WELCOME
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The Division of Extended Learning & Outreach (DELO) at WKU is made up of units that take the educational resources of WKU to the citizens of Kentucky and around the world.

This report highlights just a few of the many exciting projects and programs in 2014-15 that support students, faculty, and our community through DELO. I hope you find a connection in some way as we provide yet another outreach arm for WKU.

DELO Associate Vice President
Students need quality support to successfully maneuver through the complex processes of learning online and at a distance. DELO provides WKU students with outstanding resources to help them succeed.

• WKU Summer Sessions 2014 awarded summer scholarships to 721 students enrolled in 6 or more hours with a GPA of 3.0 or higher. Summer Sessions awarded 60 additional scholarships to students with a 2.0-2.99 GPA who were within 30 hours of graduation.

• Online Program Services responded to 3,629 program inquiries through Radius, Chat, learn.online, and the Kentucky Virtual Campus.

• Student headcount in Dual Credit courses reached 2,322, an increase of 22.5% over last year.

• Dual Credit partnered with WKU Study Away to support two courses for high school students, which culminated in a week long experiential learning trip to New York City, resulting in 15 high school students from across Kentucky earning credit in Economics 150 or Theatre 151.

• Cohort Programs facilitated three new partnership agreements for enrollment in the 2015-16 year: A contract with the Kentucky College of Osteopathic Medicine to allow their students and graduates to pursue an Executive Master of Health Administration; a contract with the University of Pikeville to offer the Pre SLP on behalf of its undergraduates; and a contract with Norton Healthcare for an MSN and DNP program for its Nurses who have their BSN.

• DELO supports faculty by helping them develop innovative programs, which attract students, improve learning, and grow opportunities for students and community.

• Through a partnership with the Center for Leadership Excellence, the Center for Faculty Development (CFD) offered the Faculty Leadership Year (FLY) Program, a year-long professional development program that gave 12 faculty the opportunity to identify, discuss, apply, and analyze various theories, competencies, skills, and strategies of effective leadership within a higher education model.

• CFD offered 10 workshops for 194 faculty participants focused on research methodology and advanced statistical modeling techniques.

• Study Away provided six program development grants for faculty resulting in courses set in Sweden, Japan, Iceland, Morocco, Australia, and Kenya.

• The Office of Distance Learning’s Instructional Design, Testing Center, and WKU On Demand offices worked with over 300 faculty, supported online course developments and revisions, and led numerous webinars, workshops, and camps.

• WKU Summer Sessions supported 506 faculty during Summer Sessions 2014, an increase of 20% over last year.

• WKU Winter Term supported 221 faculty during Winter Term 2015.

• Through the Office of Study Away, WKU was selected as the new host institution for the Cooperative Center for Study Abroad, a consortium of American colleges and universities that offers study abroad programs and internships in English-speaking regions.
• The Online Learning Research Office (OLRO) provided methodological, statistical, and financial support for five research projects focused on student learning in online programs, retention, and the use of technology in courses. These projects were led by faculty principal investigators in the Departments of Biology; Communication; Social Work; Modern Languages; and Educational Leadership, Research, and Administration.

• Cohort Programs launched three new projects in partnership with academic departments: the Master of Science in Recreation and Sport Administration with a concentration in Intercollegiate Athletics; a partnership with Owensboro Health for a customized, online RN to BSN program; and an agreement with the United Arab Emirates Police Division for a Master of Public Administration program.

• Twenty-six WKU-Glasgow students and faculty participated in a new “Kentucky Experience” course through the Office of Study Away. The course was designed to provide a study away opportunity to students who often can’t enroll in travel programs due to other obligations.

• Faculty-Led Study Abroad supported the Climate Change Challenge, a program that took 30 WKU faculty and students, along with a team of health & medical professionals from Kentucky and Alaska to Iceland to explore the impacts of climate change on the country.

DELO provides funding and entrepreneurial opportunities for instructional support of academic departments through a variety of programs. These programs are made possible through the development of new program opportunities and the funding to support them.

