Taking the educational resources of WKU to the citizens of Kentucky and around the world.
GREETINGS

Welcome to the 2008-09 highlights booklet developed by the Division of Extended Learning and Outreach (DELO). This has been a very successful year for the division and there is much to share about what DELO has done for the university, community, Kentucky, and beyond. Throughout this document you will see that DELO continues to partner with WKU faculty and departments, as well as area businesses and industries, to provide learning opportunities and programs to meet their specific needs.

Looking back on our sixth year as a division and all of our involvement and accomplishments, I must give thanks to all of our partners and every DELO staff member who has helped create a bold vision for the future. Through all of our programs and outreach efforts, it is clear that DELO continually strives to help WKU become a leading American university. Please take the time to review some of our accomplishments and highlights from this past year. It is our hope that over the next year we will find ways to partner with you and your department, and we welcome any opportunity you may have in mind.

Please join us as we take the educational resources of WKU to the citizens of Kentucky and around the world.

Donald W. Swoboda
Dean

DELO – CONTRIBUTIONS TO WKU

The Division of Extended Learning and Outreach takes its mission of providing education and training outside of the traditional University setting very seriously. Through Distance Learning, Independent Learning, Cohorts, Dual Credit, Winter Term, the Center for Training and Development, Continuing Education, the Carroll Knicely Conference Center, and the Regional campuses DELO has many pathways to successfully meet this mission. DELO values the partnerships made with departments and programs at the University and provides both direct and indirect support through professional development, supplemental wages and graduate assistant stipends, program incentives, Memorandum of Agreement distributions, DELO distributions, and funding for capital projects. During fiscal year 2009 alone, DELO has directly or indirectly contributed to the University more than seven million dollars.

More than $2.65 million dollars have been moved into capital projects for both the South Campus and the Hill Campus. We are excited to see the Carroll Knicely Conference Center renovation begin this summer. DELO has entirely funded the six million dollar plus project over several years.

More than $2.25 million dollars have been paid in wages and professional development funds from DELO programs to faculty and staff who are not employees of the Division of Extended Learning and Outreach. The bulk of this amount is supplemental wage and fringe earned by faculty for teaching classes in Winter Term, Distance Learning, Independent Learning, and Cohort Programs.

DELO programs have contributed more than $2.15 million dollars directly to University Departments and Colleges who partner with DELO programs. These funds come from the DELO distribution, Cohort incentives, and Memorandums of Agreements with Distance Learning.

CARROLL KNICELY CONFERENCE CENTER

The Carroll Knicely Conference Center has continued to become a premier venue for all types of professional and social occasions in the Bowling Green area, surrounding regions, and throughout Kentucky. This year alone the Conference Center was the facility of choice for over 400 events that ranged in rental time from 3 hours to one week, including 4 high school proms, 21 weddings, and 15 holiday celebrations.

Focus this year continued on enhancing the customer experience through high levels of customer service and facility quality. Of major importance to customer service and facility improvement is the purchase of a digital signage system. The system allows clients to easily find their way once arriving at the facility. The new feature enhances an already professional look of the lobby and throughout the conference center. In addition to the digital signage, new flat screen televisions are now located in the lobby as well as a new digital cable music system for client relaxation.

Our staff has continued to become increasingly involved in the Bowling Green community as well as in professional organizations. Of note: Derek Olive, Assistant Manager, served the BG Chamber of Commerce as the Small Business Committee Chair, organizing and executing a series of events for a week-long celebration of small business in our area. Sue Parrigin, Manager, has continued her involvement with the Chamber Ambassadors Club and is frequently seen at various community and chamber events promoting the Knicely Center and WKU.

Sue and Derek continue to be actively involved in the Associations of Collegiate Conference and Events Directors International (ACCEDI) through attending the regional and national conferences and participating in the organization’s One-Stop-Shop Certification program. Participation in this program has allowed the Knicely Center to obtain the One-Stop-Shop designation, indicating that the highest level of customer satisfaction can be achieved at our location. Other related activities include active membership in the BG Area Chamber of Commerce, the BG Area Lodging Association, the Kentucky Society of Association Executives...
ments.

