I. **Unit Title:** Division of Graduate and Continuing Studies

**Unit Administrator:** Paul Starkey, Ph.D.

II. **Data and information for department**

2004-2006 Graduate Bulletin  
DSU Website [http://www.deltastate.edu/pages/224.asp](http://www.deltastate.edu/pages/224.asp)

III. **Personnel:**  
Paul Starkey – Dean  
Tyrone Jackson – Assistant Dean  
Paul Bouler – Coordinator  
Rhonda Boyd – Coordinator  
Marilyn Read – Administrative Assistant  
Sarah Mosley – Senior Secretary  
Ashley Scott – Senior Secretary  
Veronica Smith – CEU Administrator

The Division of Graduate and Continuing Studies is charged to serve as one of the University’s primary outreach units. The Division provides for-credit programming on the main Cleveland campus, at two branch campuses and multiple satellite locations, administers the University’s executive programs in business, provides non-credit training and personal development programs for individuals and businesses across the region, administers the University’s Independent Study program, manages the Continuing Education Unit (CEU) process for the University, and coordinates Workforce Investment Act (WIA) programs for the school. The Graduate Office for the University was reconstituted during the 2003-2004 academic year under the leadership of the Division.

During the 2004-2005 academic year the Division had growth in both programmatic offerings and enrollment. Class offerings at the GHEC and CCHEC branch campuses expanded. The division directly supports the vision of the University to be the best regional university in America as it combines a heritage of academic strength with a robust commitment to serving people and communities, particularly in the Mississippi Delta. As one of the outreach points of contact for the University, the division provides leadership for fulfilling this vision. The division further supports the University’s Quality Enhancement Plan (QEP) by fostering significant student interaction and engagement in all activities of the unit.

The remainder of the report provides data on goals, performance results, assessment of performance, and use of the assessment data in planning for each of the major functions within the division.
DELTA STATE UNIVERSITY: NON-ACADEMIC ANNUAL REPORT

FY 2004-05

I. Unit Title: Office of Graduate Studies

Unit Administrator: Tyrone Jackson

II. Data and information for department

2004-2006 Graduate Bulletin

III. Personnel:

Noteworthy activities and accomplishments:

Dr. Paul Starkey, Tyrone Jackson, and graduate assistants, Archie Tucker and Hays Collins attended multiple sessions of an Enrollment Retreat to obtain information pertaining to effective recruitment practices and tracking prospective graduate students. Jim Enreitti, Enrollment Management Consultant for the University, conducted the training sessions from August 30, 2004 through September 3, 2004.

Sarah Mosley was named Senior Secretary with the Office of Graduate Studies as of January 1, 2005.

Dr. Paul Starkey and Tyrone Jackson attended the Council for Southern Graduate Schools Conference held in Biloxi, MS during the spring 2005 semester.

Tyrone Jackson received the Doctor of Education Degree during the Spring 2005 Commencement Exercise.

Tyrone Jackson serves as a member of the DSU Strategic Planning Steering Committee.

Tyrone Jackson was named Assistant Dean of Graduate and Continuing Studies.

New position(s) requested, with justification:

None

Recommended change of status:
Change Tyrone Jackson’s title from Director of Graduate Studies to Associate Dean of Graduate and Continuing Studies

IV. Learning Outcome Assessment Plan
A. Learning Outcome 1

Student enrollment in graduate programs will increase.

B. Assessment Tools and Methods

Enrollment reports will be utilized to determine achievement of the learning outcome.

C. Data Collection and Analysis

Data Collection Procedure:

Data regarding enrollment will be obtained from the Office of Institutional Research and Planning.

Analysis Procedure:

The Director of Graduate Studies will review enrollment reports for 03-04 and 04-05 for comparative purposes to assess enrollment trends.

D. Results of Evaluation

The total graduate enrollment was 629 students for fall 2003 and 705 students for fall 2004. During the spring semesters, the graduate enrollment was 749 students for spring 2004 and 852 students for spring 2005. The Division experienced increases in graduate enrollments for the fall with a 11% increase from previous year and for the spring with a 13% from the previous year.

E. Use of Evaluation Results

The Division will continue to recruit graduate students as it has been doing. The staff will continue to evaluate strategies to enhance recruitment efforts.

