

# **Division of Continuing Studies**

Annual Report for  
Calendar Year 2006

March 21, 2006

**Deborah Conklin**  
Executive Director

# College Mission and Vision

Unit	Section	No.	Statement
	A-Mission	NA	<p><b>MISSION</b></p> <p>The mission of the IPFW Division of Continuing Studies is to provide high quality lifelong learning opportunities that address regional needs by enhancing economic development and quality of life through community outreach in areas of personal enrichment, professional development, credit programs, degree completion, distance learning, and entrepreneurship.</p> <p><b>VISION</b></p> <p>To be recognized as an integral part of the Northeast Indiana regional community and as the partner of choice in delivering quality lifelong learning opportunities.</p> <p><b>GUIDING PRINCIPLES</b></p> <p>We base decisions upon their harmony with our mission, vision, and guiding principles while communicating the mission of IPFW through our work in Continuing Studies.</p> <ul style="list-style-type: none"> <li>• We value the pursuit of knowledge and education in an environment that encourages free and open inquiry for students and staff.</li> <li>• We provide high quality educational opportunities and outstanding services to our students and customers.</li> <li>• We respect and value the strengths and diversity of our students, staff, and university at large.</li> <li>• We establish an environment that is creative, fun, and promotes a “can do” attitude.</li> <li>• Our conduct is characterized by honesty and integrity through open communication and civil discourse among all groups within the university.</li> <li>• We support and recognize the commitment and accomplishments of the staff, students and faculty.</li> <li>• We embrace change and are willing to adapt as new opportunities emerge.</li> <li>• We promote teamwork among staff, faculty, students, and community partners.</li> <li>• Whatever we accomplish is a tribute to our combined efforts.</li> <li>• We develop internal and external partnerships to enhance lifelong learning opportunities in the region.</li> <li>• We make sound financial decisions as a self-supporting division that allows for reinvestment and growth in future regional lifelong learning programs.</li> </ul>



**College Goals and Accomplishments  
Calendar Year 2006**

<b>Unit</b>	<b>Section</b>	<b>No.</b>	<b>University Strategic Goals</b>	<b>College Goals</b>	<b>List of 2006 Activities and Accomplishments</b>	<b>Bottom Line Metrics (Show at least 2 yrs' of data)</b>
	B-Goals	1	<b>Provide innovative, relevant, and rigorous academic programs</b>	<i>Focus new program development and expansion on economic and professional development needs of the region through undergraduate, graduate, certifications and degree completion.</i>	Identify and develop distance learning minors and/or certificates that fit with the needs of DL students and the General Studies degree.	Certificate in Civic Engagement and Public Advocacy developed.
						Approval gained for Folk F305, Gen. Ed. Area 6.
						Approval gained for JOUR J210, Gen. Ed. Area 5.
					The following new courses have been developed online: HIST H105, PHIL 110, PHIL 111, PHIL 275, PHIL 312, OLS 268, SPEA H120, ENG W331, SPEA S101, ENG G500, and ENG G302.	11 courses developed in 2006; 9 courses developed in 2005.
					Continue to market the online A.A.G.S. and the B.G.S. degrees.	-Online degree information is included in the General Studies brochure, Division's catalog, WebPages, DL Blogs, and newspaper marketing.
					Continue to market the B.G.S. at Ivy Tech State College and partner with Admissions on promotions.	-The first A.S. graduate in General Studies at Ivy Tech enrolled in fall '06. Student will be tracked for progress.  -Updated articulation agreement to add new courses approved at Ivy Tech.  -Will continue to give Ann Brown marketing materials for her visits to Ivy Tech.
					Develop Teacher Leader certificate,	-Escuela Sabatina proposed and

					Nursing Leader certificate, Clinical Nursing Research certificate, and Escuela Sabatina Intercultural Saturday Leadership School program.	approved; Marketing materials developed. -These projects have been tabled by Nursing and Education: Nursing Leader, Clinical Nursing, and Teacher Leader.
					Entrepreneurship Certificate Programs offered to non-business majors, non-business alumni and community members.	Total of 357 registered in Entrepreneurship in the Arts Certificate Program and the Art of Growing Your Business to the NxLevel.
					New courses offered through partnership with SBDC. Courses include: The Art of Business, Entrepreneurship in the Arts, How to Create Core Products and Multiple Streams of Income, Introduction to Franchising, Procedure Manuals, Cultural Differences Between the US and Mexico; Internal Business and Trade, Business Technologies; Personal Credit Repair; Streetwise Marketing, and Business 101.	14 new courses developed with 194 registrations.
					Leverage resources and partnerships to create a Japanese Saturday School hosted on campus.	School open in August 2006 with 20 enrollments. In addition, funding was secured and a strong partnership with the Alliance was developed.
				<i>Increase educational access for learners through a broad range of course delivery options, including community based, technology-mediated, and international study programs.</i>	Research and Development strategies for online Career Planning.	-Online Career Planning committee formed with ACCS, General Studies, and other appropriate departments to help gain approval for implementation.  -Committee developed to research Online Career Planning software packages.  -Committee formed to meet with ITS to understand backbone restrictions and incorporation into the my.ipfw.edu website.
					Provide increased access for learners through Distance Learning technology improvements.	-Committee developed to research and develop audio and video PodCasting.  -Conversion of some already existing pre-recorded videos were converted to