Direct instructional support is provided through several DELO offices including Cohort Programs, Summer Sessions/Winter Term, Dual Credit, Distance Learning, Study Away/Faculty-Led Study Abroad, Center for Faculty Development, Online Learning Research Office, and Lifelong Learning.

• Academic Outreach provided funding for 10 faculty lines to support WKU Dual Credit and Cohort Programs.

• The Center for Faculty Development (CFD) certified 49 graduate students to serve as Graduate Assistant Instructors at WKU.

• Forty-nine faculty attended CFD workshops focused on teaching and advising students with autism or teaching millennials in the classroom.

• Distance Learning supported faculty in the development and revision of over 100 online and non-semester based courses, including 24 new courses offered by faculty.

• Continuing & Professional Development partnered with University College to support the logistics associated with Prior Learning Assessment (PLA).
DELO is committed to ensuring success for our programs and partnerships. Marketing and recruitment efforts play a key role in that success.

DELO Marketing received two gold Markie Awards and one silver Markie Award through the Professional Marketers Association.

WKU gained national recognition for best online programs in the following areas:
- US News and World Report – Online Bachelor’s Degree Programs
- US News and World Report – Best Online Bachelor’s Programs for Veterans
- US News and World Report – Criminology
- US News and World Report – Teacher Education
- OnlineMastersPrograms.org – MHA

Online Program Services worked with academic departments to add 20 new programs available 100% online, bringing the total of online undergraduate, graduate, post-baccalaureate, minor, or certificate programs to 89.

WKU Winter Term celebrated its 10th year and enrolled 2,015 students in WT2015 courses. Of those students, 384 went on to graduate in May.

Continuing & Professional Development implemented a new registration system, Campus CE, allowing users to supply personal information and pay securely for personal enrichment, youth programs, and open enrollment courses focused on career and workforce development.

Distance Learning ensures ADA accessibility for content hosted in Blackboard. During FY2015, the DL team transcribed and captioned over 1,100 videos and partnered with the Student Accessibility Resource Center to help students needing additional resources engage with their peers online.

DELO works closely with IT to enhance our support of faculty and students. This partnership supports the licenses for Blackboard, Adobe Connect, Tegrity, and a variety of other software packages.

MARKETING & RECRUITMENT

The DELO marketing team works with program managers, coordinators, and partners to provide targeted marketing efforts that promote programs, increase awareness, and maximize enrollment. DELO Marketing coordinates all of the Division’s marketing needs, which includes developing and implementing marketing, social media, and communication plans; designing print and digital marketing; copy editing; tracking, measuring, and reporting campaign effectiveness; and managing a customer relationship management (CRM) program.

• During FY2015, DELO Marketing completed over 900 projects for 16 DELO offices and participated in over 20 marketing or recruitment-related conferences and webinars.

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INFORMATION RESOURCES

We also rely heavily on support from the University Libraries who maintain electronic journal databases and serve students at a distance with research and reference help, journal article and book delivery off-site. These partnerships are a great example of the monumental efforts that support teaching and learning at WKU.

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DELO builds bridges between WKU and the community by serving as the outreach arm of the University, offering both credit and non-credit classes to students of all ages.

- Career and Workforce Development (CWD) launched two new programs: The Spirit of Service (SOS) and Targeted Needs Training (TNT). SOS focused on customer service in higher education and had 26 enrollments. TNT offered a series of open enrollment classes for the WKU community and the external community and had 59 enrollments.

- CWD partnered with Eastern Kentucky University to bring their Occupational Safety and Health Administration (OSHA) Training Institute to Bowling Green, making it the only program of its kind in this region.

- The Society for Lifelong Learning (SLL) began its first term in March 2015, offering 21 classes to its 111 members. The SLL also hosted four Food For Thought events. Over 250 members and guests attended the events, which included presentations on the history of NASCAR and moonshine, the multiple types of bluegrass music, the Music of WWI, and the enduring questions about the darker side of human nature.

- Conference & Catering’s Event Planning Services helped plan 11 new events for clients in Bowling Green and Glasgow, including the Regional Leadership Symposium, Intergenerational Communication Conference, and the Engage Leadership Luncheon Series. This resulted in a 47% increase over 2014.

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