Indiana State University

2005 - 2006 Administrative Annual Report

Distance Support Services

Year in Review

<u>Achievements</u>

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.)

1. Communication – to improve the quality of service and frequency of communication a. Conducted survey to students enrolled in distance courses to assess the quality of service and programs. b. Collaborated with Dr. Harder in College of Business to create an all-encompassing database to better track and serve students. c. Thoroughly reviewed websites and have worked with Communications and Marketing to make changes and "brand" the sites. d. Continued "How to…ISU" training with Learning Center Coordinators. e. Reached over 3000 subscribers to Distance News – a just-in-time listserv for distance students, faculty and staff. f. Served as point of contact for Summer@ISU website and print design, and provided phone support to inquiries 2. Recruitment and retention of distance/transfer students a. Presenting: Indiana State University recruitment event at Vincennes University, Ivy Tech Community College Indianapolis and Evansville campuses. Expanded to Lafayette, Bloomington, and Terre Haute Ivy Tech. Onsite admission and registration available. b. Actively participate on ISU/Ivy Tech Wabash Valley Joint Task Force i. Established bimonthly dates to set up recruitment table at Ivy Tech campus ii. Focus on dual admission and Bridge Back to ISU brochures, processes, and further communication efforts. iii. Creating a visual presence on the campus (bulletin board) c. Statewide marketing i. Nursing: Statewide mailing of posters / flyers to 200+ hospitals in Indiana and all CCS and SCEA learning centers with follow-up visits to selected hospitals by regional coordinators. ii. Professional Development for Educators: Launched new web page and announced with statewide mailing of posters to all public schools and school corporations in Indiana - plus all CCS and SCEA learning centers with follow-up visits to selected offices by regional coordinators. iii. All distance programs: Statewide mailings (i.e., brochures, posters) to partner institutions, including: Ivy Tech Community College; Vincennes University; CCS, SCEA with follow-up visits to selected campuses and learning centers by regional coordinators. 3. Distance/Transfer student improvements: a. Assumed the responsibility for transfer transcript data entry i. Six staff trained on data entry ii. Established expectations for turn around time iii. Worked collaboratively with Admissions to establish process for currently enrolled students b. Transition from videotape delivery to DVD c. Intensive cross training of student services staff 4. New distance programs Signed program agreements, coordinated course development, and implemented marketing and student services for new distance learning programs in the following areas: New Minors for Transfer (DegreeLink) Students: • Accounting Minor • Packaging Technology Minor Professional Development Programs: • Family Nurse Practitioner (Graduate Certificate) • Public Personnel Administration (Graduate Certificate) • Teaching English as a Second / Foreign Language (Graduate Certificate) • Vocational Business Education (Graduate Licensure) 5. University Testing a. Updated SIRMA (history) software b. Additional scanner to increase productivity and turn around time c. Cross training for staff

<u>Enrollment</u>

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

What steps did you take this year to aid ISU in overcoming enrollment challenges? Distance Support Services and Transfer Central are under the umbrella of Enrollment Services. Everything we do is targeted to enrollment both recruitment and retention. Specifically, the steps below highlight our efforts. 1. Presenting: Indiana State University transfer recruitment events 2. Talisma -communication software 3. Transfer transcripts entry 4. Data base creation 5. Web sites updates 6. Printed materials 7. New program growth 8. Enhanced relationship with Ivy Tech Community College – Wabash Valley 9. Staff participation with Admissions Dial-a-Student

Action Steps

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

Expanded number of PISU events at our partner institutions. Added new distance programs, courses for educators – professional development targeted campaign.

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?

What are the two ways in which you evaluated the quality of effectiveness in your area last year? 1. Informally gather feedback from constituents such as students, learning center coordinators, faculty, and staff. 2. Document attendance and level of interest at recruitment events. 3. Conducted an online survey, with the assistance of Dr. McKitrick, of all students enrolled in a distance course. What changes did you make based on those assessments? We have thoroughly rethought the Presenting: Indiana State University transfer recruitment events. Date the event is held, event set up, adjusting scale of event (increasing or decreasing ISU staff/faculty participation) are all proposed adjustments for next year's events. We are now evaluating the results from our online survey to learn what our students need and value from our office.

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?

On a superficial level, we have reduced the number of printers in our offices, require that all purchases be researched and approved by supervisor, reduced graduate student position to one. Encouraged thoughtful consideration of travel plans and needs by distance coordinators who travel throughout the state. Reduced number of printed, marketing materials as we emphasize information available online. In a more global effort, we offered a $10,000 permanent budget reduction, sacrificed one unfilled position, and reallocated human resources to another office.

Strategic Initiatives

Development Activities

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

More information is needed before we can comment on how we might be of assistance. Very little information has been communicated.

Future Goals

<u>Future Goals</u>

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.

1. Expand Presenting: Indiana State University transfer recruitment events (EM) 2. Implement automated campaign (email and letter) to transfer and distance students (EM) 3. Improve websites (EM, IE, TCH) 4. Further implement dual admission and Bridge Back to ISU programs (EM) 5. Continue staff development and cross training as we strive for a one stop experience for students (EM)