						<p>streaming format for inclusion in newly developed online courses. These courses are PHIL 312, HIST H105. Faculty members are using Apreso recordings from live courses in there online courses including ECON E270, ECON E200, PHIL 110, and PHIL 111.</p> <p>-A new website was developed for distance learning students who use Channel 5 to receive their course content. The site includes a live feed that is viewable anywhere from a computer with Windows Media Player. The site also includes archived recorded classes. The site can be found at <a href="http://www.ipfw.edu/dlearning/TV/default.shtml">http://www.ipfw.edu/dlearning/TV/default.shtml</a>.</p> <p>-Video streaming is now available via Apreso from KT 147, KT G20, and KT G22.</p>
					Increase the number of noncredit offerings at the Warsaw Center.	46 courses were offered with 169 registrations in 2006, which is an 82% increase in enrollments.
					Pilot a distance learning approach with instructor Kirk Johnson and his business courses.	Two of Instructor Johnson’s classes were recorded in Apreso: The Art of Closing Any Deal and Mastering the Sales Process. Other programs are under review for future distance learning implementation.

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	B-Goals	1	<b>Provide innovative, relevant, and rigorous academic programs</b>	<i>Increase educational access for learners through a broad range of course delivery options, including community based, technology-mediated, and international</i>	Improve course rotation at all off-sites and on-weekends, including the expansion of MSED cohort to Warsaw or Kendallville. Evaluate effectiveness of “Summer 6 pack” condensed format courses and continue top work toward hybrid and accelerate format courses and	<ul style="list-style-type: none"> <li>- MSED to Warsaw has been initiated.</li> <li>- Summer 6 pack went well; 7 courses with 86 total enrollments.</li> <li>- New course rotation matrix developed to assist in better planning toward degrees &amp; certificates.</li> <li>- Hybrid course committee development meetings have taken place and will</li> </ul>

			study programs.	certificates.	continue.
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Unit	Section	No.	University Strategic Goals	School Goals	List of 2006 Activities and Accomplishments	Bottom Line Metrics (Show at least 2 yrs' of data)
	B-Goals	2	<b>Create an exceptional campus environment for a diverse community of learners</b>	<i>Broaden the diversity of the division's student community through curricular transformation, specialized services and programming for students from under-represented populations.</i>	Continue development of new online courses in collaboration with university schools and Women's Studies	<p>-These courses were targeted for development: W210, W302, and W340. A DECCO was approved and W210 has been developed and is currently being taught online.</p> <p>-Approval is pending for the Introduction to Gerontology courses. The Psychology, Death, and Dying course is under development and will be offered in fall 2006.</p> <p>New online Certificates were developed or are in process of being developed:</p> <ol style="list-style-type: none"> <li>1. Developed: ECET Networking Certificate (total 19 credits) and includes these courses: CPET 181, CPET 384, CS160 or ECET 114, and CPET 355.</li> <li>2. In Process: TESOL Certificate (online/hybrid certificate) and includes these courses: ENG G500, G302, LING P512, and LING L322.</li> <li>3. In Process: Civic Education and Public Advocacy Certificate – will be marketed in next DCS catalog.</li> </ol>
					Escuela Sabatina to utilize dual immersion model, with special outreach to immigrant populations. Reality Spanish for Health Care to be delivered at various health care sites in the community.	SPAN S105 Communication and Culture: Reality Spanish Healthcare ran fall 2006 with 16 enrollments. Other Reality Spanish courses developed (Healthcare, Law Enforcement, Education, and Workplace) and may be offered in 2007.
					Expand the breadth and diversity of language offerings.	Foreign language program expanded with new courses in Japanese, Portuguese, Reality Spanish for Business, Chinese for Travelers, Italian, and English for Success with 127 registrations.
					Courses offered to community	<b>2006:</b> # of registrations 756; # of session:

