

# Assessment Impact by Unit Objectives

## Eastern Kentucky University

### Dept. of Continuing Education and Outreach

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**Mission Statement:** Continuing Education and Outreach

The mission of the Division of Continuing Education & Outreach of Eastern Kentucky University's is to provide high quality student and client-centered educational opportunities and services to enhance the quality of life for the diverse communities we serve.

**Vision Statement:** The vision of Continuing Education & Outreach of ECU will become a nationally recognized leader by developing and providing innovative educational programs and services through collaboration and entrepreneurship.

**Objective : S.D. 1.1 Identify external funding**

Strategic Direction 1.1: Identify and acquire external funding.

**Objective Type (Control-** \$ Planning Objectives  
**click to select multiple):**

06-10 Plan

**Start Date:** 07/01/2006

**Objective Status:** Active

Means of Assessment			
Assessment Method	Criterion	Schedule	Active
Number of grants or external funding sources identified and applied for.  <b>Who will use the data (How and When)?:</b> Various departments - CE, Distance Education, Workforce Education, other CE&O programs including Media Productions, ECU Radio, etc.	One or more grants, bids, applications for funds successfully obtained.	Ongoing, grant applications are published for federal and state sources monthly. Other sources including foundation monies and other community and private grants occur quarterly. Other donor gifts are sought as an ongoing activity. Campaign schedules and goals may be made at a program level (e.g., ECU Radio fundraising).	Yes

Results/Observations			
Result/Observation	Use of Result	Follow-Up	Result Status
04/30/2008 - New grants were obtained including the USDA Distance Learning & Telemedicine grant awarded in October 2007. This grant was used (and with matching funds secured) to provide university infrastructure for ITV delivery and new videoconferencing units to regional campuses. This also permitted CE&O and its university partner, Information Technology, to redeploy older units to additional ITV sites (Ft. Knox, Somerset, Hazard, and K-12 locations). Other grants were secured by Workforce Education including the 21st Century Community Learning Centers grant through the Department of Education. The criterion established for this objective was realized in 2007-08.  <b>Result/Observation Type:</b> Strength  <b>notes:</b> A final report is due to USDA by 10/31. Reporting for other grants are required, per administrative requirements. This result and observation does not include the administration of the Substance	06/01/2008 - Results are used to further increase efforts of CE&O to secure additional and appropriate grants. A data base is established with successful (or unsuccessful) grant applications with materials for applications/re-applications for these grant programs. Also, CE&O continues to make a case for a "grant writer" as an important staff addition, given the opportunities for grant acquisitions by this division of the university.	06/10/2008 - Follow-up in several areas for 2008-09: grant writer possibilities, Open use of indirect cost now available to CE&O, new grant possibilities including possible new application to USDA for CE&O/IT needs. Reports for grant close-outs are required in 2008-09.	Result Open

Results/Observations			
Result/Observation	Use of Result	Follow-Up	Result Status
Abuse grant to CE&O.			

**Objective : S.D. 1.2 Enhance Partnerships**

Strategic Direction 1.2: Establish, develop, and enhance partnerships with business, community, and educational entities.

**Objective Type (Control-** 06-10 Plan  
**click to select multiple):**

No \$ Planning Objectives

**Start Date:** 07/01/2006

**Objective Status:** Active

Means of Assessment			
Assessment Method	Criterion	Schedule	Active
Number of partnerships and collaborations developed or facilitated/cultivated.  <b>Who will use the data (How and When)?:</b> University Assessment Committee tracks activities on this objective from key reports of CE&O departments. Dean and Associate Dean will assess data from this activity. Activities of Extended Campuses in support of this objective are especially important, are evaluated and reported.	The division will achieve stated goals with 80% of all partnerships entered into, or as determined by the Dean of Continuing Education and Outreach.	This is an ongoing activity impacted by activities of each CE&O department.	Yes

Results/Observations			
Result/Observation	Use of Result	Follow-Up	Result Status
06/15/2008 - Results include achieving stated goals with partnership development and facilitation with: public, private (and business), and community partnerships and collaborations. Results are further documented in Key Performance Indicator reports annually to the Office of Institutional Effectiveness for the University Assessment Committee. CE&O in such key areas as Workforce Education and in Conferencing & Events execute a number of partnership or collaborative efforts. One key example of this is CE&O work with the Bluegrass Business Consortium. CE&O has well exceeded minimal goals set by the University in the area during 2007-08. <b>Result/Observation Type:</b> Strength <b>notes:</b> During the fall 2008, KPI report will be filed with the Office of Institutional Effectiveness on KPI's for partnerships and collaborations.	06/15/2008 - Results are used to better inform continued activity of CE&O. This area represents key engagement activity of the Division as it contributes to overall Regional Stewardship goals of the University. CE&O efforts in this area, as continued into 2008-09 will need to work with the new Office of Regional Stewardship.	06/30/2008 - MOA's are in process for 2008-09. Follow-up with Office of Regional Stewardship as these efforts and goals impact CE&O activity. An opportunity may present itself for partnership with Ft. Knox for OSHA or other training with upcoming MIVER review and discussion/recommendations in 9/08.	Result Open

**Objective : S.D. 1.3 Market programs and services of CE&O**

Strategic Direction 1.3: Market and promote the programs and services of CE&O and ECU to increase awareness.

