DISTANCE LEARNING

On Demand
During the 2013-2014 fiscal year, our staff provided student support services to over 1,350 students engaged in on demand courses.

We hosted the Association for Distance Education and Independent Learning (ADEIL) annual conference and worked with Academic Technology to develop and deliver innovative programs such as the Online Teaching Camp, the Winter Workshop, the Fall Break Workshop and "The Doctor Is In."

Instructional Design
We partnered with Academic Technology and several academic departments to pilot Blackboard Outcomes Assessment (BbOA) to help WKU faculty align their course content with learning outcomes and rubrics to assess student learning. We are one of a select number of institutions engaged in this work.

Through a partnership with the Kinesiology, Recreation & Sport Department, we offered WKU’s first Massive Open Online Course (MOOC). We worked with the Department of Architectural and Manufacturing Sciences to offer a modularized bachelor completion degree to adult learners continuing on from KCTCS, slated to begin in 2015. We also transitioned all Quality Matters administration and support to DL, allowing us to further integrate best practices in quality course design. This created the necessary support structure to allow entire academic departments to embrace the QA model for peer reviewed courses.

DL Testing Centers
We partnered with the National College Testing Association (NCTA) on various testing initiatives and were awarded the Test Center Certification, a distinction granted to only a few centers in the U.S. and Canada.

STUDY AWAY

During the 2013-2014 fiscal year, we offered over 40 study abroad and study away programs with over 570 participants.

We awarded over $49,000 in scholarships from the DELO Study Abroad Scholarship program.

We launched “Toppers at Sea”, a new, innovative program which took place aboard the MV Explorer ship. The course was designed around the study of climate change and included WKU students & faculty, as well as students from Whittier College in California and Colorado State, two doctoral students, several non-credit participants and family members.
The Division of Extended Learning & Outreach (DELO) is dedicated to taking educational opportunities and resources of WKU to the citizens of Kentucky and around the world.

During the 2013-2014 fiscal year, we continued our mission by improving quality, expanding partnerships and providing even greater access to WKU. This annual report highlights some of our most impactful accomplishments throughout the past fiscal year.

ACADEMIC OUTREACH

Cohort Programs
During the 2013-2014 fiscal year, we added five new cohort programs, including the Master of Science in Recreation & Sport Administration with a concentration in Athletic Training; Master of Social Work for WKU Elizabethtown; Principal Preparation Certification Program; Online LPN to ASN; and Water Institute Training Associate Degree Program.

We rolled three incubator projects to base budgeting: RN to BSN; Master of Science in Recreation and Sport Administration: Concentration in Sport Media and Branding; and Graduate Certificate in Dietetics, allowing WKU to permanently fund five faculty and 6 staff lines. We also funded 10 faculty and 9 staff positions in departments.

Deal Credit
During the 2013-2014 fiscal year, we served 1,896 students with 3,615 course enrollments. We added partnerships with nine new schools, including Assumption High School, Bourbon County High School, Fern Creek High School, Holy Cross High School, McClean County High School, Ohio County AEC, Spencer County High School, Washington County High School and Fort Knox High School.

Online Program Services
During the 2013-2014 fiscal year, we began our “Road to Success” webinar series featuring topics such as “Research Tips & Tricks,” “Resume Writing” and “Making Smart Choices when Drowning in a Sea of Financial Aid Options.”

We helped the Gordon Ford College of Business launch a Business Sustainability certificate and supported four new Online Programs, including Graduate Certificate in Literacy; Advanced Worksite Health Promotion Graduate Certificate; Graduate Certificate in Career Counseling; and Graduate Certificate in Lean Six Sigma.

We embedded the Student Resource Portal (SRP) on all WKU courses created in Blackboard and worked with WKU Libraries to build a Research Guide for Distance Learners. We also added new video tutorials to help new students with “My WKU Transition” and account setup, and we provided students with specific contact information related to the Student Complaint Resolution Process and State Authorization.

Summer Sessions/Winter Term
During summer 2013, we awarded 54 scholarships to fifth-year students with at least 90 credits and a 2.0-2.99 GPA. This effort supported the student success coaching efforts of the WKU Office of Retention & Student Services and aided students’ progress toward bachelor degree completion within 6 years. We awarded scholarships to 840 students through the Summer Scholar Program.

Of the students that graduated in four years, 74% took at least one summer or winter class. Of the students that started, but did not graduate in 4 years, 67% of those students never took a summer or winter class.

CENTER FOR FACULTY DEVELOPMENT

During the 2013-2014 fiscal year, we offered 28 workshops focused on teaching and pedagogy, with a total of 129 participants who rated them, on average, a 9 out of 10 for “workshop effectiveness.”

We offered two workshops to extend the research and methodological skills of faculty and graduate students and partnered with the Department of Sociology to offer a three-day workshop for 25 faculty and three graduate students focused on Hierarchical Linear Modeling, an advanced statistical technique being widely used in the quantitative analysis literature. We also offered five teaching/pedagogical workshops and 2 research/statistics workshops using a webinar format.

Thirty-seven graduate students completed the Best Practices in Mentoring and College Teaching (BPACT) program, which is part of the certification process to serve as a Graduate Assistant Instructor at WKU.

Online Learning Research Office
Our Online Learning Research Office (OLRO) supported six faculty research projects that focus on the measurement of student learning outcomes in online courses, blended learning classes and “flipped-classroom” environments. Two of the projects are in data collection and data analysis stage.

We supported faculty research projects from the biology, modern languages, social work, communication, math and educational leadership departments, as well as projects within DELO, including the Faculty Professional Development Needs Assessment survey and a DELO Student Support Services survey.

CONTINUING & PROFESSIONAL DEVELOPMENT

Career & Workforce Development
During the 2013-2014 fiscal year, we supported over 250 training hours with our consortium partners in Warren and Simpson counties and the multicounty region comprised of the Northern Kentucky Training Consortium. We also provided development and leadership training to area businesses through our contract training operations, as well as our open enrollment initiatives.

As an educational provider for some of the largest employers in our region, WKU staff and trainers supported an additional 300 hours of training. Our staff developed new and enhanced content for our outstanding supervisor and group leader programs. Four CPD trainers became certified in Covey’s “Seven Habits Signature Series,” allowing us to expand our leadership offerings and to become a premier trainer for “Seven Habits” in the region. We also partnered with Moos Middle School to host an auction featuring student artwork at a BG Chamber of Commerce After Hours event.

Lifelong Learning
We continued to provide ACT, GRE and LSAT test preparation courses and expanded our relationships with Community Education and numerous academic departments to deliver new and unique lifelong learning experiences. We also provided services to youth camps and programs, including Pre-College Strings, String Explosion and the Summer Forensics Institute.

CONFERENCING & CATERING (C&C)

During the 2013-2014 fiscal year, we forged a new partnership with Aramark to combine conference services with catering. The partnership allowed us to create the new Office of Conferencing and Catering, which expands services to the WKU Campus and surrounding region.

Our partnership with Aramark created a stronger working relationship, allowing us to increase overall reservations and sales. Our reservations, which measure customer utilization, grew by 12.14%. Conference center sales grew by 33.37%.

Through our partnership with Alumni Relations, we successfully opened and managed the conference activities at the Augenstein Alumni Center, creating a beautiful new venue. These improvements have created a solid foundation, slating us to increase sales and conference activities even more during FY 2015.

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