F. Assessment Team Members

Dr. Paul Starkey, Dean of Graduate and Continuing Studies
Dr. Tyrone Jackson, Asst. Dean of Graduate and Continuing Studies

V. Learning Outcome Assessment Plan

A. Learning Outcome 2

Students will, with guidance from the Graduate Office, organize the Graduate Student Organization to act as an advisory body for Graduate School.
B. **Assessment Tools and Methods**

A Constitution will be filed with the Student Affairs office.

C. **Data Collection and Analysis**

    **Data Collection Procedure:**

    Sharon Caton, former graduate student, proposed a Constitution for a Graduate Student Organization to be started at Delta State University.

    **Analysis Procedure:**

    Dr. Alan Barton, Assistant Professor of Sociology and Community Development, presented the proposal of a Graduate Student Organization to the Graduate Council during the spring 2005 semester. Council members discussed the potential functions and ways to enact the Graduate Student Organization. Dr. Barton and graduate student, Hays Collins, were asked to explore with graduate students the feasibility of such an organization and to study the structure of the Student Government Association as a possible model.

D. **Results of Evaluation**

Through exploring the feasibility of such an organization, additional research will be conducted during the 05-06 school year to determine if the graduate population will support such an organization. Further, during the spring 2005 semester, the Graduate Studies Office administered a Student Satisfaction Survey to assist in making a decision regarding the organization.

E. **Use of Evaluation Results**

The Dean and Assistant Dean, in consultation with Graduate Council, will review the research findings and the results from the spring 05 surveys. If the outcome is favorable, a Graduate Student Organization will start at Delta State University during the 05-06 school year.

F. **Assessment Team Members**

    Dr. Paul Starkey, Dean of Graduate and Continuing Studies
    Dr. Tyrone Jackson, Assistant Dean of Graduate and Continuing Studies

    **Members:**

    2005-2006 Graduate Council
2004-2005 BRAG FACTS

GRADUATE STUDIES

- Graduate enrollment has increased for the last couple of years since the reorganization of the Graduate Office in July 2003.

<table>
<thead>
<tr>
<th></th>
<th>Fall 02</th>
<th>Fall 03</th>
<th>Fall 04</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>641</td>
<td>629</td>
<td>705</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Spring 03</th>
<th>Spring 04</th>
<th>Spring 05</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>607</td>
<td>749</td>
<td>852</td>
</tr>
</tbody>
</table>

- Enhancement of recruitment and retention of prospective and current graduate students.

- Assisted with the transition of students in pursuit of the master of education to the M.Ed. in Secondary Education and also reactivated the Educational Specialist in Secondary Education in three programs (English, History, and Social Sciences).

- The Master of Professional Accountancy was reinstated during the Spring 05 semester.

- The Master of Arts in Teaching program was implemented during the Summer I Session 2005.

- The Doctor of Education in Professional Studies will have the following tracks effective fall 05: Administration, Elementary Education, Higher Education, and Counseling.

GOALS FOR GRADUATE STUDIES

2005-2006

- Continue the momentum of increasing graduate enrollment.
- Begin advertisement of graduate programs in professional journals as a marketing strategy for recruitment.
- Continue to evaluate services provided by the Graduate Studies Office in an effort to provide the most effective and efficient services for prospective and current graduate students.
- Develop more attractive literature for the promotion of graduate education at Delta State University.
- Disseminate the Student Satisfaction Survey findings administered during the spring 2005 semester to Deans, Graduate Coordinators, Graduate Studies Staff, and other pertinent departments in efforts to address areas of concerns of graduate students.
I. Unit Title: Graduate and Continuing Studies – Greenville Higher Education Center

Unit Administrator: Paul Bouler

II. Data and information for department:

The Department of Graduate & Continuing Studies (“Department”) is Delta State University’s outreach department. The Department is in charge of taking the courses to the students, rather than offering courses that bring the students to the main campus. To do this, the Unit of the Department offers and oversees Delta State’s for-credit courses in Greenville.

Greenville Higher Education Center

The Department has the lead role in overseeing Delta State’s for-credit course offerings at the Greenville Higher Education Center (GHIC). The Department is the main contact for the students taking courses at the Center, the instructors teaching those courses, and the general public asking questions about Delta State’s courses of study, admissions policies, and course offerings. Through May 31, 2005, the Department’s office at the GHEC received on average about 9 calls per day and met one-on-one with an average of 3 people per day concerning DSU matters at the Center.