**Objective Type (Control-** 06-10 Plan  
**click to select multiple):**

No \$ Planning Objectives

**Start Date:** 07/01/2006

Objective Status: Active

Means of Assessment			
Assessment Method	Criterion	Schedule	Active
<p>Number of marketing campaigns, advertisements, brochures, electronic marketing, all evaluated against previous years' activities.</p> <p><b>Who will use the data (How and When)?:</b>            Directors and managers of individual units, staff marketing professional(s) on a quarterly basis, as projected. Review of effectiveness of marketing reviewed by Dean's office and with advice and consultation of budgeting director, and other staff members with marketing duties.</p>	<p>Each department will have specific marketing objectives. 80% of all departments will have implemented some marketing activity.</p>	<p>Quarterly and yearly. Some marketing campaigns are scheduled for spring, summer and fall enrollment periods.</p>	<p>Yes</p>

Results/Observations			
Result/Observation	Use of Result	Follow-Up	Result Status
<p>06/15/2008 - Results include marketing efforts to increase awareness in departments of CE&amp;O. One key strategy in each area is the update of brochures and electronic marketing including updating web pages. The office of marketing is involved in this area and has worked on updates for CE&amp;O web pages and content during 2007-08. One such area is updating regional campus/center pages. Regional campus staff have also executed web page updates as appropriate. Significant marketing has taken place in the conferencing area and in workforce education departments with new brochures and updated materials for activities as new customers are reached with even more programs alongside existing efforts. WEKU Radio has also implemented marketing campaigns during 2007-08 to include stronger focus in the development (fund raising) area with its listener (and donor) base. Ongoing collaboration and work with the Richmond Chamber of Commerce has resulted in use of new marketing and electronic marketing of CE&amp;O activities (and the University) during 2007-08, and these efforts will continue during 2008-09. In the ECU service region, CE&amp;O staff are involved and sit on a variety of committees and efforts with chambers of commerce, including participation with leadership programs. This is an ongoing effort in every area of CE&amp;O.</p> <p><b>Result/Observation Type:</b> Strength</p> <p><b>notes:</b> This is ongoing and will include for 2008-09, development of marketing and awareness campaign for dual credit.</p>	<p>06/26/2008 - Results are used to assess the effectiveness of marketing overall, and create new ways for free and paid marketing and advertising.</p>	<p>06/30/2008 - Need to better focus marketing activities to increase awareness and utilize marketing office and staff to maximum potential. Dean of CE&amp;O will bring new goals and objectives for this area of CE&amp;O in 2008-09.</p>	<p>Result Open</p>

**Objective : S.D. 1.4 Develop collaborative projects**

Strategic Direction 1.4: Develop and increase collaborative projects within the ECU service region.

**Objective Type (Control-** 06-10 Plan  
**click to select multiple):**

No \$ Planning Objectives

**Start Date:** 07/01/2006

Objective Status: Active

Means of Assessment			
Assessment Method	Criterion	Schedule	Active
<p>Number of collaborative projects initiated and appropriate staff involved in these projects.</p> <p><b>Who will use the data (How and When)?:</b> Data used by University Assessment Committee. The CE&amp;O Dean and Associate Dean will review impact of this objective. Extended Campus directors, managers, and coordinators will report on and assess this objective applicable to their campus.</p>	90% of departments with identified goals to address this objective will be successful in the development and/or continuation of collaborative activities and projects.	Ongoing. Assess yearly through the office of Dean.	Yes

Results/Observations			
Result/Observation	Use of Result	Follow-Up	Result Status
<p>06/15/2008 - All departments within CE&amp;O execute or continue ongoing or new collaborative projects with internal customers and with public (and educational), private, and nonprofit entities. These project range from consortium activity to local or regional areas involving work with regional campuses and centers. Collaborative activity with EKU centers has increased especially in such areas as Lancaster and Somerset. Other campuses and centers have increased their efforts in collaborations in their respective communities. Strong partnerships have resulted from initial collaborative activities especially in the Workforce Education areas and through Conferencing and Events, among others. Also, CE&amp;O provides additional yearly reports (generally fall) on selected KPI's for the purpose of university reporting of collaborative projects and partnerships. This activity is ongoing and the goal of 90% has been achieved during 2007-08.</p> <p><b>Result/Observation Type:</b> Strength</p> <p><b>notes:</b> During 2008-09 work with campus/regional advisory groups and committees and their formation will increase.</p>	<p>06/16/2008 - Results are used to establish a baseline of successful activities for future ventures. The Second Street Center has been a continuing successful effort in 2007-08. A strong partnership has developed with Ft. Rucker. Models and efforts engineered and sustained through CE&amp;O provides significant outreach leadership and modeling for similar activities across the University.</p>	<p>06/30/2008 - Regional campuses and centers are also engaged in collaborative projects including work (new work) at the conclusion of 2007-08 with dual credit. This involves work with K-12, individual school districts, and internal/external collaborative activity. As noted, under SD 1.2, efforts will need to develop with the new office of regional stewardship and staff. Other partnership activities are ongoing with Workforce Education into 2008-09. Other areas of CE&amp;O will be involved with enhancing partnerships in their particular areas. Data in this area is also captured in separate KPI reports to the Office of Institutional Effectiveness. CE&amp;O will be involved in providing materials and staff assistance (writer) for the upcoming Carnegie application for community engagement during summer 2008.</p>	Result Open

**Objective : S.D. 2.1 Develop financial systems**

Strategic Direction 2.1: Develop and implement financial systems to enhance fiscal responsibility.