				members at SBDC through partnership with SBDC.	54. <b>2005:</b> # of registrations 112; # of courses 15
				Focus on promoting and delivering Contract Training projects to the area.	<b>2006:</b> Total courses delivered: 90; total companies served: 20. <b>2005:</b> Total courses delivered: 84; total companies served: 15 Working closing with the Office of University Engagement, developing relationships with the LEDOs; and continuing to maintain contact with SBDC for potential training opportunities.
				Leverage resources and partnerships to create a Japanese Saturday School hosted on campus.	School open in August 2006 with 20 enrollments. In addition, funding was secured and a strong partnership with the Alliance was developed.
			<i>Connect students to campus and enhance learning by providing program advising, career/major decision making, mentoring and support services responsive to student needs.</i>	Expand Internet advising services to General Studies students and email points of interest once a month to General Studies students.	<ul style="list-style-type: none"> <li>- 2 emails are sent out once a month to General Studies students informing them of events for the program and at IPFW.</li> <li>- All email questions are responded to promptly.</li> <li>- Plans of study are emailed to General Studies students.</li> <li>- General Studies students are also accommodated by offering telephone advising and after-five appointments.</li> </ul>
				The General Studies Alumni Council will plan and carry out the "Ementoring Event" for fall 2006.	<ul style="list-style-type: none"> <li>- A mentoring page was added to G.S. Web site.</li> <li>- Email newsletter sent out to mentors/mentees three times a year, along with email blasts.</li> <li>- 60 people attended the 2006 "Ementoring Event", with 20 matches made.</li> <li>- Internships were developed for three General Studies students.</li> </ul>
				Increase promotions for alumni membership.	<ul style="list-style-type: none"> <li>- Letters are sent to one-year-out graduates to let them know their membership is expiring.</li> <li>- General Studies alumni attended the Mastodon Roast.</li> <li>- Nine paid Alumni memberships</li> </ul>

						were received at the “Ementoring Event”.
					Develop programming at AHEC/Lafayette Medical Center and other central city locations.	Successful programming added at AHEC- two courses held in 2006 with 13 enrollments. Programming also added at South Side for 2007 and exploration for other sites will continue in 2007.
					Investigate what University support services have been under-utilized by noncredit students and create a strategy to increase usage (e.g. Career Center, Multicultural Services, Library, etc.)	PPD staff learned about and promoted the following university services to PPD students: Financial Aid, Network/Security ID’s, Bookstore, Services for Students with Disabilities, and Testing Services.

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	B-Goals	2	<b>Create an exceptional campus environment for a diverse community of learners</b>	<i>Connect students to campus and enhance learning by providing program advising, career/major decision making, mentoring and support services responsive to student needs.</i>	Continue to fundraise for the General Studies Alumni Scholarship Fund.	“A sound investment” postcard, detailing the scholarship fund, was created by marketing and mailed to current General Studies students and all G.S. graduates. Scholarship information can also be found on the General Studies Web site at: <a href="http://www.ipfw.edu/dcs/scholarship/">http://www.ipfw.edu/dcs/scholarship/</a> Application for G.S. scholarship will be added to Web site in 2007. -\$5,000 collected during 2006 Scholarship Fund Drive.
					Partner with ACCS and present a “Resume Workshop”.	<ul style="list-style-type: none"> <li>- Two resume workshops were presented in February 2006; 18 individuals attended.</li> <li>- Two more workshops have been scheduled for March 2006.</li> <li>- A resume article was featured in the General Studies <i>Generally Speaking...</i> Spring 2006 issue.</li> </ul>
					Survey alumni one-year and five-year-out annual as part of the assessment plan.	The survey as put on a special Web site. Letters and postcards were also sent out to alumni.
					Assess student writing skills in General Education Area 6 Course.	Student samples of work from these Area 6 fall 2006 courses were reviewed

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	B-Goals	3	<b>Promote the scholarly and creative achievements of faculty, students, and staff</b>	<i>Recognize and reward faculty, staff, student, and alumni contribution and achievement.</i>	Recognized and reward Distance Learning faculty, staff, and students	<p>by a faculty panel. Faculty suggested we continue the process to check for trends.</p> <ul style="list-style-type: none"> <li>- Michelle Drouin, Ph.D. was the recipient of the 2006 DCS Faculty Star Award.</li> <li>- Deb Hein was nominated and awarded the 2006 ICCE Staff Member of the Year Award.</li> </ul>
					Develop and publish stories of students and alumni achievements in local and area media, newsletters, catalogues, and the division annual report and Web site.	<ul style="list-style-type: none"> <li>- <b>Joe Soe</b>, alum, received the 2006 Governor's National Service of Volunteerism Award as Program Coordinator for AmeriCorps/Indiana Reading Corps Programs and the 2006 IPFW Alumni Citation Award.</li> <li>- <b>Bonnie Moorman</b>, alum, presented a session, "Changing the Way We Hire, Promote and Develop" at the Fort Wayne Business Expo (May)</li> <li>- <b>Rick Taylor</b>, current student, used in the travel information campaigns postcard.</li> <li>- <b>Shelley Gaylor, Katie Blosser, and Sarah Hadsell</b>, current students were bloggers for distance education. Shelley and Katie were featured in the Spring Generally Speaking issue. Sarah was featured in an article in the Fall 2006 issue of Generally Speaking.</li> <li>- <b>Cindy Amber</b>, alum, featured in Fort Wayne, April 2006, partner at Kid's Law, non-profit children's advocacy group.</li> <li>- <b>Pat Arthur</b>, alum, featured in Senior Life Newspaper, June 2006, published author on the history of church organs in Fort Wayne.</li> <li>- Students in the Student Success brochure.</li> <li>- General Studies received the Association for Continuing Higher Education, Region 6 (Illinois, Michigan, Ohio, Wisconsin, Indiana, and</li> </ul>

