2017-2018 Assessment Cycle VPAA_Distance Learning

Mission (due 12/4/17)

University Mission

The University of Louisiana at Lafayette offers an exceptional education informed by diverse worldviews grounded in tradition, heritage, and culture. We develop leaders and innovators who advance knowledge, cultivate aesthetic sensibility, and improve the human condition.

University Values

We strive to create a community of leaders and innovators in an environment that fosters a desire to advance and disseminate knowledge. We support the mission of the university by actualizing our core values of equity, integrity, intellectual curiosity, creativity, tradition, transparency, respect, collaboration, pluralism, and sustainability.

University Vision

We strive to be included in the top 25% of our peer institutions by 2020, improving our national and international status and recognition.

College / VP and Program / Department Mission

Mission of College or VP-area
Provide the mission for the College or VP-area in the space provided. If none is available, write "None Available in 2017-2018."
None Available in 2016-17

Mission of Program / Department
Provide the program / department mission in the space provided. The mission statement should concisely define the purpose, functions, and key constituents. If none is available, write "None Available in 2017-2018."
Vision

The University of Louisiana at Lafayette will become a premier provider of electronically delivered courses and degree programs based on the University's core values, its strategic imperatives, and the guiding principles of any time – anywhere, student-focused, and learning-centered education. The result of leveraging technology to its best capabilities will enhance the reputation of the University, increase intellectually stimulating opportunities for students, and improve retention and graduation rates.

Electronically delivered courses and degree programs will be accessible by students through a personal learning environment with integrated and relevant support services. This environment will facilitate meaningful, consistent engagement with highly-trained faculty and fellow students in activities leading to mastery of course and program learning outcomes while maintaining academic integrity. By adopting nationally established best practices, the University's colleges and departments will employ the appropriate learning technologies to offer a variety of delivery alternatives. These varied formats will address differing student learning styles, needs, and preferences, thereby attracting and serving more contemporary learners.

The University will provide access to electronic learning technologies and training on new pedagogies. Integration of these new instructional tools and techniques by faculty and staff will improve the overall quality of teaching and learning and enhance student engagement and success at the University of Louisiana at Lafayette.

[Office of Distance Learning Vision Statement: Draft approved by the University Council March 8, 2010]

Goals

As the coordinating entity for UL Lafayette's e-learning enterprise, staff and volunteers within the Office of Distance Learning are working to create high quality hybrid and online learning experiences for students over the coming academic years through ULearn. This work is being guided by a shared vision (see above) and these primary program goals:

Create college courses and programs through alternate delivery methods in order to offer educational opportunities to students unable to accommodate a traditional class schedule.
Ensure the technology used is appropriate to the nature and objectives of the academic programs.
Expand educational opportunities in a financially responsible manner through synchronous and asynchronous electronic learning.
Provide technical training to university faculty in the use of e-learning instructional techniques and in the use of associated technologies.
Facilitate student success in distance learning courses and programs by providing and promoting an environment of equal opportunity.

Attachment (optional)
Upload any documents which support the program / department assessment process.

Assessment Plan (due 12/4/17)
Assessment Plan (Goals / Objectives, Assessment Measures and Criteria for Success)

Assessment List

Goal/Objective	Create college courses and programs through alternate delivery methods in order to offer educational opportunities to students unable to accommodate a traditional class schedule.(Imported)
Legends	OO - Outcome/Objective (administrative units);
Standards/Outcomes	

Identifier	Description
Student SI.Student SI 1.KPI 3	Maximize opportunities for student enrollment and progression in traditional and distance education curricula, including strengthening transfer partnerships with community colleges.

Assessment Measures	

Assessment Measure	Criterion	Attachments
Indirect - Benchmarking	Offer 20 online or hybrid programs by 2020	

Goal/Objective	Provide technical training to university faculty in the use of e-learning instructional techniques and in the use of associated technologies.(Imported)
Legends	OO - Outcome/Objective (administrative units);
Standards/Outcomes	

Identifier	Description
Faculty SI.Faculty SI 4	Provide professional development

Assessment Measures	

Assessment Measure	Criterion	Attachments
Direct - Programming (Other)	Conduct five or more trainings for faculty in the use of e-learning instructional techniques and/or associated technologies	

Goal/Objective	Promote educational opportunities through marketing and recruitment efforts.(Imported)
Legends	OO - Outcome/Objective (administrative units);
Standards/Outcomes	

Identifier	Description
Student SI.Student SI 1.KPI 2	Expand recruitment of high-potential undergraduate and graduate students, which embraces diversity and enhances the university

Assessment Measures	

Assessment Measure	Criterion	Attachments
Direct - Portfolio	Build email communications for 11 online degree programs.	
Indirect - Benchmarking	Achieve total enrollment of 1,775 students in online or hybrid programs during the 2017-18 academic year.	