**Objective Type (Control- 06-10 Plan**

**click to select multiple):**

No \$ Planning Objectives

**Start Date:** 07/01/2006

**Objective Status:** Active

Means of Assessment			
Assessment Method	Criterion	Schedule	Active
<p>Financial approaches and costing methodologies for the CE&amp;O departmental budgets and overall budgeting for the Division.</p> <p><b>Who will use the data (How and When)?:</b> Dean, Associate Dean, director of budget management, other directors and managers will use</p>	100% of departmental budgets are assessed and re-alligned to CE&O goals for efficiency, better data and fiscal management. Activity-Based Costing and management methodologies are	Ongoing and in accordance with sound financial accounting practices. Schedule and related activities determined by office of budget management with director in consultation with	Yes

Means of Assessment			
Assessment Method	Criterion	Schedule	Active
	fully integrated into all CE&O activities.	Office of Dean.	

data. Ongoing.

Results/Observations			
Result/Observation	Use of Result	Follow-Up	Result Status
<p>06/20/2008 - Achieved goal, as ongoing; all CE&amp;O budgets are reviewed in accordance with appropriate accounting standards. Reports are generated quarterly for each unit including individualized meeting with each director (or budget manager) to review progress and expenditures against annualized budgets. Budget data has been particularly important to regional campuses and centers where variations, new expenditures, growth and staffing, has made ongoing financial management even more important than in the past. Activity-based costing, as a methodology, is not a university budgeting systems; however, concepts and strategies of ABC are utilized in less formalized budgeting. ABC continues to be of interest, but not as a formally integrated budget model at present.</p> <p><b>Result/Observation Type:</b> Strength</p> <p><b>notes:</b> The ABC model has been discussed in the past with the Provost's office and with Financial Affairs. No formal implementation has been realized.</p>	<p>06/25/2008 - Results are used for more exact budgeting and expenditures controls especially as it applies to regional campus budgeting. This has been especially important with growth and challenges for regional campuses and centers, with more expectations, staffing pressures, and new efforts. The Manchester campus will be completed during the first quarter 2009, as needs here have been presented and discussed over the past three-plus years in the facility. Budgeting issues are ever-present with the Lancaster Higher Education Center with acquisition of a new building in 2008 and no new funding that occurred during the 2008 Kentucky General Assembly.</p>	<p>06/30/2008 - Budgeting areas are critical beginning in 2008-09 for Manchester with new campus needs and viable future needs for Lancaster. A new building has been secured for the Lancaster program with resource needs ongoing. Efforts to strengthen support for Lancaster and Manchester are part of ongoing agendas with Financial Affairs and Office of the Provost. Additionally, collaborations with CE&amp;O and IT has made it possible to provide two-way units and connectivity for Somerset and Ft. Knox for fall 2008.</p>	<p>Result Open</p>

**Objective : S.D. 2.2 Increase financial flexibility**

Strategic Direction 2.2: Increase financial flexibility by resource/funding reallocation.

**Objective Type (Control-** 06-10 Plan  
**click to select multiple):**

No \$ Planning Objectives

**Start Date:** 07/01/2006

**Objective Status:** Active

Means of Assessment			
Assessment Method	Criterion	Schedule	Active
<p>Resources allocation and reallocation through the office of budget management in consultation with directors and managers who have budget authority.</p> <p><b>Who will use the data (How and When)?:</b> Dean, Associate Dean, directors and managers with leadership through the office of budget management.</p>	<p>Review schedule and procedures are determined by the office of budget management. Sound financial strategies are employed to align all budgets based of operational efficiency with allocating and reallocating funds determined by needs and division/departmental objectives and goals.</p>	<p>Ongoing, determined by internal and external budgeting requirements.</p>	<p>Yes</p>

Results/Observations
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Results/Observations			
Result/Observation	Use of Result	Follow-Up	Result Status
<p>06/06/2008 - Results have been achieved during 2007-08 with operational efficiencies with better budgeting and reporting. One strategy has been to continually shift or move Action Agenda positions to base budget, along with other staffing positions. This has been accomplished in coordination with the Provost's Office and with Financial Affairs. Ongoing analysis of budget priorities and spending limits/approvals in certain areas has proved invaluable in a financially-constrained environment brought on by decreased state budgets and impacts on all university programs. Budget planning has been critical to successes in CE&amp;O during 2007-08. In a few areas of CE&amp;O, some ongoing commitments have been reviewed and re-structured to provide more financial flexibility to CE&amp;O.</p> <p><b>Result/Observation Type:</b> Strength</p> <p><b>notes:</b> One example here has been the commitment of CE&amp;O for certain marketing expenses that were allocated over a two-year period that were originally a yearly expense.</p>	<p>06/26/2008 - Results are used to provide maximum financial flexibility for CE&amp;O. This is particularly critical due to both ongoing commitments (Manchester Campus), new commitments (Ft. Knox, Somerset, Lancaster, other CE&amp;O areas), and anticipating other commitments (software, staffing, etc.) in areas during 2008-09.</p>	<p>06/30/2008 - Follow-up also relates to SD 2.1. Two campus areas for budgeting and flexibility are Manchester and Lancaster especially for further budget planning in 2008-09. If some resources are obtained for Somerset locally, further work is indicated here in 2008-09. Finally, monies are requested through the Office of Provost to execute general education course development for in excess of 20 courses. This is an ongoing effort of Distance Education and the IDC with Provost Office in 2008-09. Some monies have already been secured on a course by course basis.</p>	<p>Result Open</p>

### Objective : S.D. 2.3 Utilization of technologies

Strategic Direction 2.3: Utilize technologies to enhance the programs and services of CE&O.