					<p>Southwestern Ontario) award for 2005 Credit Program of the Year. This was presented at the combined conference of ACHE and ICCE in March 2006. The award recognizes programs that provide outstanding learning opportunities and/or services to credit students within the region. The awarded program has consistently utilized resources in creative new ways, has demonstrated new and different types of cooperative partnerships, and has provided quality customer service to students within the region.</p> <ul style="list-style-type: none"> <li>- <b>Julie Hook</b> was a co-chair for the state advising conference, IAAN (Indiana Academic Advising Network), held at IPFW in May 2006. Sandy, presented, "Ementoring 101" at the conference.</li> <li>- <b>Lyna Weaver</b>, alum and DCS staff member represents General Studies on the IPFW Alumni Council, featured in Spring 2006 Generally Speaking.</li> <li>- 23 General Studies students were inducted into IPFW's chapter of the national Omicron-Psi Honor Society.</li> <li>- <b>Carol Tanner, Roxanne Kingsbury, and J. Mark Whinery</b>, all GS alumni, joined the staff of Continuing Studies. Mark also serves as the IPFW representative for the IU Continuing Studies Alumni Council.</li> </ul>
				Each year nominate at least one PPD staff, faculty, or course for award recognition.	Entrepreneurship in the Arts nominated and on the UCEA Mid-America Region 2006 Creative Program Noncredit Award.
				Annually recognize all certificate completers in the catalog.	2006 certificate completers were recognized in Summer 2007 catalog; 33 students completed certificates in 7 different programs. Annual tracking began in 2006.
				Recognize SBDC instructors for support and contribution.	Instructors incorporated in PPD instructor processes. They are also given

						additional support and recognition by SBDC.
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	B-Goals	3	<b>Promote the scholarly and creative achievements of faculty, students, and staff</b>	<i>Identify external/internal funding or support for collaborative community and regional programming including research needs of the division.</i>	Support research in COM comparing student outcomes online vs. face to face with Adam Dirksen and Marcia Dixon.	Steve Carr is studying the comparison of distance students that are communicating via Breeze with students in the classroom. One year of a two-year data collection completed.
					Research grant comparing students' outcomes in 2 way vs. face to face with David Rider.	Rider study was completed.
					Identify a programming need in Kosciusko County and submit a grant for funding to the Kosciusko County Community Foundation (KCCF).	Reality Spanish agreement secured between the KCCF and IPFW. Three sections offered with 8 registrations.
					Secure funding from the Alliance and other resources to support the Japanese Saturday School.	JSS budget was developed and (3) funding commitments were secured, including a three year commitment from the Alliance.

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	B-Goals	4	<b>Advance economic development and the quality of life in Fort Wayne and the surrounding region</b>	<i>Assess the workforce development and training needs of region through market research and consultation with chambers, elected officials, economic development organizations, community leaders</i>	Partner with Personal and Professional Development to develop and launch online professional development programs.	Working on gaining approval for online version of Systems Engineering Course for both credit and non-credit options.

				<i>and other stakeholders.</i>	
					Deepen relationship with 4-County Vocational services and move today certificate programs there.
					4-County relationship has increase enrollments: Five courses with 45 enrollments in spring '06 and seven courses with 69 enrollments in fall '06.
					Conduct follow-up surveys of all certificate completers 3-6 months after completing the program to assess impact.
					Real Property Services certificate pursuers and completers surveyed. Results show increased industry knowledge and career building.
					Conduct Warsaw focus groups to gather market research on the training needs of the region.
					Focus group meetings resulted in several enhancements including increased visibility of offerings in the DCS catalog, enhanced photographs of Warsaw Center in marketing materials, and targeted mailings to organizations in the Warsaw area based on chamber meetings. Warsaw staff conducted site visits to companies and schools and "Chamber After Hours" event held at the Warsaw Center. Another enhancement includes signage placed on US 30 and updated banner at Center.
					Conduct Fort Wayne focus groups to gather market research on the training needs of the region.
					Market research conducted on the need for senior/retired learners programs. IPFW VPA Summer Arts Exploration and IPFW DCS Lifelong Learning Academy to be consolidated and overhauled for a 2007 implementation.
					Courses offered through partnership with the SBDC.
					New courses developed: 14; total number of courses offered: 36 with 271 enrollments.
					Deliver contact training to businesses new to IPFW.
					Contract training delivered to four new companies; total enrollments: 99 Partnered with other departments & organizations to meet new companies (e.g. Purdue TAP & Office of Engagement, and Regional Chambers of Commerce), including participation in

