Welcome to the Division of Extended Learning and Outreach (DELO) at Western Kentucky University. Our mission is to extend the education and information resources of WKU to the citizens of Kentucky and beyond. We are a dynamic group of friendly and energetic people who are focused on customer service and quality programming in a variety of formats.

It has been said that DELO’s success is a direct result of strong partnerships, hard-working, dedicated staff, and a bold vision. We support the development of new programs and increased outreach and are pleased to partner with so many outstanding WKU faculty and departments who make this possible.

This year has been phenomenal for outreach at WKU because our partners have enabled us to take the excellence of our WKU community to people within our region and throughout the world. DELO is an exciting place and we would like to partner with you in growing your particular educational program and service opportunities.

We look forward to serving you.

Beth Laves
Associate Vice President

About

The Division of Extended Learning & Outreach (DELO) at WKU is a unit of Academic Affairs, providing faculty with credit and non-credit outreach support. DELO serves academic departments through administrative and technical assistance, marketing, and student recruitment. The Division is considered the entrepreneurial pulse of the University, supporting faculty in their educational outreach endeavors.

DELO units of Academic Outreach, Distance Learning and Study Away provide innovative responses to faculty needs through credit programming. Academic Outreach is designed to support the launch of new online and off-site academic programs through the development of cohort and incubator models, winter term, summer sessions, and dual credit. Distance Learning supports faculty and students in delivering high-quality online programs. Faculty-Led travel programs through Study Away provide students unique learning opportunities that cannot be found in the classroom. Cohort programs (credit programs designed for specific groups of students), dual credit for high school students, online program services, independent learning, and summer and winter term, extend WKU credit opportunities beyond the campus though these DELO units.

DELO also helps faculty serve the community and support economic development through non-credit programming. These opportunities are made available with the Conference Services, Center for Training & Development, Continuing Education, and Study Away. Through conferencing services, professional development and training, and personal and professional enrichment opportunities, DELO extends convenient and flexible learning opportunities to businesses, industries, and individual students.

Due to the growth and success of non-credit programming, DELO will be launching a new unit in the coming year called Continuing & Professional Development that will house career and workforce development, lifelong learning, and a workforce training center.

In support of the six DELO units, the AVP’s office provides additional services to individual units as well as DELO partners through its business and marketing offices. DELO’s business office oversees all budget, contract, and business functions. This year DELO was able to provide over $10 million worth of services, support, and operational funds to academic departments and colleges in support of the University’s academic mission.

The DELO Distribution is a mechanism through which DELO shares revenue with units in Academic Affairs who create and deliver successful outreach programs. These one-time funds are used to fill gaps within the academic colleges for support of instruction, research, and enhanced opportunities for students and faculty.

DELO Marketing provides all aspects of marketing services for DELO units and University partners. This year marketing completed over 700 individual projects in support of the DELO units. Marketing services range from developing marketing plans, brochures and ad design to press releases, website development, and event promotion and support.

Marketing also adopted a Customer Relationship Management (CRM) software this year. Through this implementation, DELO has been able to take its marketing efforts to the next level. This gives us even better ways to manage email campaigns, inquiries and response rates, and improve conversion rates.

The business and marketing offices, together with our unit leadership in Academic Outreach, the Center for Training & Development, Continuing Education, Conference Services, Distance Learning, and Study Away, allow DELO to operate in the most effective and efficient means possible. Our offices combine to form a unified group of individuals that will discover the best ways possible to meet your educational and service goals.
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Education Solutions

The Division of Extended Learning & Outreach has the unique privilege of bringing together the resources of WKU to provide the best in education and support solutions. That being said, none of it would be possible if it were not for our partners. The WKU deans and department heads, faculty, staff, and community and business leaders are the reason we exist. Through a variety of administrative and recruitment roles we support faculty in their educational pursuits to serve the community and are able to reinforce our region’s dedication to economic development.

Listed below are just some of the ways DELO is partnering with the University departments and the community to expand WKU’s outreach. Within the following pages you will see the following:

- Short descriptions of divisional units
- A sampling of ways our individual offices have been able to provide educational solutions to various groups and individuals
- Numbers of individuals served through our partnerships

One of DELO’s units, Distance Learning (DL), has become an integral part of today’s education delivery methods. Students are increasingly looking for access to classroom instruction and additional resources at a distance. Distance Learning includes Independent Learning, the DL Testing Centers, and DL Faculty Resources.