**Objective Type (Control- 06-10 Plan**

**click to select multiple):**

No \$ Planning Objectives

**Start Date:** 07/01/2006

**Objective Status:** Active

Means of Assessment			
Assessment Method	Criterion	Schedule	Active
<p>Technology plans for replacement and acquisition, reports completed, review of vendors for service. Review of advanced technology and utilization collaborated with ITDS. Financial review and resource development.</p> <p><b>Who will use the data (How and When)?:</b> All departments within CE&amp;O. Budget implications define an active role of the office of budget management and staff.</p>	<p>80% of departments will have technology needs identified. Schedule determined for departmental acquisition of technology. ITV technology and acquisitions determined by budgeting and attainment of external funds for specific projects.</p>	<p>Ongoing. ITV and other distance education technologies and acquisition are determined partly by collaborative activities with internal partners including ITDS, Media Productions, Distance Education Office, and Instructional Development. Opportunities exist for external funding of projects and technology through grants.</p>	<p>Yes</p>

Results/Observations			
Result/Observation	Use of Result	Follow-Up	Result Status
<p>06/30/2008 - Technology needs by department has been identified and with replacement schedule in collaboration with IT. Acquisition of new technology for regional campuses and infrastructure for EKU to support ITV system has been realized with award of USDA grant and</p>	<p>06/30/2008 - Results used in a variety of ways: template for further grant applications and further assessment of ITV as a delivery system in the future and discussion about other, newer</p>	<p>06/30/2008 - Key follow-up here relates to dual credit and providing ITV units to other locations as has been provided through dual credit. The CE&amp;O and IT along with Sponsored Programs must</p>	<p>Result Open</p>

Results/Observations			
Result/Observation	Use of Result	Follow-Up	Result Status
<p>matching funds through university foundation (one-time funds) during 2007-08. Grant monies were used to provide five new systems for each of three campuses, technology upgrades and new technology for ECU Richmond, and two-way sytem (matching) for Lancaster. Additionally, systems replaced have been re-allocated to Hazard, Somerset, and Ft. Knox, with one system provided to Madison K-12 location. All new systems, a detailed schedule was devised (including an change of equipment order) and were in place for all three campuses by 6/30/2008.</p> <p><b>Result/Observation Type:</b> Strength</p> <p><b>notes:</b> A report to USDA is due 10/31/08. There is discussion about the provision of two-way systems to K-12 schools in the 22-campus region and possible grant application in 2009 for them.</p>	<p>technologies for distance education programming. This strategic direction will assume greater importance in future iterations of CE&amp;O strategic planning especially in 2008-09. It should be noted that yet other software applications from scheduling software and digital measures to possible advanced distance learning applications will be increasingly important in the new strategic plan in 2010.</p>	<p>work together to potentially seek new ITV or other technology funding in support of these efforts. Those meetings must take place before the end of 2008 in order to explore other grant sources including USDA application in 2009. Digital Measures is also proposed for CE&amp;O task force review in fall 2008</p>	

**Objective : S.D. 2.4 Assessment and Evaluation**

Strategic Direction 2.4: Provide organized evaluation and assessment of all CE&O programs and services.

**Objective Type (Control-** 06-10 Plan  
**click to select multiple):**  
No \$ Planning Objectives

**Start Date:** 07/01/2006  
**Objective Status:** Active

Means of Assessment			
Assessment Method	Criterion	Schedule	Active
<p>Number of reports and evaluations relating to student services (e.g., Everest), student/client evaluations for workforce and community education, conferencing and events, other assessments and evaluation for departments. This area also includes community surveys and analysis relating to extended campuses, course and programs needs.</p> <p><b>Who will use the data (How and When)?:</b> All departments under the direction of CE&amp;O. Management reports are compiled for customers of the university, as appropriate.</p>	<p>100% of departments will have methods, procedures, instruments and forms to assess and/or evaluate client and student activity (internal and external) relating to specific CE&amp;O program areas. Documentation may include written responses from written student inquiries.</p>	<p>Ongoing. This activity occurs daily.</p>	<p>Yes</p>

Results/Observations			
Result/Observation	Use of Result	Follow-Up	Result Status
<p>06/10/2008 - Results were achieved during 2007-08 in departments of CE&amp;O. Client/customer/student data is collected using a variety of methods: survey data, satisfaction surveys, exit surveys, workforce and community education surveys and course data, team reviews, curriculum review and revisions, and data from student inquiries, among others. Student input is gathered for programs offered at regional campuses and centers. Everest in 2007-08 has had very limited use due to lack of software</p>	<p>06/26/2008 - Results are key for ongoing programs and new areas for CE&amp;O in the future. Inquiries from students about online issues/courses/needs have increased through student services office.</p>	<p>06/30/2008 - While Digital Measures, for proposed review in fall 2008, has a financial cost, its use in possible assessment and evaluation relevant here, will be explored. The data from EduVentures is to be evaluated for the studies requested of them by CE&amp;O. It is anticipated that survey or other data will need to be secured for dual credit programming and organizational needs</p>	<p>Open</p>

