The Division of Extended Learning and Outreach (DELO) was officially formed on July 1, 2003 when the Board of Regents approved its creation.

The vision was to create a well-developed and expansive outreach program that would take advantage of the talents and interests of faculty and other WKU resources and match those with the needs of local, national, and international constituents.

The Division of Extended Learning & Outreach (DELO) continues to fulfill that vision, taking educational programs and training opportunities outside the traditional campus setting to reach people from within our community and throughout the world.

The division is comprised of diverse units that provide programs and services to people of all backgrounds, interests, and educational/training needs. Units include Academic Outreach, Center for Training & Development, Continuing Education, Distance Learning, Knicely Conference Center, Study Away, and Summer Sessions/Winter Term.

DELO recently restructured to create the Office of Academic Outreach. Laura Ricke has been named director of the reorganized office. This new unit is home to the division’s credit programming: Dual Credit, Cohort Programs, Online Program Services and Summer Sessions/Winter Term.

This restructure will facilitate collaboration between these areas to enhance program development, student recruitment and student services.

In support of the seven 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 $7 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 the University Departments who help to create successful programs. Departments are given a portion of the available funds based on the level of participation through enrollments in DELO programs: Distance Learning, Independent Learning, Cohorts, Dual Credit, Winter Term, Continuing Education, and Conference Services.

A matching amount is given to each department’s college, and additional funds are distributed to the University Libraries and Academic Affairs. The departments and colleges are able to use these funds for professional development, academic equipment or support, or any project within the college.
The DELO Marketing Department provides all aspects of marketing services for DELO units and University partners. This year, with the development of a newly-updated web-based response system, Marketing completed over 550 individual projects in support of the DELO units. Marketing services range from brochure and ad design to press releases, website development, and event promotion and support.

The department was recognized at the 2010 Bowling Green Professional Marketing Association Markie Awards ceremony with the following:

- Best Marketing Campaign – Study Away Program
- Honorable Mention Website – Dual Credit Program
- Honorable Mention 3-4 Color Brochure – Online M.A. in Education in Literacy Education

The business and marketing offices are services that allow DELO to operate in the most effective and efficient means possible. They are an important resource for the units while implementing successful programs.

Every year DELO continues to grow, transform, and reach to better serve the needs of the University and its partners. Between July 2010 and June 2011, DELO made a transition in leadership. Following the retirement of Dr. Don Swoboda, Dr. Beth Laves was promoted to the new position of Associate Vice President, Extended Learning & Outreach.

Under Dr. Laves’ direction, DELO continues to support the development of new academic programs and increase outreach to local businesses and the community.

Before retiring, Dr. Swoboda stated that DELO’s success is a direct result of strong partnerships, hard-working and dedicated staff, and a bold vision. This statement continues to hold true.

DELO is pleased to partner with so many outstanding WKU faculty and departments, local businesses and industries, and others throughout the community and beyond. DELO units look forward to providing even more services in the years to come.

**DELO Awards for 2010-11:**

- The Center for Training & Development and Continuing Education received the Distinguished Non-Credit Program Award for “Uniting Industries, Sharing Costs, Building Successes - A Training Consortium Project,” from The Association for Continuing Higher Education (ACHE).

- The Knicely Center won the 2010 Best Place to Hold a Business Meeting in Bowling Green (4 years in a row)

- The Knicely Center was re-certified as a “One Stop Shop” by ACCED-I

- Continuing Education was awarded the Non-Credit Program of Excellence Award from the University Professional and Continuing Education Association for the WKU Pre-College Strings Program.

- The Office of Summer Sessions won the Creative and Innovative Program Award in 2010 for Field Methods in Weather analysis and forecasting (Storm Chasing Summer class taught by Dr. Josh Durkee)
Overview:
The WKU Center for Training & Development (CTD) provides employee training programs for businesses and industries in South Central Kentucky. CTD's professional trainers are well versed on traditional as well as new topics and are experienced in working with adult learners.

Over the last 15 years, the Center has conducted approximately 10,000 training sessions for over 100,000 employees.

Major accomplishments:
The Center for Training & Development has continued to grow its partnerships through not only the addition of new projects, but also through the growth of new partners.

The Center saw significant growth in its partnerships and projects in the ‘09-'10 fiscal year, due in large part to the significant growth of the Warren County Industrial Training Consortium. In fact, since 2009 membership in the Consortium has grown 55% to 34 members.