Goal/Objective	Expand educational opportunities in a financially responsible manner.(Imported)
Legends	OO - Outcome/Objective (administrative units);
Standards/Outcomes	

Identifier	Description
Student SI.Student SI 1.KPI 2	Expand recruitment of high-potential undergraduate and graduate students, which embraces diversity and enhances the university
Student SI.Student SI 1.KPI 3	Maximize opportunities for student enrollment and progression in traditional and distance education curricula, including strengthening transfer partnerships with community colleges.

Assessment Measures			
	Assessment Measure	**Criterion**	**Attachments**
	Direct - Portfolio	Propose eRate tuition rate per credit hour for both undergraduate and graduate students in non-packaged priced online degree programs.	

Goal/Objective	Facilitate student success in distance learning courses and programs by providing and promoting an environment of equal opportunity.
Legends	OO - Outcome/Objective (administrative units);
Standards/Outcomes	

	Identifier	**Description**
	Student SI.Student SI 1.KPI 4	Improve student success through engagement in high impact practices.

Assessment Measures			
	Assessment Measure	**Criterion**	**Attachments**
	Direct - Portfolio	Redesign and launch an improved online student orientation course to increase student readiness for their first online course.	

Program / Department Assessment Narrative

The primary purpose of assessment is to use data to inform decisions and improve programs (student learning) and departments (operations); this is an on-going process of defining goals and expectations, collecting results, analyzing data, comparing current and past results and initiatives, and making decisions based on these reflections. In the space below, describe the program's or department's overall plan for improving student learning and/or operations (the "assessment plan"). Consider the following:
1) What strategies exist to assess the outcomes?
2) What does the program/department expect to achieve with the goals and objectives identified above?
3) How might prior or current initiatives (improvements) influence the anticipated outcomes this year?
4) What is the plan for using data to improve student learning and/or operations?
5) How will data be shared within the Program/Department (and, where appropriate, the College/VP-area)?

Assessment Process

These goals were established by the Distance Learning Leadership.The criteria to achieve the goals for this assessment

cycle are based on our need to increase student enrollment and success by enlarging our set of program offerings, by training faculty, by better communicating with prospective students, by creating a proposal for a more attractive price for online students and by better preparing students through online student orientation.

Results & Improvements (due 9/15/18)

Results and Improvement Narratives

Assessment List Findings for the Assessment Measure level for Create college courses and programs through alternate delivery methods in order to offer educational opportunities to students unable to accommodate a traditional class schedule.(Imported)

Goal/Objective	Create college courses and programs through alternate delivery methods in order to offer educational opportunities to students unable to accommodate a traditional class schedule.(Imported)
Legends	OO - Outcome/Objective (administrative units);
Standards/Outcomes	<table><tr><th>Identifier</th><th>Description</th></tr><tr><td>**Student SI.Student SI 1.KPI 3**</td><td>Maximize opportunities for student enrollment and progression in traditional and distance education curricula, including strengthening transfer partnerships with community colleges.</td></tr></table>
Assessment Measures	<table><tr><th>Assessment Measure</th><th>Criterion</th></tr><tr><td>Indirect - Benchmarking</td><td>Offer 20 online or hybrid programs by 2020</td></tr></table>
Assessment Findings	<table><tr><th>Assessment Measure</th><th>Criterion</th><th>Summary</th><th>Attachments of the Assessments</th><th>Improvement Narratives</th></tr><tr><td>Indirect - Benchmarking</td><td>Has the criterion Offer 20 online or hybrid programs by 2020 been met yet? Not met</td><td>The University currently offers fifteen online or hybrid programs.</td><td></td><td>- Assessment Process: Continuous monitoring: The University is in the planning stage for three new online or hybrid programs.</td></tr></table>

Assessment List Findings for the Assessment Measure level for Provide technical training to university faculty in the use of e-learning instructional techniques and in the use of associated technologies.(Imported)

Goal/Objective	Provide technical training to university faculty in the use of e-learning instructional techniques and in the use of associated technologies.(Imported)

Legends	OO - Outcome/Objective (administrative units);
Standards/Outcomes	<table><tr><td>**Identifier**</td><td>**Description**</td></tr><tr><td>**Faculty SI.Faculty SI 4**</td><td>Provide professional development</td></tr></table>
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Assessment List Findings for the Assessment Measure level for Promote educational opportunities through marketing and recruitment efforts.(Imported)

Goal/Objective	Promote educational opportunities through marketing and recruitment efforts.(Imported)
Legends	OO - Outcome/Objective (administrative units);
Standards/Outcomes	<table><tr><td>**Identifier**</td><td>**Description**</td></tr><tr><td>**Student SI.Student SI 1.KPI 2**</td><td>Expand recruitment of high-potential undergraduate and graduate students, which embraces diversity and enhances the university</td></tr></table>

Assessment Measures	

Assessment Measure	Criterion
Direct - Portfolio	Build email communications for 11 online degree programs.
Indirect - Benchmarking	Achieve total enrollment of 1,775 students in online or hybrid programs during the 2017-18 academic year.