Results/Observations			
Result/Observation	Use of Result	Follow-Up	Result Status
<p>upgrade and data can be captured by other methods. The Division of CE&amp;O has on a one-time basis utilized the services of EduVentures for certain data needs including programs at regional campuses, OSHA specific data, and analysis of this data for CE&amp;O use. CE&amp;O has the ability to also access other data to other organizations compiled by EduVentures (KYVC for example).</p> <p><b>Result/Observation Type:</b> Strength</p> <p><b>notes:</b> This is an ongoing area of focus for CE&amp;O especially as it relates to distance learning activity.</p>		in 2008-09, with key efforts to begin in fall 2008.	

**Objective : S.D. 3.1 Student/Client Support Services**

Strategic Direction 3.1: Increase and improve student/client support services to facilitate student success.

**Objective Type (Control- 06-10 Plan**

**click to select multiple):**

No \$ Educational Objectives

**Start Date:** 07/01/2006

**Objective Status:** Active

Means of Assessment			
Assessment Method	Criterion	Schedule	Active
<p>Number of students receiving services through extended campuses and centers, and assessment of those services (tutoring, financial aid, advising, library services, etc.)</p> <p><b>Who will use the data (How and When)?:</b> Dean, Associate Dean, directors and managers, directors and staff of extended campuses and centers. Ongoing activity.</p>	100% of students requesting academic services and related support, as described in extended campus plans, and those included in the student/client services department.	Ongoing for semester-based students, students enrolled in distance education courses and programs.	Yes

Results/Observations			
Result/Observation	Use of Result	Follow-Up	Result Status
<p>06/10/2008 - Observations are that all students that request academic and related support services and that are served by regional campuses and centers receive those services. Regional campuses and centers also interact with the office of student support services. Additionally, during 2008, meetings were held with student affairs and enrollment management to better relate with/provide training to as needed/assist regional campus staff. This is a ongoing need. Certain services continue to be particularly strong in regional campus to EKU, namely library services and library services for distance education students. Other services continue to increase, but more services and support are possible.</p> <p><b>Result/Observation Type:</b> Strength</p> <p><b>notes:</b> New services are being requested via student</p>	<p>06/26/2008 - Results are used to better serve students and to determine what other support is needed by the appropriate areas of enrollment management. Training needs are also identified. Staffing needs at regional campuses and centers are also identified.</p>	<p>06/30/2008 - Key follow-up with Office of Student Affairs in planning of effort of staff assigned to work with regional campuses.</p>	<p>Result Open</p>

Results/Observations			
Result/Observation	Use of Result	Follow-Up	Result Status
support services office for the distance education learner including proctoring of online classes.			
06/17/2007 - Observations include addressing student requests for information about distance education opportunities, high-touch services performed at all extended campuses and centers for students and appropriate interface with Enrollment Management offices. Staffing is maintained in the Perkins Building to assist walk-in students including administration services for GED program, and other requests made for workforce and community education programs. Many activities require follow-up with other academic and service units of the university. <b>Result/Observation Type:</b> Strength	10/17/2007 - Results are used in all cases to better assist CE&O and its departments to perform better customer service, provide appropriate training in customer service. In summer 2007, the Disney Institute was invited to provided customized training in customer service for CE&O, other university audiences, and for the community.	06/17/2007 - Disney Institute customer service training to be conducted in summer 2007, and other appropriate training provided to CE&O staff. New orientation packets being developed will emphasize customer service, communication, and other soft skill areas for new hires and current CE&O staff during 2007-08.	Result Open

**Objective : S.D. 3.2 Student learning through instruction**

Strategic Direction 3.2: Enhance student learning through excellence in instruction.

**Objective Type (Control-** 06-10 Plan  
**click to select multiple):**

No \$ Educational Objectives

**Start Date:** 07/01/2006

**Objective Status:** Active

Means of Assessment			
Assessment Method	Criterion	Schedule	Active
Number of courses and programs - credit, noncredit, certificate activity through departments of CE&O. Program additions are facilitated by contacts with academic colleges and departments.	3-5 programs initiated or proposed yearly.	Ongoing, but with program additions to extended campuses as a key activity for this objective.	Yes
<b>Who will use the data (How and When)?:</b> Office of Dean, Associate Dean, directors of extended campuses, summer school staff, distance education office, workforce and community education among others. Academic colleges and departments. Key data used for determination of what programs are initiated.			