The Training Consortium is made possible through a successful partnership between CTD and the Bowling Green Area Chamber of Commerce, and it has been a springboard for the development of other consortiums in surrounding regions.

CTD offered several very successful programs this fiscal year. One of these successes was the customized Supervisor Certificate Program, a partnership between CTD and six local companies. The inaugural cohort had twenty-three participants. The second cohort of nine companies rolled out in July 2011.

The Center has also developed customized webinars as a new means of delivering training to its partners. The first webinar, “Tips for Hiring Employees”, delivered customized training to fifteen participants from nine different organizations.

In addition to new delivery methods, CTD has taken measures to stay on the cutting edge in program offerings. The ‘10-'11 year saw some significant advancement in the Center. Early in the year, CTD enhanced its curriculum through the addition of 80 new topics.
Overview:
Continuing Education (CE) partners with University departments and organizations to deliver noncredit professional development and leisure programs to individuals, companies, and associations throughout Kentucky. Hundreds of noncredit professional and personal enrichment courses are offered completely online through the Continuing Education office. The CE office is the general Continuing Education Unit (CEU) provider for WKU.

Major accomplishments:
One of the greatest accomplishments of the Continuing Education office has been the success of the Pre-College Strings Program, which has been a major change agent in our community. As part of this program, established in 2003, WKU’s Music Department and DELO partnered with Warren County Schools to provide string instruction to elementary students. The program was expanded to the Bowling Green City schools the following year.

The chart in the left-hand column shows the growth of the strings program in the Warren County and Bowling Green City School systems since the inception of the program.

The drop in enrollments for FY ‘08 reflects the decision of the BG City School system to hire their own orchestra director because of its success in their schools. The enrollment dip in FY ‘11, reflects the hiring of a new orchestra teacher in the Warren County Schools, meaning CE’s partnership was only with the elementary schools this past year. For the upcoming year, the school system strings program will revert completely to the schools.

While this is a program that will be missed by the CE office, it clearly demonstrates how an effective partnership can succeed beyond expectations and truly benefit our community.

Through new partnerships, Continuing Education brought two new professional development programs to the region: The Dental Assisting career training program (eight participants) and the Faith Community Nursing course (twenty-nine participants) were both very successful. These types of partnerships allow CE to play a part in career development options for the community and South Central KY.
Major accomplishments:
The first cohort in the Master of Science in Recreation and Sport Administration with a concentration in Athletic Administration and Coaching graduated this past May. The inaugural cohort graduated 80% of its students with no less than a 3.81 GPA.

New contracts with external partners included The National Association of State Directors of Special Education for a Pre SLP program in the department of Communication Disorders and The International Association of Venue Managers for the Master of Science in Recreation and Sport Administration with a concentration in Facility and Event Management.

Dual Credit Program
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Overview:
The Dual Credit Program is a partnership between WKU’s Division of Extended Learning and Outreach (DELO) and area high schools to offer qualified students the opportunity to earn college credit as part of their high school curriculum.

Dual Credit currently partners with 22 schools. Courses are offered at the high school during regular school hours by WKU faculty or by high school teachers who meet all accreditation standards according to the Southern Association of Colleges and Schools.

Major accomplishments:
The Dual Credit Program offered several new courses this year including Political Science, University Experience, and a Chinese Language course offered through a partnership with the Confucius Institute.
Student headcount increased 6% to 1,167 with 2,529 course enrollments.

According to WKU Institutional Research, the Dual Credit Program aids retention. Students who matriculate to degree-seeking freshmen with college credit are 20% more likely to be retained their 2nd year than those students who did not earn credit as a high school student through AP or Dual Credit. (86% retained with a 3.22 GPA for students entering WKU with dual credit vs. 66% retained with a 2.66 GPA without)

This year, South Warren and Boyle County Schools chose to partner with WKU Dual Credit. Boyle County announced the WKU partnership in April with a pep rally and plans to offer as many as nine courses next year.

President Ransdell and other WKU officials attended an event at Highlands High, in Ft. Thomas, Kentucky, to announce a unique partnership. The Capstone Scholars Program allows students to earn a designation upon graduation for completing nine credit hours in communications and the performing arts through the WKU Dual Credit Program. Other areas of emphasis may be added as the partnership develops.

In an effort to continue meeting the growing needs of students, this year Dual Credit offered four courses online.

