2017-2018 Assessment Cycle VPAF_Auxiliary Operations: Continuing Education

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."
We provide high-quality, cost-effective services in support of the research, education, and service missions of the University of Louisiana at Lafayette.

The Division is responsible for the University's physical environment and business operations that contribute to providing exceptional experiences for our students, faculty, staff, and visitors.

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."
The Continuing Education Department of UL Lafayette strives to meet the various educational interests and needs of the community by offering non-credit programs that are fundamental for personal growth, essential for career advancement, and enhance business and industry development.

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	In an effort to keep our course catalog fresh and current, we continuously strive to offer new courses that meet the interest and needs of the community.(Imported)

Legends	PO - Program Objective (academic units);
Standards/Outcomes	
Assessment Measures	

Assessment Measure	Criterion	Attachments
Direct - Project	We use a catalog with published courses as a tool each semester to reach out to the community. New courses are highlighted in each catalog. Our goal is to offer between 10% - 30% new courses in each catalog/semester.	

Goal/Objective	In order to generate more revenue we aim to increase participation in Open Enrollment courses.
Legends	PO - Program Objective (academic units);
Standards/Outcomes	
Assessment Measures	

Assessment Measure	Criterion	Attachments
Direct - Project	We use our registration system to track the total number of annual registrations. To be successful, we aim to continually increase our annual open enrollment.	

Goal/Objective	In an effort to utilize resources efficiently, while continuously growing enrollment, we must increase our participant repeat rate.
Legends	PO - Program Objective (academic units);
Standards/Outcomes	
Assessment Measures	

Assessment Measure	Criterion	Attachments
Direct - Project	We use our registration system to analyze how many of the total registrants are repeat customers. We feel that a steady increase in our repeat rate will additionally support our overall growth in open enrollment.	

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

The Department of Continuing Education aims to improve its operations by way of increasing enrollment and offering new courses. The department distributes a catalog with course offerings three times a year to residents and businesses in the city of Lafayette and surrounding communities. Additionally, the department will create and send marketing emails to persons who have requested information, current participants, past participants that exist in our registration system. Our registration system allows us to access registration data and analyze on annual basis. By achieving our goals of increasing enrollment and new course offerings, we expect to generate increased revenue. Enrollment and course data are discussed in weekly operation and programming staff meetings.

Results & Improvements (due 9/15/18)
Results and Improvement Narratives

Assessment List Findings for the Assessment Measure level for In an effort to keep our course catalog fresh and current, we continuously strive to offer new courses that meet the interest and needs of the community.(Imported)

Goal/Objective	In an effort to keep our course catalog fresh and current, we continuously strive to offer new courses that meet the interest and needs of the community.(Imported)
Legends	PO - Program Objective (academic units);
Standards/Outcomes	
Assessment Measures	
Assessment Findings	

Assessment Measure	Criterion
Direct - Project	We use a catalog with published courses as a tool each semester to reach out to the community. New courses are highlighted in each catalog. Our goal is to offer between 10% - 30% new courses in each catalog/semester.

	Assessment Measure	Criterion	Summary	Attachments of the Assessments	Improvement Narratives
	Direct - Project	Has the criterion We use a catalog with published courses as a tool each semester to reach out to the community. New courses are highlighted in each catalog. Our goal is to offer between 10% - 30% new courses in each catalog/semester. been met yet? Met	We counted the number of new courses offered in each semester and divided by the total number of courses offered. Beginning in Fall 2017, we offered 8.3% of new courses. The next semester, we achieved our goal by increasing our new offerings to 11.7%. In the Summer 2018 semester, we again achieved our goal and surpassed the previous semester by offering 14% of new courses.		- Assessment Process: Continuous monitoring: This assessment process will be continuously monitored to ensure that our new course offerings remain in the 10-30% range.

Assessment List Findings for the Assessment Measure level for In order to generate more revenue we aim to increase participation in Open Enrollment courses.

Goal/Objective	In order to generate more revenue we aim to increase participation in Open Enrollment courses.
Legends	PO - Program Objective (academic units);
Standards/Outcomes	
Assessment Measures	

Assessment Measure	Criterion
Direct - Project	We use our registration system to track the total number of annual registrations. To be successful, we aim to continually increase our annual open enrollment.

Assessment Findings					
	Assessment Measure	**Criterion**	**Summary**	**Attachments of the Assessments**	**Improvement Narratives**
	Direct - Project	Has the criterion We use our registration system to track the total number of annual registrations. To be successful, we aim to continually increase our annual open enrollment. been met yet? Met	We pulled registration reports for this current assessment 17-18 assessment cycle and the previous 16-17 assessment cycle. A comparison showed that we achieved an 8.1% increase in open enrollment registrations.		- Assessment Process: Continuous monitoring: We will monitor registrations during each semester to ensure that we are on target to achieve our goal.

Assessment List Findings for the Assessment Measure level for In an effort to utilize resources efficiently, while continuously growing enrollment, we must increase our participant repeat rate.

Goal/Objective	In an effort to utilize resources efficiently, while continuously growing enrollment, we must increase our participant repeat rate.
Legends	PO - Program Objective (academic units);
Standards/Outcomes	

Assessment Measures		
	Assessment Measure	**Criterion**
	Direct - Project	We use our registration system to analyze how many of the total registrants are repeat customers. We feel that a steady increase in our repeat rate will additionally support our overall growth in open enrollment.

Assessment Findings					
	Assessment Measure	**Criterion**	**Summary**	**Attachments of the Assessments**	**Improvement Narratives**
	Direct - Project	Has the criterion We use our registration system to analyze how many of the total	We analyzed registration data from reports accessed from our registration system for 16-17 and the		- Assessment Process: Continuous monitoring: The participant repeat rate will

| | | registrants are repeat customers. We feel that a steady increase in our repeat rate will additionally support our overall growth in open enrollment. been met yet? Met | 17-18 assessment cycles. The 16-17 report showed a 21.8% repeat rate. The 17-18 report showed a 23.4% repeat rate. Since we increased our repeat rate from the previous year, we achieved our goal. | | be continuously monitored to ensure that we are on target. |

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 (selected)
Discussed informally (selected)
Other (explain in text box below)

2) How frequently were assessment results shared?

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

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

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.

With new course development in mind, we evaluated the workload of our staff - specifically those that were tasked with developing new courses. In the early stage of the 17-18 assessment cycle, we restructured operations by removing day-to-day administrative duties from staff that were responsible for programming. This allowed them to focus their time on the production of new courses. In doing this, the result yielded a higher percentage of new courses overall annually. The sum of percentages of new course offerings for this 17-18 cycle was 10% more than the previous 16-17 cycle.

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.

The process of comparing percentages of new course offerings each year has given our programming staff a target to shoot for each semester. It has helped to spawn a new program series, "SPICE" (Seniors Participating in Continuing Education), in which we hope to develop and grow in the next assessment cycle. This new program area will afford many opportunities for new courses thus helping us to continuously achieve our goal of reaching more persons in the community. We think that if SPICE is developed with high quality, it will increase our participant repeat rate and equally increase open enrollment registrations.

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