

Unit Assessment

Extended Learning

9/4/2015

| Goal # | Goal (Outcome) | SP connection | Measure/ Method | Success Criterion | FY13 | FY14 | FY15 | Justification of Success Criteria | Interpretation & Use of Results | Improvement Plan |
|--------|--|---------------|--|--|---------------|--------|-------------|--|--|---|
| 1 | Support the mission of the university through student success, to include enhanced learning, access, progression and development | 1A | Annual increase in UWG online course sections as measured by enrollment reports | 20% | 10% | 8% | 11% | 20% annual growth was the success criteria established by UWG's Complete College Georgia Plan. Strategic increases in course sections and unique course offerings are also part of the UWG strategic plan, because they promote student access and progression. | Though results show an increase in course offerings, a success criteria of 20% annually may not be realistic or desirable. Language in UWG's Complete College Georgia Plan should be revisited and accountability for future growth in course offerings should rest within the academic departments i.e every department needs its own plan to address this university-wide goal where applicable. | 1: Implement and continually assess evidence-based strategies that improve retention, progression, and graduation rates in online and off-campus courses and programs. 2: Contribute to increased online and off-campus student academic performance through focused support programs. 3: Increase online and off-campus student access to and opportunities for academically-related interactions with faculty beyond structured classtime.K6.K13 *See individual unit assessment reports for UWG Online, Newnan, and Continuing Education plans. |
| | | | Annual increase in UWG Online unique course offerings as measured by enrollment reports | 20% | 10% | 11.50% | 39% | | | |
| | | | Increase UWG Newnan Fall semester enrollments | 20% | -8% | -5.00% | 65% | | | |
| | | | Increase UWG Newnan Fall semester dual-enrolled students | 20% | 80% | 73.00% | 255% | | | |
| | | | Increase UWG Newnan Fall semester continuing education offerings | 20% | N/A | N/A | 17 baseline | | | |
| | | | Increase continuing education enrollment counts and course counts as tracked using Student Manager enrollment software. | 10% increase from previous years in enrollment | 1456 baseline | -9.80% | 22% | | | |
| | 10% increase from previous years in offerings | 229 baseline | 18% | -18.75% | | | | | | |
| 2 | Support the mission of the university through academic success, to include quality academic programming and faculty support | 2D | Increase student survey results showing number of UWG Online students who agree or strongly agree that they have a positive attitude towards online courses by the end of the semester | 85% | 83% | 82.50% | 86% | UWG Online student survey satisfaction of 85% is an indicator of quality online course design and/or teaching. For the UWG Online help desk, the criterion of 9.7 was set by the Extended Learning Strategic Plan. | UWG Online student survey results show a marked improvement from FY13 to FY15, resulting in the goal being met. Since we have reached our goal of 85%, we will increase that goal for FY 16 to 87%. We continue to meet or exceed our goal in offering excellent customer service via our UWG Online help desk. | Enhance processes to identify, assess, and support improvements in the quality of instruction. *See individual unit assessment reports for UWG Online, Newnan, and Continuing Education plans. |
| | | | Achieving a score of 9.7 (on a 10-point scale) in overall satisfaction on faculty and student UWG Online help desk tickets | 9.7 | 9.7 | 9.7 | 9.9 | | | |
| 3 | Support the university mission through Successful Partnerships, building engaged and mutually beneficial collaborations | 3B | Increase attendance at UWG Online FDC trainings | 10% | 548 baseline | -77% | 229% | We partner with a number of different entities to promote best practices, and we measure these partnerships by number of individuals we work with and their satisfaction with our efforts. We also examine the reach of our social media presence, though our current success criteria seems to be out of line with the exponential growth impact. | Cumulative results have been successful. Training attendance has come back up, satisfaction ratings continue to rise annually, we have more social media engagement, and we are now tracking media mentions. The only issue of concern is that we failed to maintain an attendance of 200 or more at our annual DLA conference; however, we added a second conference a month earlier which could have had the unintended effect of splitting some our attendance. We need to develop a method for tracking number of time OJDLA articles are cited in the research as this would give us a clearer understanding of impact. | 1 Enhance processes to identify, assess, and support improvements in the quality of instruction. 2 Align departmental resources to strengthen key partnerships 3 Annually evaluate USG collaborative, off-campus and continuing education partnerships for impact and benefit to all parties involved *See individual unit assessment reports for UWG Online, Newnan, and Continuing Education plans. |
| | | | Maintain satisfaction survey results for UWG Online Help-desk | 4.5 out of 5 | 4.4 | 4.69 | 4.93 | | | |
| | | | Maintain DLA conference attendance annual | 200 | 228 | 225 | 187 | | | |
| | | | Increase views of our Online Journal of Distance Learning Administration per year as measured by website hits and articles cited. | 10% | 11% | 12.70% | 11.30% | | | |
| | | | Increase UWG Online webpage views as measured by Google Analytics | 10% | na | na | 29% | | | |
| | | | Maintain positive media mentions per year for UWG Online | 12 | na | na | 12 | | | |
| | Increase social media hits (average across all social media outlets) | 20% | 695% (new resources made available) | 159% | 121% | | | | | |