**Participating Dual Credit High Schools:**

- Adair County HS
- Barren County HS
- Bowling Green HS
- Boyle County HS
- Butler County HS
- Caverna HS
- Edmonson County HS
- Glasgow HS
- Greenwood HS
- Hart County HS
- Highlands HS
- Logan County HS
- Meade County HS
- Monroe County HS
- Muhlenberg County HS
- Ohio County HS
- Russell County HS
- Russellville HS
- South Warren HS
- Warren Central HS
- Warren East HS
- Webster County HS
Overview:
Distance Learning is an exciting and rapidly-growing method of connecting students to higher education. The benefits are numerous, including flexible locations and flexible scheduling. WKU is committed to bringing an ever-increasing number of distance learning opportunities to students.

Major accomplishments - Online Learning:
Online Learning refers to online semester-based courses taught via the Internet. Online learning has continued to aid faculty in the development and marketing of new online courses and programs that students can access anywhere, when it’s convenient for them.

In response to more programs and courses becoming available online and an increase of 18% in online “seat” availability, online course enrollments grew by nearly 11% during the ’10-’11 school year.

Online Learning has grown to offer:
- 16 online graduate programs
- 12 online undergraduate programs
- Several online certificates and endorsements
- More than 1,000 online courses

Programs added within the last year:
- M.A.E. in Special Education
- M.A. in Social Responsibility and Sustainable Communities
- M.S. in Facility and Event Management
- Bachelor of Arts in Family & Consumer Sciences – Family Studies Concentration
- Undergraduate Certificate in Cross Cultural Communication in Health Care
- Undergraduate Certificate in Worksite Health Promotion
- Undergraduate Minor in Family Studies
- Undergraduate Minor in Sociology

Major accomplishments - TSOncine (Technology Services for Online Teaching):
TSOnline has a number of resources to help faculty create an online course or translate an existing face-to-face course to the online environment. This area of the distance learning office offers funding to support course development, instructional design consulting, and assistance in the actual production of courses and course materials.

Tegrity, which is a user-friendly video and screen capturing platform, is accessible anywhere via Blackboard’s course management system. It allows faculty to present lectures and course material simultaneously online when it is convenient for the student.
This year alone, the TSONline office assisted faculty in 20 Tegrity training sessions, 51 Tegrity recordings, and numerous Tegrity and Blackboard training and support meetings.

### Independent Learning

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**Overview:**  
Independent Learning provides self-paced, non-semester based courses outside the traditional college classroom. These credit courses are offered via web, email, and mail. With more than 100 courses from 30 different academic disciplines available, students are able to find many options to fit their busy schedules and lifestyles.

**Major accomplishments:**  
During the 2010-11 academic year, Independent Learning expanded its offerings to include 17 new courses that had not previously been available to students on a non-semester basis. Some of these new courses include:

- ART 100 - Art Appreciation  
- CHM 109C - Chem for Hlt Sciences (Chemistry for Health Sciences)  
- CFS 395 - Child and Family Stress  
- INS 285C - Adv Software Application  
- MGT 410 - Senior Seminar/Management  
- OST 220C - Word Processing  
- OST 221C - Desktop Publishing  
- PE 122 - Foundation/Physical Ed  
- PE 313 - Motor Development  
- SOCL 300 - Using Statistics in Sociology  
- SOCL 304 - Sociological Theory  
- SOCL 596 - Applied Research Project

Along with the growth of course offerings through Independent Learning, their enrollment grew 6% this past year to 1654, up from the previous 1546.

### DELO Testing Center

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**Overview:**  
The DELO Testing Center provides proctored testing services to Distance Learning students. With the growth of online learning at WKU, the Testing Center has gone from proctoring a few hundred exams a year to proctoring several thousand exams annually.

**Major accomplishments:**  
With the addition of a second testing center on WKU South Campus in the spring of 2010, the number of exams proctored through the DELO Testing Center has continued to grow. Over the past two years, the Center has seen nearly 40% growth in proctored exams.
Knicely Conference Center

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Overview:
The Knicely Conference Center is a comprehensive, all-occasion facility that creates the perfect environment for all types of educational and social functions. The Center offers everything necessary to develop and host a successful event. It has been certified as a “One Stop Shop” by the Association of Collegiate Conference and Events Directors International.

Major accomplishments:
An expansion, including a 9,400 square foot ballroom, a spacious lobby, and an open courtyard gazebo, was completed in the fall of 2010.

Over the 2010-11 year, the Conference Center accommodated 96,671 event attendees, an increase of 33% over the previous year. The number of events held at the Knicely Center this year also increased, reaching 1,439 events, a 10% growth.