Assessment Findings	

Assessment Measure	Criterion	Summary	Attachments of the Assessments	Improvement Narratives
Direct - Portfolio	Has the criterion Build email communications for 11 online degree programs. been met yet? Met	The Office of Distance Learning has built out email communications for 10 online programs.		
Indirect - Benchmarking	Has the criterion Achieve total enrollment of 1,775 students in online or hybrid programs during the 2017-18 academic year. been met yet? Not met	1,531 students were in enrolled in online or hybrid programs in Spring 2018.		- Assessment Process: Continuous monitoring: The Office of Distance Learning is increasing its marketing efforts and working with departments to plan launches for new online or hybrid programs to increase enrollment.

Assessment List Findings for the Assessment Measure level for Expand educational opportunities in a financially responsible manner.(Imported)

Goal/Objective	Expand educational opportunities in a financially responsible manner.(Imported)
Legends	OO - Outcome/Objective (administrative units);
Standards/Outcomes	

Identifier	Description

Student SI.Student SI 1.KPI 2	Expand recruitment of high-potential undergraduate and graduate students, which embraces diversity and enhances the university
Student SI.Student SI 1.KPI 3	Maximize opportunities for student enrollment and progression in traditional and distance education curricula, including strengthening transfer partnerships with community colleges.

Assessment Measures

Assessment Measure	Criterion
Direct - Portfolio	Propose eRate tuition rate per credit hour for both undergraduate and graduate students in non-packaged priced online degree programs.

Assessment Findings

Assessment Measure	Criterion	Summary	Attachments of the Assessments	Improvement Narratives
Direct - Portfolio	Has the criterion Propose eRate tuition rate per credit hour for both undergraduate and graduate students in non-packaged priced online degree programs. been met yet? Met	The Distance Learning Director, Instructional Support Manager, and Business Manager researched and proposed to senior institutional leadership an eRate tuition rate per credit hour. The outcome of this meeting was to gather additional information on competitor institutions with eRate and what they charge per credit hour. A follow up proposal will be made to the University Provost in FY18-19 to gain support for the necessary implementation of an eRate tuition chart for both undergraduate and graduate students in non-package priced online degree programs, while ensuring that the eRate		

			implementation expands educational opportunities in a fiscally responsible manner.		

Assessment List Findings for the Assessment Measure level for Facilitate student success in distance learning courses and programs by providing and promoting an environment of equal opportunity.

Goal/Objective	Facilitate student success in distance learning courses and programs by providing and promoting an environment of equal opportunity.
Legends	OO - Outcome/Objective (administrative units);
Standards/Outcomes	

Identifier	Description
Student SI.Student SI 1.KPI 4	Improve student success through engagement in high impact practices.

Assessment Measures	

Assessment Measure	Criterion
Direct - Portfolio	Redesign and launch an improved online student orientation course to increase student readiness for their first online course.

Assessment Findings	

Assessment Measure	Criterion	Summary	Attachments of the Assessments	Improvement Narratives
Direct - Portfolio	Has the criterion Redesign and launch an improved online student orientation course to increase student readiness for their first online course. been met yet? Met	The Distance Learning Program Manager completed the redesign of the online student orientation for students in online or hybrid programs.		

Reflection (Due 9/15/18)

Reflection

The primary purpose of assessment is to use data to inform decisions and improve programs and operations; this is an on-going process of defining goals and expectations, collecting results, analyzing data, comparing current and past results and initiatives, and making decisions based on these reflections. Recalling this purpose, respond to the questions below.

1) How were assessment results shared in the program / department?
Please select all that apply. If "other", please use the text box to elaborate.
Distributed via email
Presented formally at staff / department / committee meetings
Discussed informally (selected)
Other (explain in text box below) (selected)

Discussed with our management team

2) How frequently were assessment results shared?

Frequently (>4 times per cycle) (selected)
Periodically (2-4 times per cycle)
Once per cycle
Results were not shared this cycle

3) With whom were assessment results shared?
Please select all that apply.
Department Head
Dean / Asst. or Assoc. Dean
Departmental assessment committee (selected)
Other faculty / staff

4) Consider the impact of prior applied changes. Specifically, compare current results to previous results to evaluate the impact of a previously reported change. Demonstrate how the use of results improved student learning and/or operations.

We have continued to increase student enrollments in online and hybrid programs, as well as provide additional professional development for faculty.

5) Over the past three assessment cycles, what has been the overall impact of "closing the loop"? Provide examples of improvements in student learning, program quality, or department operations that are directly linked to assessment data and follow-up analysis.

We have improved department operations by striving to implement practices to increase enrollment and improve processes for the online student.

Attachments (optional)
Upload any documents which support the program / department assessment process.