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| | | | Annual scorecards for continuing education staff with outreach goals and project management software | 25 contacts per year | 0 | 0 | 25 | In FY 13-14, CE did not track on-campus and community engagement. Based on strategic planning for FY15, it was determined that at least 2 contacts per month would facilitate a sustainable outreach plan to inform external and internal communities about opportunities with CE and improve enrollments by 10% annually. | CE is now tracking contacts and has also established a baseline/database with this information for future activities. 25 contacts in FY 15 contributed to the 22.2% growth. Number of per year contacts may increase (or decrease) in FY16 depending on outcomes with established and new partners. | |
| | | | Annual registration, events, and meeting reports for Newnan. | 4 | N/A | N/A | 4 within UWG Newnan, 5 community-wide | Success criteria was based on the partnership with business organizations and other educational institutions to develop opportunities that improve our communities. | Results were creating new community/business partnerships and scholarly/cultural events in Newnan. | |
| 4 | Support the university mission of Operational Success, to include effectiveness and sustainability | 4A | Increase employee engagement/satisfaction on the Engage West survey overall engagement score | 4.4 out of 5 (overall) | N/A | 4.00 | 4.43 | Success criteria was based on measure set by UWG Extended Learning's Strategic Plan and represents an increase from the 2014 data baseline. | UWG Engage West's goal is 4.0. Nevertheless, Extended Learning has increased our success criterion because we have already surpassed that goal. | Cultivate a climate in which staff compete with themselves rather than one another. Continue to promote wellness, including physical and mental, through Fitness Fridays, ongoing development on being positive, complaint-free, reduced drama, and retreats. Enable flexibility and encourage time off as needed. Develop systems to accelerate hiring in high-demand areas, reduce tasks or meetings that take unnecessary time. Communicate more consistently to entire group, ensuring that correct information is cascaded. Refine and condense information to reduce information overload. Continue to meet with Engagement group monthly. Ensure greater alignment of responsibilities in response to change and growth through annual review and refinement of roles and reporting structures. Educate and discuss openly the nature and challenges of innovative, nimble, flat organization. |
| | | | | 4.3 on Institutional Leadership | N/A | N/A | 4.23 | | | |
| | | 4B | For Continuing Education, increase positive revenue to expense ratio | Stable 1.5 to 1 ratio | Revenue to expense= 1 to 1.97 | Revenue to expense= 1 to 1.53 | Revenue to expense= 1 to 1.58 | A stable 1.5 to 1 revenue to expense ratio will allow CE to continue to scale a level that will meet target enrollment objectives. | When factoring in state appropriations money, CE is operating at a loss. Drive to becoming self-sustaining must continue. 2014 had the lowest posted loss but still failed to meet enrollment objectives of 10% increase annually. With more enrollment (and specialized enrollment) comes greater expense. CE needs to generate more revenue while increasing enrollments. | 1: Regularly assess the condition and suitability of off-campus, continuing education and UWG Online facilities, technology, and space utilization, making sustainability a priority. 2: Ensure that off-campus/online staffing and technologies efficiently meet teaching, learning and administrative needs. 3: Ensure that sales and service units maintain or increase positive income:expense ratios. *See individual unit assessment reports for UWG(Online, Newnan, and Continuing Education plans |