						regional business conferences and events.
					Assist divisional areas in concerted needs assessment effort by compiling existing survey data from current and prospective students and employer and assist in developing a plan to implement additional tools to extract community needs information for purposes of defining marketing strategies.	Plan developed in 2006 and will be implemented in 2007. Steps include: <ol style="list-style-type: none"> <li>1. Define what needs to be assessed and what information is needed for which audience.</li> <li>2. List steps to be taken for each need and audience.</li> <li>3. Determine the tools that will be used by audience and purpose.</li> <li>4. Implement the tools for each specific audience.</li> <li>5. Assess the results.</li> <li>6. Create and action plan based on the assessment.</li> </ol>
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	B-Goals	4	<b>Advance economic development and the quality of life in Fort Wayne and the surrounding region</b>	<i>Focus new and expanded regional economic and professional development programming on training certifications that address skill shortages, increase productivity, and advance or expand career.</i>	Working with Collegiate Connection and grown our dual credit programs in high schools via 'fast track' with certified teachers and via 2-way interactive video.	School Based program was successfully launched. Two courses were offered in fall '06 with 23 enrollments.
					Investigate the viability of offering a financial planning certificate and make a recommendation on what should be done.	Certified Planning instructor identified. Training needs for Certified Financial Planning identified. Continuing Education to be first need addressed and to be implemented in 2007. Personal Finance Education program will be implemented in 2007.
					Work with Dr. David Young to explore what can be done to expand the offerings targeted to the mental health community.	Two courses offered: Outpatient Treatment for Eating Disorders and Hidden Faces of Mood Swings. 104 total registrations.
					Based on findings from market research, finalize a plan to launch at least one new certificate program.	Programs developed for a 2007 implementation include Creative Suite, Personal Financial Planning, and

						Advanced Management Certificate Programs.
					Assist academic units in pursuing SSI funding.	Worked on (1) proposal with the School of Business & Management Sciences. Awarded 2 years of funding at \$151,700.

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	B-Goals	5	<b>Pursue the continuous improvement of university operations</b>	<i>Develop and carryout integrated marketing plan that promotes the university through the division, create new stakeholders, incorporate efforts to gain local, state and regional recognition for programming and administrative accomplishments.</i>	Develop marketing plan for distance learning program that incorporates media, web, and printed materials.	Several new web pages for DL have been developed: Distance Learning TV, Meet your Instructor, and Meet the DL Staff. Meeting the DL Student is currently being developed.
					Continue development and marketing of Distance Learning Blogging Web site.	The Web site is updated regularly is used continuously being used by General Studies Staff as a resource for future students. Site address: <a href="http://www.ipfw.edu/dlearning/blogs/">http://www.ipfw.edu/dlearning/blogs/</a>
					Develop an online marketing resource toolkit and make available to division staff and external vendors. Include high resolution design elements and logos, approved fonts, DCS PowerPoint template, division talking points, and news releases.	The following has been made available on the Intranet: Graphic Style Guide, Design elements and logos, and Pre-printed masters. Available on the O:Drive under Marketing /Toolkit is the DCS Boilerplate and Talking Points outline.
					Create division photo library by transferring existing photos into a common format, add new photos, and make available for viewing.	Several Hundreds of photos are available in a CD collection. Electronic/online catalog of DCS images was created on the IPFW images server. Uploading of photos into the catalog will start in Feb. 2007.
					Assess pre-printed promotional master usage by area and make recommendations for improvements.	Over 50 different projects (brochures, flyers, and postcards) have been done in 2006 using the pre-printed masters. Although the templates are available to

						the staff and are being used occasionally, having most of the pre-printed master projects go through marketing provided higher quality and overall more professional look of the pieces going out to the public.
					Implement a standardized marketing process for ECT.	Ten marketing campaigns and tools were created and used; marketing department assisted with this effort. In addition, the DCS catalog was accessed to determine how it can be used for effectively to promote ECT services; and various business conferences and events were identified as sources for marketing ECT services. Communication with URC will be maintained.
				Design, monitor and measure improvements in division programming, operation, and customer services	Increase participation in Distance Learning course evaluation, including continuing to report results of evaluation to faculty and departments; take appropriate action on student comments to assure students that we are listening.	Working toward a summarative evaluation for distance learning.
					Provide faculty development opportunities on how to increase participation through the use of WebCT.	Contact group was created for current DL faculty in GroupWise and is used regularly by staff to pass on information concerning training available through CELT and ITS. Interim Director Eric Vitz, who participates in "Day in the Life" DL Blogging Web site, also includes updates and WebCT for faculty members in his responses.
					Increase Distance Learning tools and resources available online.	The "Meet your DL Instructor" Web site was developed with sample syllabi and is continually updated with new information. The Web site is: <a href="http://www.ipfw.edu/dlearning/Faculty/default.shtml">http://www.ipfw.edu/dlearning/Faculty/default.shtml</a> The site includes picture of faculty, biographical and contact information, and a sample syllabus for most courses.
					Provide printed and Web "How to Guides".	Distance Learning faculty were surveyed concerning the top issues that students struggle with during the first weeks of a distance learning course. The "Week One