The future is bright for the Knicely Center. It involves a large expansion plan on the horizon, which will include a ballroom to seat 700 people and an expanded kitchen for customer service enhancement. The Knicely Center is also preparing for a comprehensive site improvement plan that will include an upgraded parking lot, additional landscaping, and outdoor lighting. Additionally, a plan is in place to install new digital signage at the entrance on Campbell Lane and a new monument sign at the entrance of Nashville Road.

CENTRE FOR TRAINING & DEVELOPMENT

Through its partnership with the Warren County Industrial Training Consortium, CTD offers online classes that are managed by the Continuing Education office in DELO. During 2008-09 there was an increase of 78% participation in online classes among consortium employees. Additionally, the Warren County Industrial Training Consortium has grown from 3 members in 2004 to 31 in 2009. Another 6 members will be added in the third quarter of 2009. Due to the programs great success, CTD’s Industrial Training Consortium Project was selected as the 2009 ACHE South Distinguished Program Award winner for a non-credit program.

Enrollment in CTD classes for 2008-09 totaled 1,625 employees with 109 sessions. Additionally, CTD delivered 436 hours of training. CTD had one grant approved for $19,998 and contract projects totaling $165,893. There was a 31% increase in the total project cost for contracts.

The director of CTD organized customized training programs that were delivered to businesses such as Citizens First, the Warren County Water District, Quebecor World (INKS), and Laughing Cow. During the 2008-09 year, CTD acquired 11 new partnerships.

CTD partnered with the DELO marketing staff this year to begin implementing a comprehensive marketing plan which included a redesign of the CTD catalog and website and “blitz” advertising to raise awareness of CTD. The new look has been complete and the marketing pieces are being implemented on a regular basis.

CONTINUING EDUCATION & EVENT PLANNING

Continuing Education assisted the WKU music department in the marketing of the Woodwinds & Brasswinds and Vocal & Strings camps for current high school students and potential WKU students. Twelve clarinetists representing Kentucky and Indiana participated in the Topper Clarinet Weekend held June 11-13, 2009. An honor orchestra was formed allowing intermediate level students in the county program an additional opportunity to practice and perform as a group. Participation in music programs this year totaled 179 enrollments.

Continuing Education and the Center for Training & Development, along with the Bowling Green Area Chamber of Commerce, Warren County Industrial Training Consortium, and the Cabinet for Economic Development were recognized by ACHE-South for an innovative training partnership. Through the partnership, the Consortium coordinates training opportunities for local industries of Warren County. A minimal investment is required to gain access to valuable training for employees. The Consortium provides effective training at a nominal cost and holds training locally with minimal interruption to the work schedule. In 2008, the consortium began offering non-credit online training courses to its members through WKU Continuing Education.

Continuing Education served as the CEU and professional development provider for several in-state and out-of-state workshops, conferences, and programs including the Kentucky Association for Pupil Transportation, the NY Institute of Forensic Audio, individuals completing certification courses in Malaysia hosted by Atcen, the Motorcycle Safety Foundation, and the WKU Center for Gifted Studies AP Institute. CE also provided event planning services this year for Strategies for Handling Workplace Conflicts, sponsored by the WKU Nursing Department.

Through a partnership with Athena: The Training Professionals, CE marketed high-end Information Technology and leadership programs, such as Project Management and Ken Blanchard courses. Through a partnership with the U.S. Army Veterinary Corps, CE marketed the American College of Veterinary Preventive Medicine designation preparation course using Blackboard. CE also partnered with the Center for Food Security and Public Health at Iowa State University.

As a member of the steering committee and advisory council for WKU REAL (Reaching Each Adult Learner), Sharon Woodward planned and attended meetings with each WKU regional campus to discuss their services and challenges.

DISTANCE LEARNING

Distance Learning continues to be the fastest growing mode of class delivery at WKU. The number of online enrollments increased by 25% in 2008-09 to more than 21,800 enrollments. Telecourse enrollments also increased by 4% this fiscal year. Enrollment numbers are expected to continue to grow with the addition of some new online M.A./M.S. programs including: Criminology, History, Middle Grades Education, and Adult Education. A new online graduate certificate is also available in Instructional Design.