Also included in the Knicely Center growth is a significant increase in support provided for WKU events.

Specifically, the number of WKU events grew 64% in fiscal year 2011, totalling 386 events compared to the 235 from the previous year.

A couple of WKU events of note include the hosting of the President’s Office Bowling Green Chamber Breakfast in February 2011 and the Annual President’s Circle Gala in May 2011.

The conference center was host to the first annual Doctoral Consortium which was held in the new Knicely West Ballroom. The event brought 120 educational professionals and legislators across Kentucky together for a two-day educational conference in the Spring of 2011.

The Knicely Center won the category “Best Place to have a Business Meeting” for four years in a row, 2007-2010, in the Best Fest of Bowling Green contest, hosted by the Bowling Green Daily News.
Study Away

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Overview:
Study Away provides off-campus for-credit learning opportunities. Focusing on partnerships in creative learning, Study Away extends the classroom beyond the campus borders to increase a sense of citizenship and enhance American cultural understanding.

The Study Away Office is responsible for program development, including working with program leaders and external providers; budget and risk management; marketing and assessment; and site preparation.

American Traveler, another opportunity through the Study Away Office, offers short-term noncredit programs designed to provide an intense, unique travel experience to fascinating locations.

Major accomplishments:
During the first academic year of operation, Study Away had the opportunity to partner with eight WKU faculty to develop six Study Away courses.

By August 2011, four courses with seven faculty provided nearly fifty WKU students with innovative off-campus learning opportunities through Study Away.

Study Away also offers scholarship opportunities. In the first year, WKU’s Student Government Association awarded seven SGA Study Away Scholarships.

Study Away offered both incentive and early registration scholarships for all the courses. Such scholarships offset out-of-pocket expenses, enabling students to tackle the challenging coursework in Study Away.

For the upcoming year, Study Away is working with faculty from many different disciplines to develop courses in Death Valley, Hawaii, New York and locations in Kentucky. There are no limitations on possibilities, and it starts with Study Away.

The American Traveler program will partner with WKU’s Alumni Association to offer Toppers @ Sea, with its first voyage in June 2012. WKU’s President Gary Ransdell will travel with alumni through the Panama Canal to Costa Rica, Honduras, and Belize.

A Fly Fishing Montana noncredit program is slated for July 2012 following a series of workshops through Study Away and Continuing Education.
Summer Sessions & Winter Term

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Overview - Summer Sessions:
With five different session start dates and a variety of session options that range from three to eight weeks in length, WKU Summer Sessions makes it easy for students to find an option that fits into their busy schedule.

Major accomplishments:
There were 6,612 students that took classes during Summer 2010; a 5.7% increase over 2009, and the highest student count in over 5 years. Course enrollment grew nearly 9% to 12,142, which was also an increase over summer 2009 (8.9%).

Over 1,400 sections were offered on June 7, 2010, and 1,318 remained open through August 2010.

WKU Summer Sessions expanded session lengths to allow for 22 parts of term in 2010, including a new 13 week option. In the past, parts of term were based on the start date of each class. This year, each start date also had a specific length (or number of weeks).

For the third consecutive year, WKU Summer Sessions partnered with the University College Academic Support department to offer Summer Early Entry. The summer bridge program for entering freshmen needing developmental coursework has been highly successful and much needed at WKU.

In summer 2010, there were 92 course enrollments in the program.

Summer 2010 was also a popular time for students to study abroad. There were 229 WKU students that studied abroad in summer 2010, an increase of 24% over summer 2009.

The majority of students went on WKU faculty-led trips. Study Abroad in summer 2010 reached nearly all parts of the world, including Belize, the Caribbean, China, Costa Rica, the Czech Republic, England, Germany, Italy, Korea, the Netherlands, and Spain.
Overview - Winter Term:
Winter Term at WKU is an optional three–week session in January in which students can take up to 4 credit hours.

For students, Winter Term is a great way to get more out of their winter break. With over 200 classes available, WKU Winter Term has something for everyone. Winter Term offers general education classes as well as electives for both undergraduate and graduate students.

Major accomplishments:
There was a 2% increase in course enrollment from Winter Term 2010 to 2011. In Winter Term 2011, there were 2,115 students that took one of the 246 sections offered.

There were 15 new classes offered including Elementary Chinese, Line Dancing, and Foundations of Teacher Leadership.

Online courses represented over 55% of the overall Winter Term course enrollment in 2011. Online course enrollment has grown 120% since the first Winter Term in 2006.