						<p>Learning Module” was developed and is being used by more than 25 Distance Learning faculty. The learning module is included in all faculty members WebCT courses and includes interactive “How to Guides” on the following top issues:</p> <ol style="list-style-type: none"> <li>1. Using WebCT mail.</li> <li>2. Attaching homework to WebCT.</li> <li>3. Using the Discussion feature in WebCT.</li> <li>4. Updating Java.</li> <li>5. Tuning your Browser.</li> <li>6. Instructor expectation. The learning module also includes an assessment tool for each of the issues.</li> </ol>
					Develop partnerships with bookstores in the region to promote Continuing Studies programs. (e.g. “Partners in Learning”)	Barnes and Noble & Border bookstores in Fort Wayne regularly included in PPD marketing and promotional efforts.
					Implement methods to track customer response and promotional piece effectiveness and continue to define target audiences through demographic and enrollment analysis.	<p>The first tracking forms for newspaper ads advertising information sessions on campus (for travel and MSEd) and off-campus courses have been introduced. Although turnout for the information sessions wasn’t high, the tracking forms that were filled out gave us a clear indication of which ads they saw. The off-campus enrollment tracking cannot be totally conclusive, but enrollments were growing on the days following the ad publication.</p> <p>Aceweb demographic information captured: 860 surveyed; 25% male; 49% female; 26% did not answer. Age groups consist of:</p> <p><b>18-20:</b> 3.43 %; <b>21-25:</b> 11.92%; <b>26-30:</b> 16.77%; <b>31-40:</b> 24.04%; <b>41-50:</b> 27.07%; <b>51-64:</b> 19.60%; <b>65+:</b> 1.82%; <b>No answer:</b> 69.09%.</p>
					Number of customer responding from particular promotional effort. Target audience demographics	Watchfire software is still unavailable, so online tracking couldn’t have been implemented. An alternative option needs

					captured from Aceweb.	to be looked at. Some counters were implemented on Web pages (i.e. Travel site), but because of their unreliability, the results are not sufficient.
					Continue to improve and streamline project management process and workload tracking. Put Marketing project schedule on Intranet for internal availability fro information and planning purposes.	The marketing projects schedule is available on the O:Drive under Marketing. The marketing team agrees that a marketing plan for each department will serve everybody much better instead of an integrated marketing map. The marketing plan draft has been created. Project management process has been streamlined and workload is better distributed.

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	B-Goals	5	<b>Pursue the continuous improvement of university operations</b>	<i>Design, monitor and measure improvements in division programming, operation and customer services.</i>	Continue to improve and update Continuing Studies budgeting and financing management systems.	-Financial statements now include the budgeted totals for each account for easier comparison to actuals. -The following new reports were created: PD escrow report; Japanese Saturday School report; ACELink report; Additional report in the annual report. -The following reports were revised/improved: Funded Faculty report (tabs added for each instructor for easier reading); Closing reports (added SBDC).
					Handle transition to automated PPD reports created in collaboration with ACEWare representative and manage any subsequent training.	The following reports have been automated and are currently used: PPD form 9; PPD form 36 and PPD faculty salary list.
					Develop and maintain departmental	The Credit, PPD and Business timelines

				timeline.	are complete. Each timeline is available on the Continuing Studies intranet site and include an interactive checklist for easy review of completed tasks.
				Manage Continuing Studies transition to OnePurdue.	OnePurdue was not implemented in 2006. The “go live” date was revised to Feb. 1, 2007. OnePurdue transition will be added to 2007 goals.
				Evaluate and revise Access reports as necessary.	Managed the organization and information flow for over 70 access revisions, additions and corrections needed throughout the year.
				Evaluate and update processes used in ordering marketing materials.	Procedures were written up. Will follow process when additional marketing materials are needed.
				Review and evaluate all business /management certificate programs for effectiveness and viability.	Advanced Management Certificate Program and Creative Suite Certificate developed in 2006 for 2007 implementation. Lean Manufacturing courses overhauled in 2006 for 2007 implementation.
				Review, analyze, and improve the Continuing Studies catalog production process.	Catalog production time greatly reduced in 2006 due to streamlining review processes. This also resulted in fewer errors due to refinements in editing process.
				Review, better define, and implement a stronger program and instructor evaluation system.	Feedback card for instructors included in every course packet. Evaluation summaries from each course shared with PPD course coordinator and instructor.
				Implement procedures for administrating ECT business.	Three new procedures were implemented. They include a checklist for course “support items”, document speaker packet, and course development form.
				Streamline ECT administrative processes to leverage PPD processes, resources, and to increase customer service levels.	PPD will service as single point of contact for ECT requests; PPD will process all ECT Form 36’s; PPD will process all ECT participant feedback forms; ECT will gather feedback from students and instructors on possible improvements and will evaluate and

						implement appropriate improvements.
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## Scholarly/Creative Activity Performed, Published, or Presented During Calendar Year 2006