The Distance Learning office continues to be a great resource to the campus community, providing training and services for all involved in learning at a distance. Distance Learning through the TSONline Center provides training for faculty members in online course development. This year, during the fall and spring faculty workshops, Distance Learning had 25 and 28 participants respectively. In the summer of 2008, 20 faculty members participated in the week-long Online Teaching camp. Throughout the year, Distance Learning executed 57 new semester online course development contracts with WKU faculty.
Distance Learning has assisted online teaching faculty by jointly purchasing an Island in “Second Life” to be used with sustainability courses in Geology (with Ogden College of Science & Engineering and Information Technology), by providing training for WKU advisors on the courses and services available to students at a distance, and proctoring over 10,000 exams for students in distance classes at the DELO Testing Center. The DELO Testing Center assisted the Nursing Program by offering the Nursing Entrance Exam and the Nursing Challenge Exams for the College of Health and Human Services School of Nursing.

INDEPENDENT LEARNING

Independent Learning continues to grow in its programs and enrollments. IL now offers over 90 courses with first-time offerings from the following areas of study: Library Media Education, Consumer and Family Science, Chemistry (BGCC Liberal Arts & Sciences Division), and Information Systems (BGCC Business & Computer Studies Division). Enrollments have steadily increased, up by 34% from the 992 enrollments in FY 07/08 to 1,332 this year.

As a result, Independent Learning has now passed the $1 million revenue mark. The 2008-09 revenue surpassed the budget projection of $391,000 by $81,980, totaling $1,172,980. In addition, 22 contracts for new course development as well as six course revision contracts have been completed. IL has also partnered with Cohort Programs and the Gordon Ford College of Business to offer an online MBA Foundations course. This course replaces the previously required eight courses needed to be admitted to the WKU MBA program. To date, 24 students have participated in this new course.

COHORTS AND DUAL CREDIT PROGRAM

Cohort Programs collaborated with the Department of Communication Disorders to launch an online Pre-SLP Program. The Pre-Speech Language Pathology (SLP) Program offers students the academic background needed for entry into a Master’s Program in Communication Disorders through a series of seven courses. Two cohorts totaling 52 students were admitted to the program this year.

A new online program providing a Master’s degree in Recreation and Sports Administration with a concentration in Athletic Administration and Coaching began this year as a Cohort Program. Sixteen students from 9 states formed the inaugural group. A second cohort of 30 has been admitted that will begin in Fall 2010 and a waiting list is currently forming for a third cohort.

The Office of Cohort Programs provided over $1,000,000 in direct financial support to its WKU academic partners. Its partnerships made seven degree and three professional development programs available to students who would not have otherwise been served by WKU.

Enrollment in the Dual Credit Program grew 18% this year, reaching 2,424 enrollments. Student headcount also increased to 1,111 students in 2008-09, up 193. The WKU Dual Credit Program served students in 22 High Schools, offering 39 courses in 160 course sections. Enrollment in the Dual Credit Program at the Glasgow Regional Center has reached 225 with 47 course offerings, the highest so far in the 3 years classes have been offered at that location.

Dewayne Neely, the Dual Credit Program Specialist, presented at the National Alliance of Concurrent Enrollments Program’s (NACEP) annual conference in Kansas City, MO. The presentation was entitled “Marketing to Tomorrow’s College Student.” He was elected as the Secretary for the Kentucky Association of Continuing Higher Education this coming year, which will lead to the position of President in 2011.

In April, the Dual Credit Program hosted an event celebrating the achievement of reaching more than 1,000 students in 2008-09. This is the first time the program, in any of its incarnations, has reached this important indicator. This is a major milestone for the Dual Credit Program, as student headcount has grown more than 100% in the past five years. The 1,000 Celebration not only recognized a paramount year, but also honored those partners who have made the program a success.

The Dual Credit Program offered its first professional development day for instructors who teach WKU courses at area high schools. Thirty-two teachers and 6 WKU faculty liaisons were able to network and attend lectures on helping every student reach their potential. The day also brought the unveiling of a new website for Dual Credit instructors that will allow them to find information and training tools with greater ease.

DELO MARKETING

The DELO marketing department has seen a great deal of growth in its nearly six years of existence. The department began with one part-time employee and has grown to include a marketing manager, marketing specialist, a graphic designer, two web designers, and a student worker. All members of the team work together to create a seamless process of completing marketing tasks for all DELO units.