Delta State offerings at the Center are all junior-level, senior-level, or graduate-level courses. The Department is in charge of registering students on-site for the courses at the Center and on the main campus, selling of books to students at the Center for courses offered at the Center, and assisting instructors in obtaining audio/visual equipment for the courses offered at the Center. The individual Colleges and Schools at Delta State determine which courses in each area will be offered at the Center and are in charge of the hiring of instructors for these courses.

Courses offered at the Center are varied and have included courses in Psychology, Nursing, Business, Elementary Education, Paralegal Studies, Sociology, Criminal Justice, and Anthropology. There are currently 4 full Programs of Study offered by DSU at the Center.

The School of Nursing has established a course of study that will allow nursing student, who already have a RN degree, to earn a BSN degree. All courses required in the RN-to-BSN Program are offered at the Center.

The School of Education has established its SAFE Program which allows a student to complete the junior and senior requirements to earn a BSE degree in Elementary Education. During this past year the SAFE Program began its second cohort of students and had one student complete the Program and earn her degree.
Two other programs that allow a student to complete all degree requirements at the Center are the Executive Bachelor of Business Administration Program and the Executive Master of Business Administration Program. Courses in both programs are offered exclusively at the Center. This past year 20 students earned the MBA degree through the EMBA Program while 2 students earned a degree through the EBBA Program. Also, a new cohort of approximately 17 students began the EMBA Program during this year.

During the 2004-2005 year, Delta State offered 75 academic courses at the Center, had 69 of the courses make, and had a total enrollment of 687 students. The break down for each semester is as follows:

<table>
<thead>
<tr>
<th>Semester</th>
<th>Number of Courses Made/Offered</th>
<th>Total Enrollment</th>
<th>Non-Duplicated Enrollment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Summer II 2004</td>
<td>4/4</td>
<td>41</td>
<td>41</td>
</tr>
<tr>
<td>Fall 2004</td>
<td>35/38</td>
<td>337</td>
<td>164</td>
</tr>
<tr>
<td>Spring 2005</td>
<td>20/21</td>
<td>205</td>
<td>122</td>
</tr>
<tr>
<td>Summer I 2005</td>
<td>10/12</td>
<td>104</td>
<td>64</td>
</tr>
</tbody>
</table>

For the 2004-2005 year, the total DSU enrollment at the GHEC increase by 106 students or 18.2% (03-04: 581 & 04-05: 686). Also the percentage of courses offered/courses made increase from 87% for 2003-2004 (65/75) to 92% for 2004-2005 (69/75).

III. Personnel:

Noteworthy activities and accomplishments: None

New position(s) requested, with justification: None

Recommended change of status: None

V. Department Goals for 2004 or 2004-05

A. Goal # 1: Begin new cohorts of students in the EBBA and EMBA Programs.

B. Institutional Goal which was supported by this goal: Attract qualified and diverse students. Accommodate non-traditional students by offering a comprehensive program of continuing education through off-campus offerings.

C. Expected Results: New cohorts of non-traditional students taking off-campus courses in the EBBA and EMBA degree programs
D. **Evaluation Procedure(s):** Enrollment of students in both the EBBA and EMBA Programs in sufficient numbers so that there is at least a break-even financial position for the Department.

E. **Actual Results of Evaluation:** For the 2004 – 2005 year, a new cohort of students in the EMBA Program began. This cohort had a high enrollment of 15 students, but through attrition, the enrollment is down to 7 students. No new EBBA cohort began during the 2004-2005 year; however, 5 of the Year-one EBBA courses were offered in Greenville with 2 of the courses making.

F. **Use of Evaluation Results:** N/A

V. **Department Goals for 2004 or 2004-05**

A. **Goal # 2:** Increase enrollment by 10% in current Year 1 cohort of EMBA Program.

B. **Institutional Goal which was supported by this goal:** Attract qualified and diverse students. Accommodate non-traditional students by offering a comprehensive program of continuing education through off-campus offerings.