Results/Observations			
Result/Observation	Use of Result	Follow-Up	Result Status
06/30/2008 - Results included work to implement recommendations of the 2007 Regional Campus Task Force report to then President Joanne Glasser. Work has continued by regional campus directors and deans/interim dean to realize this goal during 2007-08. Success has been very limited although more courses have been added. Distance learning courses have been increased but the goal of on-site instructors, programs, and services has not been realized beyond some minimal efforts. Further work is indicated with the appointment of Dean Hickox in June 2008, and will continue into 2008-09 as one of the	06/30/2008 - Results are used to provide impetus for new program development. Additional work is ongoing for yet other programs and courses to support/fill out programs at regional campuses and centers. The success of regional campuses and their ability to deliver enrollments is inextricably linked to programs being developed by academic colleges and departments. These results (with resultant success or failure) are not in the purview of CE&O to develop but to	06/30/2008 - Ongoing discussion about the development of new programs for regional campuses and centers. This has been especially acute with the opening of the new Manchester campus in 2009, and need for programs in Manchester. Meetings on new program development will take place in fall of 2008 with materials that have been submitted from campus directors, and other input from EKU centers. Additionally, roll-out of general education online courses is explored	Result Open

Results/Observations			
Result/Observation	Use of Result	Follow-Up	Result Status
<p>highest priorities of CE&amp;O. The visibility and potential of the new campus opening in Manchester calls for greater involvement to stimulate program development for this new campus. Further, this is reported as a "limitation" as to observation type due to the relationship between new programs and the ability of regional campuses to generate increased enrollments given this limitation.</p> <p><b>Result/Observation Type:</b> Limitation</p> <p><b>notes:</b> Work has begun for 2008-09 to re-establish programmatic discussions with academic departments for new programs. Also, general education online courses are also strongly advocated to provide a strong foundation for all online programs offered by ECU in the future.</p>	<p>request from Academic Affairs (Provost) and the colleges as a means to support university enrollment goals and CPE goals as they relate to ECU.</p>	<p>further in fall 2008 with possible new resources.</p>	

**Objective : S.D. 3.3 Student participation in community service**

Strategic Direction 3.3: Increase student participation in community service activities through CE&O.

**Objective Type (Control- click to select multiple):** 06-10 Plan  
No \$ Educational Objectives

**Start Date:** 07/01/2006

**Objective Status:** Active

Means of Assessment			
Assessment Method	Criterion	Schedule	Active
<p>Number of student activities and percentage of students participating in these activities.</p> <p><b>Who will use the data (How and When)?:</b> Extended campus directors. Some events have diversity and cultural themes appropriate to reporting to University-specific offices. Reports for specific KPI tracking made to University Assessment Committee.</p>	<p>Number of student activities at extended campuses to increase by a percentage as determined by extended campus directors, using previous years as a base for increase.</p>	<p>Semester based with activities including spring and fall events, special events, and recognition of students.</p>	Yes

Results/Observations			
Result/Observation	Use of Result	Follow-Up	Result Status
<p>06/30/2008 - The results here are mixed: scheduling of events and activities and general protocols have been limited through student affairs. Work has continued however, and new strategic planning specific to this area of development has been initiated. Staffing has been put in place in 2007-08 with meetings and discussion held to assist the work and effort of this staff. Student cultural and diversity activities are increased over 2007 reporting year especially in Danville with a grant received for cultural and diversity-specific activities. Results for 2007-08 are considered as "limited" but potential for much stronger activity in 2008-09.</p> <p><b>Result/Observation Type:</b> Limitation</p>	<p>06/30/2008 - Use of results here can be very productive in formulating staff plans and strategic planning in the relationship between Student Affairs and regional campus activity. It is anticipated that a great deal of activity will take place in 2008-09 to formulate more effort on behalf of students at regional campuses. Staffing will also be assessed in terms of how and what kind of efforts are generated for regional campus students.</p>	<p>06/30/2008 - Follow-up with work of Student Affairs and staff with scheduling at regional campuses and work with directors. Additional grants and/or other support for regional campus cultural and diversity events and programs is a priority in 2008-09.</p>	Result Open

Results/Observations			
Result/Observation	Use of Result	Follow-Up	Result Status
<b>notes:</b> Strategic plan reviewed in 2008 for student affairs activities relating to regional campuses.			

**Objective : S.D. 3.4 Credit and noncredit programs**

Strategic Direction 3.4: Identify and implement a combination of credit and noncredit programs to meet current and future workforce needs.

**Objective Type (Control-** 06-10 Plan  
**click to select multiple):**  
 No \$ Educational Objectives

**Start Date:** 07/01/2006

**Objective Status:** Active

Means of Assessment			
Assessment Method	Criterion	Schedule	Active
Number of programs implemented by Workforce and Community Education departments. Percentage of increase in participant participation.	Rollout of specific programs determined by Workforce and Community Education director and managers.	Ongoing assessment and program rollout is determined by a schedule set by Workforce and Community Education departments.	Yes
<b>Who will use the data (How and When)?:</b> Office of Dean, Associate Dean, respective director and managers in the two departments - Workforce and Community Education.			

Results/Observations			
Result/Observation	Use of Result	Follow-Up	Result Status
06/27/2008 - Results include new trainings including a correctional officer certificate program. OSHA training has flourished with a second year at Ft. Rucker, and a second cohort for "Leadership Excellence for Middle Managers." Over 400 courses have been offered through Community Education (Corbin and Danville campuses also receive these classes) and during 2007-08, 800 individuals completed a workforce education class and 115 individuals completed a certificate program. While goals have been met for the current reporting year, new program activity and expansion are in the works for 2008-09.	06/30/2008 - Results are used to continuously review the need for new programs and to evaluate effectiveness of current efforts including revision of curriculum. A variety of methods are used to assess program needs in Workforce and Community Education departments.	06/30/2008 - New program offered beginning in fall 2008 on social intelligence training. Also, new client possibilities exist for OSHA trainings. Continue to be aware of possible opportunities at Ft. Knox for both credit and noncredit areas.	Result Open
<b>Result/Observation Type:</b> Strength <b>notes:</b> Updates in Workforce Education are generated on a monthly or quarterly basis by this department.			