Unit	Section	No.	Bibliography of faculty publications, performances, shows, etc.
	C- Research	1	<p>{Bibliography of faculty publications, performances, shows, etc.+</p> <ul style="list-style-type: none"> <li>a. Books</li> <li>b. Book chapters</li> <li>c. Volume editing</li> <li>d. Journal publications</li> <li>e. Exhibitions and performances</li> <li>f. Proceedings, manuals, supplementary materials, and book reviews</li> </ul> <p>+ Note: All accomplishments published or presented during 2006 should be included, even if listed as "in press" in a previous year. }</p>

Unit	Section	No.	Bibliography of faculty publications, performances, shows, etc. (cont.)
	C- Research	1	

Unit	Section	No.	Summary numbers of presentations
	C- Research	2	

Unit	Section	No.	Summary numbers of presentations (cont.)
	C- Research	2	

Unit	Section	No.	<b>Listing of grants/contracts awarded in 2006</b>
	C- Research	3	<ul style="list-style-type: none"> <li>• \$100,000 for fiscal sponsorship for two-year final project support for “ACELINK” – Grant was written by Leslie Raymer</li> <li>• SBDC was funded by the following grant monies: Federal \$124,573; State \$57,758; and Local Cash Match \$63,240 – The PI (principal investigator) for these grants is Kenric McCrory.</li> <li>• Contract Training Actual Gross Income from closed projects: \$107,012.50</li> </ul>

Unit	Section	No.	Listing of grants/contracts awarded in 2006 (cont.)
	C- Research	3	

Unit	Section	No.	Bibliography of notable student accomplishments
	C- Research	4	

Unit	Section	No.	Bibliography of notable student accomplishments (cont.)
	C- Research	4	

**Community Involvement/Economic Development/Engagement Activities  
For Calendar Year 2006**

<b>Unit</b>	<b>Section</b>	<b>No.</b>	<b>Category</b>	<b>Community Partner</b>	<b>Activity</b>	<b>Metrics/Impact</b>
	D-Community	1	Ongoing Partnerships	Alliance	Japanese Saturday School funding and resources.	20 enrolled in 2006.
				Partners for Workforce Solutions	Advanced Manufacturing Advance Business Technology	42 participants.
				Small Business Development Center	Entrepreneurship Workshops	Total sessions held: 54; total enrollments: 756
				Purdue TAPP	Lean Manufacturing Training	Teaming with Purdue University to offer Lean Manufacturing Series beginning in spring 2007.
				IPFW Office of Engagement	Referrals for training	5 leads in 2006. They include: Mullinix, 80/20, Water Furnace, TI Automotive, and BKD.
				Kosciusko County Community Foundation	Reality Spanish	16 enrollments
				Public Safety Academy	Curriculum planning	Proposal for spring 2008 start.

<b>Unit</b>	<b>Section</b>	<b>No.</b>	<b>Category</b>	<b>Community Partner</b>	<b>Activity</b>	<b>Metrics/Impact</b>
	D-Community	1	Ongoing Partnerships	Invent Tomorrow Education Consortium	ACELINK and Entrepreneurship Boot Camp	Joint funding for projects.

<b>Unit</b>	<b>Section</b>	<b>No.</b>	<b>Category</b>	<b>Community Partner</b>	<b>Activity</b>	<b>Metrics/Impact</b>
	D-Community	2	Short-Term Projects			

<b>Unit</b>	<b>Section</b>	<b>No.</b>	<b>Category</b>	<b>Community Partner</b>	<b>Activity</b>	<b>Metrics/Impact</b>
	D-Community	2	Short-Term Projects			

<b>Unit</b>	<b>Section</b>	<b>No.</b>	<b>Category</b>	<b>Community Partner</b>	<b>Activity</b>	<b>Metrics/Impact</b>
	D-Community	3	Faculty Civic Involvement			

<b>Unit</b>	<b>Section</b>	<b>No.</b>	<b>Category</b>	<b>Community Partner</b>	<b>Activity</b>	<b>Metrics/Impact</b>
	D-Community	3	Faculty Civic Involvement			

