Unit Assessment Plan

Extended Learning: UWG|Online

8/31/2015

Goal #	Goal (Outcome)	SP connection	Measure/Method	Success Criterion	FY13	FY14	FY15	Justification of Success Criteria	Interpretation & Use of Results	Improvement Plan
1	Facilitate an annual increase in partially and fully online course offerings (sections and/or unique courses).	1A	Annual increase in 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 online 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 online course offerings should rest within the academic departments i.e every department needs it own plan to address this university-wide goal where applicable.	(1) Meet with department chairs to promote the importance of online offerings for future viability of department. (2) Offer more faculty training related to online course development and teaching. (3) Train UWG Online staff on best practices for assisting the UWG community with the development of partially and fully online courses.
			Annual increase in unique course offerings as measured by enrollment reports	20%	10%	11.50%	39%			
2	Facilitate overall quality improvement for partially and fully online offerings by, in part, offering great customer service for the UWG|Online Help Desk.	2D	Student survey results show number of 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%	Student satisfaction of 85% is an indicator of quality online course design and/or teaching. The criterion of 9.7 was set by the Extended Learning Strategic Plan.	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.	(1) Fund and facilitate Quality Matters (QM) and other comparable faculty training. (2) Fund and facilitate QM course and program certifications. (3) Promote best practices by hosting the annual DLA conference, which promotes best practices, awareness, and scholarship for distance learning research and teaching. (4) Promote quality initiative via development of a brief paper outlining the need to improve quality in partially and fully online courses and submit for consideration and adoption to UWGs governance. (5) Train UWG Online staff on best practices for assisting the UWG community with the development of partially and fully online courses.
			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	Partner with internal and external entities to promote best practices, awareness, and scholarship for distance learning, research, and teaching.	3B	Increase attendance at trainings	10%	548/ na	123/ -77%	405/ 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) Continue to offer trainings (including new just-in-time and catered approaches), develop new trainings, promote the annual DLA conference, as well as the new Meaningful Living Conference. (2) Continue to explore new social media options based on market demand. Reassess the success criteria that is currently based on a 20% growth in social media hits. 3. Track citations of articles from OJDLA if possible.
			Maintain satisfaction survey results	4.5 out of 5	4.00	4.69	4.93			
			Maintain 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 webpage views as measured by Google Analytics	10%	na	na	29%			
			Maintain positive media mentions per year	12	na	na	12			
			Increase social media hits (average across all social media outlets)	20%	695% (newly committed resources to social media)	159%	121%			
4	Increase employee engagement/satisfaction	4A	Engage West survey overall engagement score (link to?)	4.2 out of 5	N/A	4.0	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.	Results for all of Extended Learning was 4.43. Based on comparisons with other units on the campus, it is clear that Extended Learning is surpassing UWG benchmarks for employee engagement/satisfaction. However, due to a change in survey questions and format as well as issues with data reporting, it was not possible to accurately draw conclusions or a clear performance number this year for UWG Online specifically. However, we have changed our personnel reporting structure to allow for more individualized reporting for FY 16.	(1) Review job description and responsibilities, assess and address staffing needs and concerns. (2) Clarify mission and values internally and with stakeholders. (3) Meet bi-monthly as group, meet weekly in teams, collaborate on agendas. (4) Continue to promote professional development activities and work/life balance.