2. Evaluation Procedure(s):

Obtain admission data on a semester basis and make comparisons to previous years' data. Analyze enrolment in each term.

3. Expected Results of Evaluation:

Enrollment will rise over previous years.

4. Use of Evaluation Results:

We will target growth concentrations (e.g., DMI), for recruitment to the BSIS.

C. Goal #3

Define relationship between DSU and GHEC. GHEC will become a property of MDCC. Programming at the Center must be redefined.

**1. Institutional Goal which is supported by this goal:
SP Goal # 3**

2. Evaluation Procedure(s):

Development of a program of work for the GHEC.

3. Expected Results of Evaluation:

Development of a program will drive enrollment efforts, recruitment, scheduling.

4. Use of Evaluation Results:

Target growth programs in greatest demand at this center.