This past year, Independent Learning (IL) staff worked diligently to provide support and enrollment services to over 2800 students who were engaged in Independent Learning courses during the academic year. This was a 1.2% increase from the previous year.

Additionally, over 400 students who graduated during the 2011-2012 academic year completed an Independent Learning course to count towards their degree requirements.

Independent Learning course offerings span almost 50% of the WKU academic departments with 22 of the 48 departments being represented. In an effort to continue to expand and provide quality course offerings to students, 22 new courses were developed this year and opened for enrollment.

The Distance Learning Faculty Resources staff and student workers were able to partner with WKU Health Services to record their educational series, Fireside Chats, and Passport to Wellness, throughout the 2011-2012 academic year. The videos are available on the Health Services website and in the Online Community for Distance Learners, as part of student support services for distance learners.

The DL staff have also worked with Dr. Susan Jones, WKU School of Nursing, and Dr. Deborah Reed, UK School of Nursing, on a NIOSH (National Institute for Occupational Safety and Health) funded grant project. This collaboration has produced an online course “Agricultural Health Nursing” to be offered at WKU during the Fall 2012 semester. Ultimately, this course will be distributed to other universities in the United States and Canada in an effort to raise knowledge and awareness of the unique healthcare needs of agriculture workers.

Another of DELO’s units, Academic Outreach, has become an important partner as WKU continues to strive to expand its reach and find ways to extend its resources to the community, region, and beyond. The Academic Outreach office includes cohort programs, dual credit for high school students, online program services, and summer and winter term.

Through partnerships with WKU academic departments, DELO Cohort Programs opened four new programs for enrollment this year. The first, a Master of Science in Recreation and Sport Administration with a concentration in Facility and Event Management began Fall 2011. Offered through WKU's
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If we are together nothing is impossible. If we are divided all will fail.
Winston Churchill

DELO Cohorts and KRS have also partnered with the International Association of Venue Managers, Inc.. Benefits of student membership include exceptional professional development opportunities and access to its professional network.

Working in close partnership with Dr. Jane Olmsted, Department Head, Community and Diversity Studies, the cohort programs office offered the Masters in Social Responsibility and Sustainable Communities, that started its inaugural cohort of 22 students in Fall 2011. This Master of Arts degree is an interdisciplinary program of study that provides students with the tools to lead communities toward social justice and sustainability. Dr. Olmsted coordinates the SRSC program.

Additional partnerships with university academic departments and fellow DELO units led to the launch of two more programs. The Department of Public Health’s Executive Master of Health Administration cohort program and Department of Allied Health’s EMT-Basic and EMT-Paramedic certification launched in Spring. This was the first semester credit-bearing Paramedicine courses were made available to students.

While Cohort Programs gears its courses towards traditional college-aged and adult learners, the Dual Credit Program for high school students was also able to engage in some important partnerships this year.

Five WKU academic departments partnered with Dual Credit to offer courses this year: Physics & Astronomy, Geography & Geology, Public Health, Agriculture, and the Honors College. During the 2011-12 academic year, 17 additional faculty were involved with the Dual Credit program and 3 new schools (Boyle County HS, Garrard County HS, and Franklin-Simpson HS) began offering courses. Dual Credit partners with a total of 23 high schools.

Academic Outreach programs also reach out to the more traditional student audience. One way is through the use of intersessions, Summer and Winter Term, which are becoming increasingly important as students look to graduate in a timely manner. This past year, 80% of students that graduated from WKU in four years took at least one Summer or Winter class.

There were nearly 12,000 enrollments during Summer 2011 thanks to the 1,400 sections that were made available to students by WKU departments. There were also 281 students that studied abroad in summer, an increase of 22% over Summer 2010. WKU faculty-led study abroad courses traveled with 195 students to destinations such as Austria, Costa Rica, Czech Republic, England, France, Ghana, Greece, India, Ireland, Italy, Mexico, Scotland, South Africa, Switzerland, Taiwan, Tanzania, and Turkey.

Thanks to the efforts of WKU summer faculty and staff, summer sessions was able to distribute over $400,000 back to the university’s departments and colleges based on 2011 enrollment and stipend efficiency.