Projects range from press releases and newspaper ads to event planning and program marketing campaigns. An online form and database created by the webmaster allows the staff to keep all projects organized and allows departments to see the progression of their requests. The form provides information about project details, deadlines, and required meeting follow-ups.

The marketing staff are actively involved in a number of campus and national committees, including the WKU REAL marketing committee, WKU print committee, WKU bookstore committee, WKU Webmasters committee, University Continuing Education Association (UCEA) South conference planning committee, UCEA South Awards committee, and the Bowling Green Professional Marketing Association. Members of the staff are also involved in the National Associations of UCEA, ACHE, NAPP, and NAASS, both in giving presentations and receiving awards.
Summer 2008 Highlights

There were 6,125 students who took summer 2008 classes. This was a 2% decrease from summer 2007. Course enrollment was 11,512, which was also down 2% from the previous summer. Study Abroad this summer included 246 students that studied abroad in summer 2008 to 29 locations including: Argentina, Austria, China, Costa Rica, Czech Republic, Denmark, Ecuador, England, France, Germany, Ireland, Italy, Japan, Jordan, Malaysia, Mediterranean, Mexico, Netherlands, Poland, Scotland, South Africa, South Korea, Spain, Taiwan, and Vietnam.

Summer 2009 Progress

Graduate enrollment is up nearly 12% this year with just over 2,000 students. Overall summer student count for 2009 is up 2.7%. Final numbers will be available in August, after the last summer session is complete.

The eSignature Special Instructional Assignment (SIA) form is being used for the first time in summer in 2009. Faculty, Department Heads, and Deans are all able to sign off on summer contracts electronically.

Through partnership with Bowling Green Community College and WKU’s Glasgow campus, the Dual Credit Program offered university courses through its Summer Session for high school students. This unique academic opportunity served 28 students through two courses – HIS 119 and SOC 100 (one section offered at each campus).

This year the Office of Summer Sessions offered full-time faculty a stipend increase. The stipend rate for full-time faculty was increased this summer to 9% of base salary with a cap of $4,500 for a 3 credit hour course. Last summer’s rate was 8% with a $4,000 cap.

Summer Early Entry

The Bowling Green Community College, in partnership with the Office of Summer Sessions, developed an innovative new Summer Early Entry (SEE) program for incoming freshmen. The program is designed to allow students to take developmental classes early to ensure that they will be better prepared for college when they begin in the fall. Students took up to two courses in the July session – Reading or English course in the morning, followed by a Math course (2 levels offered) in the afternoon. This pilot group included approximately 50 enrollments and 23 students.

The Summer Early Entry (SEE) program for 2009 has expanded. This summer students will be taking classes from June 15th to August 6th with a week off starting July 6th. Classes meet Monday through Thursday and students can take up to 4 developmental classes. This year the program has 125 enrollments compared to 30 enrollments in 2008.

Winter Term 2009

There were 2,246 students enrolled in Winter Term 2009, an increase of 0.2% from 2008 and up 42% from 2006. There were 223 sections of 180 courses offered at the Bowling Green campus, Community College, Elizabethtown, Glasgow, and Owensboro campuses, as well as, online, study abroad, and US travel courses.

The graduate student population grew to 444 students, an increase of 16% from Winter 2008. The Study Abroad program sent 79 WKU students to Australia, England, France, Belize, Kenya, the Bahamas, Portugal, and Spain.

Online course enrollment represented 53% of the overall Winter Term enrollment in 2009. Winter Term online enrollment grew 10% from 2008 to 2009 and has grown 118% since 2006.

REGIONAL CAMPUSES

ELIZABETHTOWN/RADCLIFF/FT. KNOX REGIONAL CAMPUSE

Radcliff had an open house for the community in the new Radcliff Regional Education and Development Center on September 8. A large crowd turned out to meet the WKU President, Provost, several deans and department heads, and the staff of the center. The Radcliff Center features the two most technologically advanced Interactive Video Service classrooms in Kentucky, along with a state-of-the-art computer lab. All rooms are equipped for various instructional modalities. Dr. Ransdell made special recognition of Radcliff businessman Steve Montgomery, who donated $100,000 to develop one of the high-tech classrooms. WKU has placed a recognition plaque on the classroom door acknowledging the generous contribution.