**Objective : S.D. 4.1 Professional development**

Strategic Direction 4.1: Enhance professional development opportunities.

**Objective Type (Control-** 06-10 Plan  
**click to select multiple):**  
 No \$ Planning Objectives

**Start Date:** 07/01/2006

**Objective Status:** Active

Means of Assessment			
Assessment Method	Criterion	Schedule	Active
<p>Number of professional development activities and percentage of staff attending in all departments of CE&amp;O.</p> <p><b>Who will use the data (How and When)?:</b> Office of Dean and Associate Dean, and office of budget management. These activities are also reported to University Assessment Committee for tracking of this KPI.</p>	<p>CE&amp;O will see an increase in the number of staff attending professional conferences and other internal and external staff development opportunities. 100% of departments will assess their progress toward the objective of providing development opportunities for staff.</p>	<p>Annual and quarterly participation. Ongoing during the year.</p>	<p>Yes</p>

Results/Observations			
Result/Observation	Use of Result	Follow-Up	Result Status
<p>06/27/2008 - All CE&amp;O departments have professional development as a major goal. Additionally, KPI's are reported annually that address professional development, hence, it is reviewed on an ongoing basis and in individual performance planning reviews. The results here include staff attending training in a variety of venues: community education, workshops, academic course work, seminars and conferences. The department of Conferencing &amp; Events, for example, hosted the Disney Keys for Leadership and Customer Service training in 2007-08 and planning has already begun for fall 2008 workshop applicable to all staff of CE&amp;O. Training with outside vendors took place as well with "career track" training. Professional development for all staff is viewed as critical to the ongoing success of CE&amp;O including opportunities for professional development through all-staff events and retreats. Note also that staff members have completed or are participating in select Chamber Leadership programs during 2007-08. It is estimated that over 95% of all CE&amp;O staff participated in a professional development experience during 2007-08, and in most departments, 100% attended one or more professional development opportunities.</p> <p><b>Result/Observation Type:</b> Strength</p> <p><b>notes:</b> In the fall 2008, "Zap the Gap: Bridging Generations in the Workforce" will be hosted through CE&amp;O for staff and other participants.</p>	<p>06/29/2008 - Results are used to assess the effectiveness of any variety of professional development experiences and trainings. Opportunities for some professional development events like national or regional conferences are limited for budget reasons.</p>	<p>06/30/2008 - While professional development is addressed here, it is important to note that staff of CE&amp;O are "champions" of Healthy You at ECU, a program to promote fitness and related themes that benefit all employees. Additionally, an internal committee, TEAM (Together Everyone Achieves More) works with such areas as employee orientation and morale-enhancement activities and internal employee events including regional campus participation. This committee will continue to meet in 2008-09.</p>	<p>Result Open</p>

**Objective : S.D. 4.2 Resources encouraging growth**

Strategic Direction 4.2: Provide quality resources - physical, human and cultural - encouraging growth of educational programs and services.

**Objective Type (Control-** 06-10 Plan  
**click to select multiple):**

No \$ Planning Objectives

**Start Date:** 07/01/2006

**Objective Status:** Active

Means of Assessment
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### Means of Assessment

Assessment Method	Criterion	Schedule	Active
<p>Number of programs involving other units of CE&amp;O including Hummel Planetarium, EKU Radio, Media Production, Conferencing &amp; Events, for example.</p> <p><b>Who will use the data (How and When)?:</b> Multiple University areas: CE&amp;O, Office of President, Office of Legal Affairs, Extended Campuses, Facility Services, ITDS. Projects also have oversight by state agencies, members of the Kentucky General Assembly.</p>	100% of departments are engaged in the assessment of this objective with specific departments assessing physical structures and buildings (capital projects and renovations).	Ongoing, with public funded capital projects planned for in advance (Extended Campuses and centers). These are long-term activities under CE&O. Schedules determined, as appropriate, by other departments in CE&O.	Yes