<b>Unit</b>	<b>Section</b>	<b>No.</b>	<b>Category</b>	<b>Community Partner</b>	<b>Activity</b>	<b>Metrics/Impact</b>
	D-Community	4	Academic Organizations	ICCE	Board members.	Staff attended professional and support staff programming.
				UCEA	National Annual meeting Program Steering Committee	National Executive Director campus visit and keynote speaker at IU School of Continuing Studies Richey Symposium.
				ACHE	Regional Planning Committee	General Studies Degree Program award recipient.
				IU School of Continuing Studies	Hosted Richey Symposium for Professional Development.	Worth Weller received Outstanding Faculty Member Award

<b>Unit</b>	<b>Section</b>	<b>No.</b>	<b>Category</b>	<b>Community Partner</b>	<b>Activity</b>	<b>Metrics/Impact</b>
	D-Community	4	Academic Organizations			

## Accomplishments of Diversity Goals, Initiatives, and Metrics During Calendar Year 2006

Unit	Section	No.	Strategic Theme	Unit Goals	Accomplishment(s)	Metrics
	E-Diversity	1	<b>Student Recruitment and Retention</b>	<i>Broaden the diversity of the division's student community through curricular transformation, specialized services and programming for students from under-represented populations.</i>	General Studies staff to be more visible at events sponsored by groups such as Multi-Cultural studies, Diversity Council, etc.	<ul style="list-style-type: none"> <li>- Sandy McMurtrie, General Studies Advisor, was a member of the Diversity Council from Jan. - May 2006.</li> <li>- Sandy McMurtrie attended the Great Man/Great Women Breakfast.</li> <li>- General Studies staff raised nearly \$2000 for the Burmese Reading Program.</li> <li>- Julie Hook and Sandy McMurtrie were reviewers at the Diversity Showcase.</li> <li>- Staff participated in both IPFW "Up Close" Open Houses.</li> <li>- Staff attended the Regional 21<sup>st</sup> Century Scholars Meeting.</li> <li>- Staff participated in Senator Evan Bayh' Job Fair.</li> </ul>
				<i>Increase DCS ethnic minority population.</i>	523 ethnic minority enrollments	29.8% increase from fall 2005.
				<i>Increase General Studies ethnic minority populations.</i>	78 ethnic minority enrollments.	16.4 increase from fall 2005.

<b>Unit</b>	<b>Section</b>	<b>No.</b>	<b>Strategic Theme</b>	<b>Unit Goals</b>	<b>Accomplishment(s)</b>	<b>Metrics</b>
	E-Diversity	1	<b>Student Recruitment and Retention</b>			

<b>Unit</b>	<b>Section</b>	<b>No.</b>	<b>Strategic Theme</b>	<b>Unit Goals</b>	<b>Accomplishment(s)</b>	<b>Metrics</b>
	E-Diversity	2	<b>Faculty &amp; Staff Recruitment and Retention</b>	<i>Participate in diversity organizations and events</i>	Diversity Council	2 staff members involved.
					Martin Luther King Day Committee	1 staff member involved; DCS provided financial support for event.
					IPFW Safe Zone and LGBT Issues	1 staff member involved.
					Safe Zone Training	3 staff members participated.
					Fort Wayne Women's Bureau	1 staff member involved.

Unit	Section	No.	Strategic Theme	Unit Goals	Accomplishment(s)	Metrics
	E-Diversity	2	<b>Faculty &amp; Staff Recruitment and Retention</b>			

<b>Unit</b>	<b>Section</b>	<b>No.</b>	<b>Strategic Theme</b>	<b>Unit Goals</b>	<b>Accomplishment(s)</b>	<b>Metrics</b>
	E-Diversity	3	Campus Climate			

<b>Unit</b>	<b>Section</b>	<b>No.</b>	<b>Strategic Theme</b>	<b>Unit Goals</b>	<b>Accomplishment(s)</b>	<b>Metrics</b>
	E-Diversity	3	Campus Climate			

Unit	Section	No.	Strategic Theme	Unit Goals	Accomplishment(s)	Metrics
	E-Diversity	4	Curriculum (including requirements from accrediting agencies, if applicable)			

<b>Unit</b>	<b>Section</b>	<b>No.</b>	<b>Strategic Theme</b>	<b>Unit Goals</b>	<b>Accomplishment(s)</b>	<b>Metrics</b>
	E-Diversity	4	Curriculum (including requirements from accrediting agencies, if applicable)			

<b>Unit</b>	<b>Section</b>	<b>No.</b>	<b>Strategic Theme</b>	<b>Unit Goals</b>	<b>Accomplishment(s)</b>	<b>Metrics</b>
	E-Diversity	5	Community Outreach			

<b>Unit</b>	<b>Section</b>	<b>No.</b>	<b>Strategic Theme</b>	<b>Unit Goals</b>	<b>Accomplishment(s)</b>	<b>Metrics</b>
	E-Diversity	5	Community Outreach			