Entrepreneurial Academy of Excellence Begins Classes

WKU’s Entrepreneurial Academy of Excellence (EAE), which is funded by the Lincoln Trail Area Workforce Investment Board and administered by the Lincoln Trail Area Development District, delivers a curriculum designed to present a global introduction to the process of turning an idea into a successful start-up enterprise. The EAE emphasizes innovative ideas and products derived from life experiences and regional interests.

The EAE is designed for participants having little or no entrepreneurial experience, but having an idea they would like to pursue. The program provides a comprehensive foundation for participants to evaluate potential start-up opportunities for personal involvement.

The EAE sessions for WKU Radcliff Regional Education and Development Center started with 45 enrollees from Breckinridge, Hardin, and Meade counties. A very enthusiastic group of entrepreneurs with creative ideas and great anticipation committed to participate in a learning experience to define the required components necessary to achieve their personal and business goals.
1,300 new personnel are on post as a result of the realignment. Consultants moving into the area as a result of the Base Realignment and Closure Act. Already approximately officials indicated that there may be as many as 21,000 new soldiers, civil service workers, family members, and transition needs with the growth occurring in the area as a result of the Fort Knox transformation. Military officials met with key Radcliff and Fort Knox leaders in September. The focus of the session related to education. WKU President Gary Ransdell and a number of WKU Deans and Department Heads hosted a roundtable discussion with the reviewers at Fort Knox. The team was particularly impressed during the review week. Provost Dr. Barbara Burch, along with a number of other key academic leaders and administrators of the university, met with the reviewers at Fort Knox. The team was particularly impressed with the quality of instruction enhanced by Interactive Video Service classrooms, assessment program, and student services.

Radcliff Roundtable Discussion
WKU President Gary Ransdell and a number of WKU Deans and Department Heads hosted a roundtable discussion with key Radcliff and Fort Knox leaders in September. The focus of the session related to education needs with the growth occurring in the area as a result of the Fort Knox transformation. Military officials indicated that there may be as many as 21,000 new soldiers, civil service workers, family members, and consultants moving into the area as a result of the Base Realignment and Closure Act. Already approximately 1,300 new personnel are on post as a result of the realignment.

Area Workshops
Ten students attended the first Job Search and Resume Writing Workshop held in Elizabethtown on August 5. The workshop was conducted by Liz Heller with the WKU Career Services Center. Gail Ledford, Student Services Coordinator, met with a group of displaced workers from AGC Automotive. She briefed them on the educational opportunities WKU offers in Hardin County. A workshop on Resume Writing and Job was held in mid-March for the displaced workers in the Hardin County community.

WKU Donation to Iraq Soldiers
The WKU Elizabethtown/Radcliff/Ft.Knox Regional Center and President Gary Ransdell recently donated a number of WKU sports-related items to the 3rd Expeditionary Sustainment Command for placement in their “internet cafe and sports lounge” in Iraq. This unit is one of the new commands that is now headquartered at Fort Knox as a result of the Base Realignment law, and now most of the Soldiers of the unit are deployed in Iraq. They plan to use their new room to contact family members by email and to have a place for an occasional break from their demanding work. The mission of the 3D Sustainment Command (Expeditionary) is to provide logistics and distribution management anywhere, at any time, in any environment, and against any adversary. These Soldiers will return to Fort Knox at the end of their combat tour and many are from Kentucky.

Ft. Knox MIVER Review
The six colleges offering programs at Fort Knox and the Fort Knox Army Continuing Education System recently underwent a survey by the Military Installation Volunteer Education Review Board (MIVER), a branch of the American Council on Education. Preliminary reports by the board indicate that WKU is viewed as having outstanding programs and services for the Fort Knox community. Dr. Ron Stephens and Dr. Dennis George, Assistant Vice President of Academic Affairs, coordinated the WKU documentation and reports that were reviewed and were onsite during the review week. Provost Dr. Barbara Burch, along with a number of other key academic leaders and administrators of the university, met with the reviewers at Fort Knox. The team was particularly impressed with the quality of instruction enhanced by Interactive Video Service classrooms, assessment program, and student services.