C. **Expected Results:** New non-traditional students taking off-campus courses in EMBA degree program.

D. **Evaluation Procedure(s):** By increased enrollment of new students the current Year 1 cohort of the EMBA Program.

E. **Actual Results of Evaluation:** The 2003-2004 EMBA Year-one cohort ended the year with 9 students enrolled in the program. During 2004-2005, the high enrollment for this cohort was 17. The year ended with an enrollment of 16 in the cohort. For the year 2004 – 2005, the increase was 77.7% at the end of the year.

F. **Use of Evaluation Results:** N/A

V. **Department Goals for 2004 or 2004-05**

A. **Goal # 3:** Continue to assist students, instructors, and the general public with Delta State matters at the Center.

B. **Institutional Goal which was supported by this goal:** Provide administrative services and auxiliary enterprises which are effective and efficient in the support of the institutional mission. Provide the resources which contribute to the intellectual development of the student and surrounding community.

C. **Expected Results:** Continued offering of the following services: (1) Registration of students for DSU courses through registration opportunities at the
Center, (2) Selling of books to students for DSU courses offered at the Center, (3)
Taking photos of new DSU students at the Center so DSU student IDs can be
prepared, (4) Providing assistance to current and prospective DSU students and the
community concerning opportunities offered by DSU at the Center and on campus,
and (5) Providing assistance to DSU instructors at the Center as needed.

D. Evaluation Procedure(s): Evaluation will be based upon number of
students registered, books sold, photos taken, persons assisted through in-person
meetings or telephone conversations, and assistance provided to instructors through
reserving of audio/visual equipment, rooms, etc.

E. Actual Results of Evaluation: For the 2004 – 2005 year, the average of
number of phone calls received per day was 9 and the average number of people
assisted in the office was 3 per day. These averages are the same as those from
2003 – 2004. All EBBA and EMBA students were registered at the GHEC. A
registration was held at the GHEC at the beginning of each semester to register and
enroll students who were not able to do this through Campus Pipeline. For all new
DSU students who were not able to go to the campus in Cleveland, photos for
student IDs were taken. Approximately 20 photos were taken. Books for every
course offered at the GHEC were sold. Also, some type of assistance was provided
by the office to every DSU instructor at the GHEC.

F. Use of Evaluation Results: N/A

V. Department Goals for 2004 or 2004-05

A. Goal # 4: Increase student enrollment in DSU courses at the Center by 10%.

B. Institutional Goal which was supported by this goal: Attract qualified and
diverse students. Accommodate non-traditional students by offering a comprehensive
program of continuing education through off-campus offerings.

C. Expected Results: Increased number of students taking DSU off-campus courses
at the Center.

D. Evaluation Procedure(s): Increasing enrollment of the total number of students in
DSU off-campus courses at the Center from total enrollment of 684 to at least 752.

E. Actual Results of Evaluation: For the 2003 – 2004 year, DSU enrollment at the
GHEC increased by 18.2% from 581 total students to 686.

F. Use of Evaluation Results: N/A

V. Department Goals for 2004 or 2004-05

A. Goal # 5: Continue to assist the School of Education in the administration
of its SAFE Program at the Center
B. Institutional Goal which was supported by this goal: Provide administrative services and auxiliary enterprises which are effective and efficient in the support of the institutional mission. Provide the resources which contribute to the intellectual development of the student.

C. Expected Results: Continued offering of the following services: (1) Registration of students for SAFE Program courses through registration opportunities at the Center, (2) Selling of books to SAFE Program students for courses offered at the Center, (3) Taking photos of new SAFE Program students at the Center so DSU student IDs can be prepared, (4) Providing assistance to current and prospective SAFE Program students, and (5) Providing assistance to SAFE Program instructors at the Center as needed.

D. Evaluation Procedure(s): Evaluation will be based upon number of students registered, books sold, photos taken, persons assisted through in-person meetings or telephone conversations, and assistance provided to instructors through reserving of audio/visual equipment, rooms, etc for students and instructors in the SAFE Program.

E. Actual Results of Evaluation: For the year 2004 – 2005, a new cohort in the SAFE Program was begun. This office assisted and provided services to SAFE Program students and instructors as indicated in Section E of Goal # 3.