WKU’s other intersession, Winter Term, was up in course selection this past year with 21 new courses offered for the first time in Winter Term 2012. Overall, course sections increased 5.7% to 260 choices for students. However, despite the increased selection, overall enrollment dipped slightly.

All colleges participated in Winter Term, offering courses taught by 208 faculty. The
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The number of faculty teaching in Winter Term has grown 80% since the term was added in 2006. During Winter 2012, Study Abroad course enrollments increased 28% to 146. Locations for WKU faculty-led trips included Australia, the Bahamas, Belize, Costa Rica, Ecuador, France, Italy, and Kenya.

DELO’s Study Away Program is a wonderful example of how our units not only work with academic departments but also with one another. Study Away has been an instrumental partner with the office of Summer Sessions and Winter Term. During the second academic year of operation, Study Away collaborated with 14 WKU faculty to develop nine Study Away courses to be offered during these intersessions. By the end of August 2012, nearly 80 WKU students and noncredit participants will have completed these innovative off-campus learning opportunities.

During the 2012 Summer Session, classes were completed in Chicago, Los Angeles, and Las Vegas. Seven honors students studied The Life and Literature of Chicago as they experienced first-hand the diversity of a great American city. In Los Angeles, art education students, many of whom are already teaching in public schools, studied how art is used through innovative programs.

Study Away’s non-credit program, American Traveler, is yet another example of DELO partnerships. Through the American Traveler program, the Study Away office developed “Fly Fishing Montana 2012” in partnership with WKU faculty member, Dr. Raymond Poff, as an offering during Summer Sessions. And together, Study Away and DELO’s Continuing Education office were able to offer fly fishing workshops as a lead into the Fly Fishing Montana program.

Another example of Study Away extending WKU offerings to the non-traditional student, are the two art programs that enabled five American Travelers to learn side-by-side with students in New York and Los Angeles. These lifelong learners add to the student experience by bringing a different perspective to the course content that would not be seen in a traditional college classroom.

Winter Term 2012, provided Study Away with even more opportunities to enrich WKU student learning. Through partnerships with various campus departments, Study Away was able to offer an engineering class studying floodplain management in Arizona, Nevada, and southern California. Also in Winter, an art class traveled to New York City to study “art and audience” in some of the world’s most important museums. Student evaluations following every Study Away course show the positive impact of Study Away in students’ education.

While plans are already underway for similar Study Away offerings this coming Winter and Summer, the Study Away office will also be impacting educational outreach through its new administrative role next year. Early in 2012, Study Away added Faculty-Led Study Abroad Programs to its portfolio. This partnership with Study Abroad & Global Learning and the Office of International Programs will enable WKU to achieve its international goals of increasing the number of WKU study abroad programs.

The first new programs will take place in Winter Term 2013 with destinations such as Mexico, Peru, Kenya, and China. Programs in development for the summer of 2013 include students traveling to China, England, the Netherlands, Costa Rica, Italy, and Japan.

Study Away also partnered with WKU’s Student Government Association this year to award ten SGA Study Away Scholarships. Such scholarships offset those out-of-pocket expenses that enable students to tackle the challenging coursework in Study Away.

An additional key partnership for Study Away occurred when WKU joined the National Student Exchange (NSE) in fall 2011. NSE is a not-for-profit education consortium that coordinates semester or yearlong academic student exchanges at over 183 campuses throughout the United States, Guam, Puerto Rico and the U.S. Virgin Islands. Since 1968, the consortium has helped more than 100,000 students exchange with member institutions. WKU’s inaugural class of students began their exchange fall 2012.

Eight WKU students will expand their education by studying at other institutions, ranging from Montana to the US Virgin Islands. NSE offers students affordable and
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practical opportunities to study and live in a new location without giving up studies at their home institution. WKU students continue to earn their WKU degree, but they get to spend a significant amount of time studying in a new setting.

While many DELO units are critical in providing opportunities for students to earn college credit, DELO also has education solutions that are non-credit bearing.

DELO’s Center for Training & Development provided professional development to over 1,900 employees this past year. The unit was also able to create and deliver some customized programs and sessions for partners such as Smuckers and the WKU University College.