### Results/Observations

Result/Observation	Use of Result	Follow-Up	Result Status
<p>06/30/2008 - Results include the Manchester Campus capital project to be completed during first quarter 2009, ahead of schedule. Resource needs for equipment and staffing are explored for 2007-08 and 2009, and are ongoing. Growth has continued in 2007-08 with Hummel Planetarium, WEKU Radio, Media Productions, and Instructional Development Center. New donors have been realized for WEKU Radio and new customers for Media Productions. The Hummel Planetarium has deployed the "skylab" mobile unit to area schools as an added program of outreach. These efforts will continue in 2008-09. A major renovation was successfully completed in the Perkins Building in 2007-08, replacing all carpeting, adding new wallpaper, signage, and other features, including outside landscaping work to make this building attractive and functional for events and activities. This has also enhanced the marketability of this facility, with activity increasing in 2007-08. A new building was secured for the Lancaster Higher Education Center, while funding for renovation must be secured in 2008-09. In 2007-08, funding was approved through a USDA federal grant for ITV units in Manchester, Corbin, and Danville, and with additional technology and infrastructure for EKU Richmond. All units have been fully deployed as of June 30, 2008. Report has been generated looking at prospects and funding for a capital effort in Somerset. This is under review by the Provost Office, but funding may limit implementation until 2008-09 or beyond.</p> <p><b>Result/Observation Type:</b> Strength</p> <p><b>notes:</b> USDA report due 10/31/2008.</p>	<p>06/30/2008 - Results used to determine future directions and projects for CE&amp;O. One such effort has been to explore the feasibility of a center project in Somerset.</p>	<p>06/30/2008 - Follow-up for potential earmark for Lancaster Higher Education Center, development of local resources for Somerset and possibilities, and other development opportunities for Manchester. WEKU will initiate their fall 2008 fund raising drive, that has continued to hold pace and improve from past years, despite economic conditions. Of note here, is ongoing discussion and interest in securing increased fund raising/grant acquisition capacity with employment of part- or full-time staff, if resources become available. A joint IT, CE&amp;O, Graduate School discussion has been proposed but follow-up is needed before the end of 2008.</p>	Result Open
<p>06/30/2007 - Results include Manchester Campus capital project, growth and development of new Lancaster Higher Education Center, facilitation and development for Somerset Center with employment of full-time staff. Discussions continue re: collaborations with University Center of the Mountains, partnerships with KCTCS, continued work through Hummel Planetarium, Conferencing and Events, WEKU Radio. Physical renovations of the Perkins Building began in 2006-07, and will continue in fall of 2007. New</p>	<p>06/30/2007 - Results and observations have included major physical development and growth in extended campuses, some deployment of instructional resources for campuses, and growth in collaborative activity. Major challenges exist in such areas as new equipment for Hummel Planetarium, and anticipation of possible federal grant funding for ITV systems and equipment for fall 2007.</p>	<p>10/03/2007 - CE&amp;O was notified October 1 that it was awarded a federal USDA grant valued at \$307,600. Funds will be used along with more that \$200K match to add new infrastructure to ITV in Richmond, ITV units in Richmond, and units for Corbin, Manchester, and Danville. Bill St. Pierre, grant author, is designed project manager for the USDA/DLT grant.</p> <p>06/30/2007 - Follow-up is indicated in</p>	Result Open

Results/Observations			
Result/Observation	Use of Result	Follow-Up	Result Status
<p>equipment and other resources are sought for all departments of CE&amp;O including new ITV infrastructure.</p> <p><b>Result/Observation Type:</b> Strength</p>	<p>The Manchester Campus has revised its opening of the campus from fall 2008 to spring 2009, presently projected.</p>	<p>every area of CE&amp;O in capital and human resources. Depending on actions of the Kentucky General Assembly in 2008, new monies or initiatives may further strengthen efforts in Lancaster and Somerset. CE&amp;O may be beneficiary in the management of "educational extension agency" depending on possible funding through the Council on Postsecondary Education.</p>	

**Objective : S.D. 4.3 Diversity through programs and services**

Strategic Direction 4.3: Support the University goal of diversity through programs and services of CE&O.

**Objective Type (Control-** 06-10 Plan  
**click to select multiple):**

No \$ Planning Objectives

**Start Date:** 07/01/2006

**Objective Status:** Active

Means of Assessment			
Assessment Method	Criterion	Schedule	Active
<p>Number of staff involved with diversity activities including participation in professional development. Number of community activities attended by CE&amp;O staff including leadership roles. CE&amp;O departments support University-sponsored diversity events and involving Conferencing and Events. Distance Education supports programs impacting nontraditional students, including students with disabilities.</p> <p><b>Who will use the data (How and When)?:</b> University Assessment Committee evaluating CE&amp;O progress toward the appropriate KPI. Office of Dean.</p>	<p>All departments involved in assessing their support for this objective. Distance Education and Instructional Development Center have worked with Office of Disability Services on the issue of Accessibility and Web Accessibility (policy development and support), for example.</p>	<p>Ongoing.</p>	<p>Yes</p>

Results/Observations			
Result/Observation	Use of Result	Follow-Up	Result Status
<p>06/27/2008 - Observations are that CE&amp;O encourages the involvement of staff and leadership with diversity events including committees and other efforts of ECU. Student Support Services work with diverse populations and nontraditional students on an ongoing basis. Conferencing &amp; Events department in 2007-08 coordinated and facilitated events ranging from women's wellness to migrant education to annual diversity conference serving 400 participants. The ECU Danville Campus sponsored six multicultural events. It is estimated 25 diversity related events were coordinated by CE&amp;O during 2007-08. One staff member was appointed to the Martin L. King, Jr. State Commission, and CE&amp;O staff serve on the Accessibility and Awareness Committee.</p> <p><b>Result/Observation Type:</b> Strength</p>	<p>06/30/2008 - Results are used to continue to strive toward University diversity goals. Also, SD 1.1 will be part of fall 2008 reporting through the Office of Institutional Effectiveness.</p>	<p>06/30/2008 - Fall conference on generational issues scheduled in November 2008 for staff/others to attend.</p>	<p>Result Open</p>

Results/Observations			
Result/Observation	Use of Result	Follow-Up	Result Status
<p><b>notes:</b>            The "Zap the Gap" Conference in fall 2008 will have a generational and diversity focus, with all CE&amp;O staff encouraged to attend.</p>			