

# **Indiana State University**

## **2005 - 2006 Administrative Annual Report**

### **Continuing Education**

#### **Year in Review**

##### **Achievements**

**As you have heard, increasing public awareness of Indiana State University's accomplishments is crucial to building student enrollment, influencing policy makers, and developing a place of pre-eminence in the Midwest. What do you consider to be your department's accomplishments for the 2006-07 year that will contribute to this effort? (Please list in priority order and limit to no more than 8.)**

Achievements The Office of Continuing Education collaborated with Indiana State University academic units to provide the Office of Continuing Education (OCE) clients with a comprehensive array of revenue-generating credit and non-credit courses, as well as public service programs, and associate services. • The 2005-06 Convocation Series was sold out and in terms of audience response the season was well received i.e., numerous attractions received a standing ovation. • An entrepreneurial revenue distribution formula was developed and forwarded to the provost. In an effort to foster revenue-generating activities an Entrepreneurial Team was identified and will convene after the revenue distribution formula has been approved by the appropriate university officials. • Expanded the offerings of noncredit courses for the general public adding new courses and instructors and signed an agreement with TravelLearn to add educational travel programs for adults. • Continued partnership with Indiana University School of Medicine Terre Haute and West Central Indiana AHEC to offer the free Mini Medical School to the public. The 2006 program had 840 attendees. Offered four outstanding, well-received speakers in the University Speaker Series. • Conference Services supported sixteen events reaching 5,000 participants. • Provided conference services for new initiatives held on campus: 1. Bioarchaeology and Forensic Anthropology Association Meetings sponsored by the department of Geography, Geology, and Anthropology (BARFAA) 2. Indiana Academy of Social Sciences Conferences (IASS) sponsored by the College of Arts and Sciences 3. Midwestern American Society for Eighteenth Century Studies 4. Conference (MWASECS) sponsored by the English department 5. Counselor Day on Campus sponsored by the College of Education, department of Counseling

##### **Enrollment**

#### **What steps did you take this year to aid ISU in overcoming enrollment challenges?**

Steps Taken to Overcome Enrollment Challenges • Approximately 450 sophomore high schools students from Parke and Vermillion counties visited Indiana State University during April, 2006. The purpose of the visit was to introduce the students and peak their interest to attend Indiana State University. The visit was a result of the Office of Continuing Education's representation on the Parke- Vermillion Education and Training Interlocal Board. • The Convocation Series is an academic and cultural program and, as such, is an integral part of the University's concept of providing an educational environment for the Indiana State University students and the Terre Haute community. Special efforts are annually made to attract area grade and high school students to convocation series events (concerts and residency activities) by working cooperatively with the area teachers to promote a "group student rate" i.e., student groups of five or more (and who are chaperoned by an area teacher) are eligible for a group rate. By attending a sold-out convocation series event, the students will hopefully consider attending Indiana State University following graduation. • The Office of Continuing Education will continue to encourage and assist academic

departments in offering credit courses as workforce development opportunities and at off-campus sites.

### Action Steps

#### **Do you have any further progress you would like to report?**

Community Engagement activities performed by OCE professional staff: • Linda Crossett serves as a member of the Fund Distribution Committee and chairs a Fund Distribution Panel for United Way of the Wabash Valley • Since the inception of the Let's Get Real program, an experiential exercise for all Vigo County School Corporation 8th grade students, Jeanie Klippel has been a committee member. The Character Education and the Vo Tech Awards are two of many projects provided for VCSC students by the Academic Business Council. • Allen Varner convenes and serves on the Wabash Valley Educational Alliance steering Committee. The Wabash Valley Educational Alliance (WVEA) began as a consortium in Terre Haute, Indiana. WVEA is a collaborative consisting of Wabash Valley educational institutions and the Western Indiana Workforce Investment Board. Educational members include Indiana State University, Ivy Tech Community College of Indiana, Purdue University, Rose Hulman Institute of Technology, Vigo County Schools, St Mary-of-the-Woods College, Indiana University School of Medicine - Terre Haute Campus, and Vincennes University. • Allen Varner serves as a Parke-Vermillion Learning Network Board Member. • Allen Varner serves as a Parke-Vermillion Education and Training Interlocal Board Member. • Allen Varner is a member of the Indiana Presenters IPN Board of Directors. • Allen Varner provides leadership for the Terre Haute Tomorrow Education Strategic Action Team. The purpose of Terre Haute Tomorrow is to provide vision and leadership in administering and coordinating cooperative efforts of growth and economic development taking place in our community. • Allen Varner was appointed by Lt. Governor Rebecca S. Skillman to the Strategic Planning Committee (SPC) for development of the Indiana Rural Strategy.