WKU students studied abroad in Belize, China, Costa Rica, Ecuador, Egypt, England, France, Kenya, and Nicaragua. There were also several WKU students that studied away during Winter Term 2011, including a horticulture class in Pasadena, CA for the Rose Parade, and an economics course that traveled to west coast cities.

All colleges participated in Winter Term 2011, including 193 faculty. The number of faculty participating in Winter Term has grown 49% since the first Winter Term in 2006.
2010-11 DELO Presentations:

“The Five Practices of Exemplary Leadership by Kouzes and Posner”
Sue Parrigin, National Meeting of ACCED-I, Orlando, Florida

“How ‘Food & Beverage’ Fits Into the Hospitality/Lodging/Tourism Industry”
Sue Parrigin, Lecture Class in the Department of Kinesiology, Recreation and Sport, WKU

Panel Discussion on Opportunities for Students for Entry Into the Workforce in the Hospitality and Tourism Industry
Sue Parrigin, Presented to Dr. Rich Patterson, Professor of Hospitality and Tourism, WKU

“Capitalizing on Partnerships to Increase String Exposure and Education”
Sharon Woodward, UPCEA South Region Conference, Austin, Texas

“Creating a Study Abroad Symposium”
Jerry Barnabym, NAFSA Region VI Regional Conference, Indianapolis, Indiana

“Success of Summer Early Entry – A College Readiness Program for Entering Freshmen”
Alicia Bingham & Beth Laves, NAASS, Portland, Maine and UPCEA South Regional Conference, Austin, Texas

“Creation and implementation of the Supervisor Certificate Program”
Manon Pardue, ACHE National Conference, Albuquerque, New Mexico

“Small Business and the New Economy”
Manon Pardue, Glasgow-Barren County Chamber Breakfast, Glasgow, Kentucky

“Overview of the WKU Center for Training & Development”
Manon Pardue, Southern KY Human Resource Chapter, Bowling Green, Kentucky

“How CE Units Can be a Resource for Launching New Academic Programs Under Challenged Budgets”
Laura Ricke & Jo Shackelford, UPCEA South Regional Conference, Austin, Texas

“It’s 5:00 somewhere: Celebrating WKU’s innovative online program in Athletic Administration”
Amy Fitzpatrick, Randy Deere, Laura Ricke, ACHE South Regional Conference, San Antonio, Texas

“EDU 250, Introduction to Teacher Education: Case Study of a Concurrent Enrollment Partnership”
Dewayne Neeley & Barbara Kacer, NACEP National Conference, Minneapolis, Minnesota

“Analyzing and Designing Learning Objects”
Elizabeth Romero, Fall Workshop for Online Instructors, WKU

“Social Networking Tools for Independent Learning Communities”
Elizabeth Romero, 20th International Conference on College Teaching and Learning, Jacksonville, Florida

“Cutting Edge or Creepy Playhouse: Thinking Critically About Social Networking Tools for Teaching and Learning”
Elizabeth Romero & Sally Kuhlenschmidt, FaCET, WKU

“Create, Communicate, and Captivate with Innovative and Interactive Tech Tools”
Elizabeth Romero, FaCET Summer Conference, WKU

“Executing A Successful Marketing Campaign: A Case Study of Marketing a New Program - Study Away”
Jennifer Perry, Professional Marketing Association, Bowling Green, Kentucky
“The Impact of Teaching Presence in Intensive Online Courses on Perceived Learning and Sense of Community: A mixed Methods Study”
Beth Laves, 6th Annual International Mixed Methods Conference, Baltimore, Maryland

“We Analytics”
Beth Laves, 64th Annual Western Assoc. of Summer Session Administrators, Laguna Beach, California

“Success of Summer Early Entry ”
Beth Laves, University Professional and Continuing Education Association South, Austin, Texas

“Student and Faculty Perspectives on Teaching Presence “
Beth Laves, 72nd Annual Association of Continuing Higher Education, Albuquerque, New Mexico

“Success of Summer Early Entry (S.E.E.)”
Beth Laves, 47th Annual North American Association of Summer Sessions, Portland, Maine

“Web Analytics and Social Marketing/Student and Faculty Perspectives on Teaching Presence “
Beth Laves, 62nd Annual North Central Conference on Summer Sessions, Chicago, Illinois

“Mixed Methods Study “
Beth Laves, American Educational Research Association, New Orleans, Louisiana