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This year WKU’s Center for Training and Development (CTD), in partnership with Franklin-Simpson Industrial Authority, the Franklin-Simpson Chamber of Commerce, and several other area companies, created and implemented a training consortium to serve the needs of the Franklin community. This successful collaboration is a result of a 4-year effort to “add value” to businesses and industries and to support economic development in this area.

As part of the support for this initiative, the Center for Training and Development staff coordinated the submission of a state economic development grant with a total project cost of $114,000. Currently there are five companies represented in the training consortium. Additionally, WKU was able to create a partnership to utilize classroom space at the KCTCS Franklin Training Center to deliver the professional development training.

CTD has also played an important role in the Training Consortium of South Central Kentucky. This year CTD leadership was able to increase membership in the consortium by five new companies. Also, by partnering with another DELO unit, Continuing Education, twenty-eight online classes were made available to the consortium.

WKU’s Center for Training & Development has continued to foster other partnerships through participation in various leadership positions regionally and nationally. The Center’s staff serves on the Barren River Workforce Investment Board, the board of directors for three training consortiums, multiple community organizations, and has served on a national committee in the University Professional Continuing Education Association. These outreach roles contributed to a 266% increase of partnerships as compared to 2011.

Another way CTD is able to provide support solutions is through staff assistance in grant writing. A few examples of grants that the CTD staff were able to assist with this year include the coordination of grant applications for the Simpson County Training Consortium, Century Aluminum Supervisor Certificate Program, and a grant in partnership with the Bowling Green Area Chamber of Commerce.

Distance Learning is not solely focused on bringing learning options to students but on helping DL Faculty in their online course development. This July DL offered its annual Online Teaching Summer Camp at the Knicely Conference Center for faculty teaching online. A record 26 faculty attended the weeklong workshop presented jointly by FaCET, Distance Learning, and Academic Technology. Thanks to the dedicated staff at the Knicely Center and all the presenters, participants declared this Summer Camp a great success.
In conjunction with the Distance Learning staff, the Online Programs Services (OPS) staff of Academic Outreach, began using the new DELO Customer Relationship Management (CRM) system and saw a dramatic increase in student inquiries about WKU’s web-based degrees as a result. Student inquiries increased 700% from 63 in the first quarter of 2011 to 503 in the first quarter of 2012. The CRM allows staff to more easily keep track of communication efforts and concerns of potential students and address their needs in a more timely manner.

The OPS staff was also able to expand its support to distance learners by implementing a Virtual Student Resource Center and live Chat feature. The Student Resource Center is a convenient portal for distance learners to use for access to all of WKU’s student services. OPS partners with offices across campus to extend the resources of WKU’s campus to learners at any distance.

Distance learners took advantage of these customized student services in great numbers this past year. The Online Writing Center, piloted in Spring 2011, opened for campus-wide access during fiscal year 2012, serving more than 300 students. The Center provides a recorded explanation of suggestions for improvement, along with the student’s marked-up paper. More than 100 Online Tutoring sessions were conducted through AARC this academic year. Additionally, the Online Community for Distance Learners in Blackboard, which includes access to an embedded librarian, attracted over 400 community members.

As Distance Learning and the Online Program Services office strive to find even more ways to enhance the online experience of its users, WKU is proud to report that it was selected as one of the top schools in the nation by U.S. News and World Report in Student Services and Technology available to distance learners.

In its inaugural ranking of the top 100 online programs, WKU received recognition in seven areas, including:

- #10 in the nation for Student Services and Technology for bachelor programs
- #11 in the nation for Student Services and Technology for graduate education

Another way that DELO supports our faculty, staff, and community is through the management of events through our Conference Services unit. The Knicely Center hosts hundreds of events throughout the year, and is proud to provide unique venue options to accommodate the needs of our WKU departments.

The Conference Services unit has also launched a new initiative to provide comprehensive Conference Coordinating Services to customers. These event planning support services include online registration and payment, website design and maintenance, marketing services, and logistics. These services are available regardless of whether a client is hosting their event at the Knicely Center or at an offsite location nationwide. To date, over 725 registrations have been handled through Conference Coordinating Services since beginning the program in late March 2012.

Overall, 2011-2012 has been an eventful and successful year at the Division of Extended Learning and Outreach of Western Kentucky University. If you are interested in learning more about our programs and services, please contact us.

Division of Extended Learning & Outreach - Western Kentucky University
www.wku.edu/delo
270.745.1900