### Assessment

#### **What are two ways in which you evaluated the quality or effectiveness in your area last year? What changes did you make based on those assessments?**

Assessment • OCE staff constantly examined how the Office of Continuing Education can help fulfill "More, From Day One" at Indiana State University. • Following selected attractions, the Convocation Series provides attendees with an opportunity to complete an evaluation instrument. • Conduct course/program evaluations with participants in noncredit courses, we continue to improve our services and offer new courses and programs based on participant input. • A committee, the Provost, and the President review the proposals for Speakers Series and Convocation Series events. • Post-conference and event debriefings of each activity.

### Budget

#### **As you know, ISU is facing significant budget challenges. Finding ways to overcome these while increasing efficiency requires innovation. How are you overcoming your budget challenges this year?**

Budget To overcome budget challenges the Office of Continuing Education will: • Continue to move from a public service unit to a revenue-generating unit while maintaining high standards of accountability. • Continue to create an understanding that the charge to generate new revenue through revenue-generating activities cannot be the responsibility of the Office of Continuing Education alone; it is a university-wide responsibility that is shared by the Office of Continuing Education and the colleges. The Office Continuing Education has no faculty of its own, and must depend on the faculty (and adjunct faculty) of the academic colleges in achieving its

revenue-generating charge. This is entirely appropriate, but it highlights the fact that the generation of new revenue through revenue-generating activities is a shared responsibility. • Develop a working relationship with the soon to be built Hilton Garden Inn Terre Haute House

### **Strategic Initiatives**

#### **Development Activities**

#### **What role might your unit play during the silent phase of the comprehensive fundraising campaign?**

Development Continue to offer special seating at Speakers Series or special events connected to the Speakers Series for President's Society members and work with Development to create other special events or noncredit courses for donors. Per the ISU President's Society for the Arts Annual Operation Plan the following is a list of potential events for Fall 2006 and Spring 2007 that may be considered. Planning for these events will depend on schedules which are being developed. 1. Convocation Series Opening Reception/Fundraiser 2. Backstage tour 3. Private intermission receptions 4. President's Breakfast for the Arts 5. Meet the artist reception 6. Chocolate/wine tasting reception 7. Annual Donor and Volunteer Recognition Dinner

### **Future Goals**

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#### **Have you considered any action steps your department could make to enhance Indiana State University's reputation as a University of choice? If so, please indicate what you are planning to do and tell us which area of planning your steps fall under.**

Future Goals The Office of Continuing Education ongoing goals focus on strategic directions that are both entrepreneurial and pragmatic. These goals are based on the mission of the office and are congruent with institutional goals as outlined in the Indiana State University Strategic Plan. The goals align with CE, or Community Engagement. The Office of Continuing Education has adopted six goals supporting the strategic goals of the University. Goal # 1 Articulate the Office of Continuing Education's role and increase institutional and community awareness of the Office. Goal # 2: Continue to establish a consistent and effective fiscal policy (incentives to departments and faculty members) for the development and delivery of selected OCE learning activities. Goal # 3 Pursue a measured growth strategy in both enrollments and number of programs that further the institution's goal to "deliver an educational environment that is responsive to the needs of the community and state and is professionally attractive to highly motivated students and faculty". Goal # 4 Be a contributor to the body of scholarship on continuing education. Goal # 5 Advance the presentation on and excellence of the arts through the enhancement of intellectual and creative expression in West Central Indiana. Goal #6 Pursue a growth strategy for expansion and development of conference activities, i.e. partner with Hilton Garden Inn Terre Haute House.