F. Use of Evaluation Results: N/A
I. Unit Title: Non-Credit Programming

Unit Administrator: Rhonda Boyd

II. Data and information for department:

III. Personnel:

Noteworthy activities and accomplishments:

Established partnerships with Mississippi Action for Community Education, Inc. Women’s Business Center, and Small Business Administration funded program to offer a series of our Entrepreneurial Programs.

Established a relationship with Cleveland Garden Club to support and promote one of our gardening workshops in their membership handbook during the 2004-05.

Participated in a workshop on Community-Based Research in the MS Delta on October 15, 2004 at CCD.

Met and presented a list of Customized Training Programs to Rodney Francis, Faurceia’s HR Director on November 4, 2004.

Partnered with the Bean Counter to conduct a silent auction in the Fall for Habitat for Humanity. Artwork of students in the After School Art Program was displayed at the Bean Counter for the auction. The silent auction brought in over $500 for Habitat.

Worked with Center for Delta Culture and Learning on their Gear Up Mississippi Grant Proposal to host a Delta Heritage Residential Camp for Summer 2005.

Partnered with the Bean Counter to conduct a silent auction in the Spring for the Helping Hands Food Pantry. Artwork of students in the After School Art Program was displayed at the Bean Counter for the auction. The silent auction brought in over $200 for Helping Hands.

Attended a meeting at the MDE in regards to DSU participating in the AP Summer Institutes.


Planned and organized the first Kids’ College to be held at DSU.

Planned and organized an After School Art Program for kids.

Provided administrative services to Mississippi Access Rural Care and Southern Christian Services which exposed students to DSU and generated revenue for several departments.

New position(s) requested, with justification:

Recommended change of status
(such as promotion/change in title/change in responsibilities):
V. Department Goals for 2004 or 2004-05

A. **Goal #**
   Increase Non-credit activities enrollment by 5%.

B. **Institutional Goal which was supported by this goal:**
   (listed on pages 14-15 in the 2004-06 DSU Bulletin)
   Accommodate non-traditional students and the general public by offering a
   comprehensive program of continuing education, including off-campus classes,
   independent study courses, non-credit courses, conferences, and workshops.

C. **Expected Results:**
   *(What happens if the goal is met?)*
   The participation in our non credit activities will increase by 5%.

D. **Evaluation Procedure(s):**
   *(How will you determine if this goal is met?)*
   We analyzed registration reports on all non-credit activities offered during 2004-05.

E. **Actual Results of Evaluation:**
   *(Explain if the evaluation is not complete)*
   Enrollment for non-credit activities increased by 37%.

F. **Use of Evaluation Results:**
   *(How were the results used to improve programs, operation, or services? Indicate if this led to a
   new goal for the next year.)*
   We were able to determine which programs attracted businesses and individuals
   from the surrounding communities. The evaluation results are valuable when
   planning programs for the 2005-06.

VI. Learning Outcome Assessment Plan

A. **Learning Outcome #:** Participation in non-credit activities will increase.
   *(What should a learner know, value, or be able to do as a result of this outcome?)*

B. **Assessment Tools and Methods**
   *(What assessment tools and/or methods will you use to determine achievement of the learning
   outcome?)*
   Limit measures to three.

   **Measure One:** Non-credit registration reports

   **Measure Two:**

   **Measure Three:**

C. **Data Collection and Analysis**
   *(Describe how the data from the assessment tools and methods will be collected. Explain the
   procedure to analyze the data.)*

   **Data Collection Procedure:** Applications for each activity where distributed to collect
   participant name, address, employment information.
Analysis Procedure: The Data Collection procedure allowed us to determine if the number of new businesses or individuals have increased from the previous year.

D. Results of Evaluation
What were the findings of the Analysis Team? List any specific recommendations.

Findings: Enrollment increased

Recommendation 1: Continue to offer enrichment programs for youth and adults.

Recommendation 2: Conduct seminars on business/employee/customer issues.

Recommendation 3: Expand the number of programs offered each year.

E. Use of Evaluation Results
What changes in curriculum, courses, or procedures were made as a result of the program learning outcome assessment process?

Response: Individual Software applications are to be offered one night a week for three consecutive weeks.

F. Assessment Team Members
List members of the Assessment Team.

Members: Paul Starkey, Tyrone Jackson, Rhonda Boyd, Paul Bouler