On-campus services
WKU – Glasgow students continue to be served by regular, pre-scheduled visits from Financial Aid, Student Support Services, Student Disability Services, Career Services, Counseling and Testing, and the DYNAMITE Leadership Institute. Educational Opportunity Centers has assigned a counselor to Glasgow on a daily basis. During the Spring 2009 semester, the Career Services Center coordinated a Career Fair on the Glasgow Campus.

Student Engagement Opportunities
During the 2009 Spring Break, nine WKU-Glasgow students and one WKU-Glasgow faculty member participated in Study Abroad in Ecuador. In addition to top-rated academics, WKU-Glasgow students have extra-curricular opportunities for engagement. The Associated Student Body created an award-winning Christmas Float for the area Christmas parades. With the assistance of the Glasgow Business and Professional Women, WKU-Glasgow now has a Samothrace chapter for young professional women. While attending the Gamma Beta Phi National Convention, WKU-Glasgow students ran and were elected to every officer’s seat for the Kentucky Caucus of Gamma Beta Phi.

Conferences, Outreach, and Professional Development
As a steward of regional education and outreach for WKU, WKU-Glasgow hosted the following events and conferences:
Local: Getting Back to Work workshop, Glasgow-Barren County Chamber of Commerce’s Small Business Development Roundtable Discussion, and Animal Welfare Awareness Day
Regional: P-16 Council, Plain Communities and Health Care Providers, Gear Up KnowHow2Go night for Barren, Edmonson, and Cumberland Counties, and Glasgow Independent Schools
State: Anthropologists & Sociologists of Kentucky, Alltech on the Road
National: Math Pioneers

WoundedWarriors Transition Program Fall Festival
Dr. Ron Stephens, Associate Dean, DELO and Director, WKU-Elizabethtown/Radcliff/Ft.Knox met with personnel in the Ft. Knox Wounded Warrior Transition program recently and discussed educational programs for Soldiers in the unit. This program works with Soldiers who have been wounded in battle and who are receiving medical and support services to enable them to return to duty or to be prepared for civilian life. All Soldiers on the unit develop an educational or employment plan in conjunction with counselors.

GLASGOW

Student Engagement Opportunities
During the 2009 Spring Break, nine WKU-Glasgow students and one WKU-Glasgow faculty member participated in Study Abroad in Ecuador. In addition to top-rated academics, WKU-Glasgow students have extra-curricular opportunities for engagement. The Associated Student Body created an award-winning Christmas Float for the area Christmas parades. With the assistance of the Glasgow Business and Professional Women, WKU-Glasgow now has a Samothrace chapter for young professional women. While attending the Gamma Beta Phi National Convention, WKU-Glasgow students ran and were elected to every officer’s seat for the Kentucky Caucus of Gamma Beta Phi.

Conferences, Outreach, and Professional Development
As a steward of regional education and outreach for WKU, WKU-Glasgow hosted the following events and conferences:
Local: Getting Back to Work workshop, Glasgow-Barren County Chamber of Commerce’s Small Business Development Roundtable Discussion, and Animal Welfare Awareness Day
Regional: P-16 Council, Plain Communities and Health Care Providers, Gear Up KnowHow2Go night for Barren, Edmonson, and Cumberland Counties, and Glasgow Independent Schools
State: Anthropologists & Sociologists of Kentucky, Alltech on the Road
National: Math Pioneers

OWENSBORO

The Owensboro campus is growing. As of June 2009 the new WKU-O campus building is at the halfway point. The projected move-in date is December 19, 2009. The goal is to have the building ready for students starting January 2010. Progress of the new building can be viewed on the Owensboro website.
The Dynamic Leadership Institute (DLI) had over 60 participants for the fall and spring semesters to complete phases 1, 2, and 3. The Dynamic Leadership Institute is designed to teach students the interpersonal skills and knowledge needed to engage in various leadership roles on campus, within the community, and in their futures. Each of the four phases of the program allows the student to view leadership from different perspectives and provides opportunities to examine and enhance their skills. At the sixth annual Center for Leadership Excellence Leadership Banquet each WKU Department recognized an outstanding student leader for the year. Brooklyn Belcher was selected as WKU-O’s Outstanding Student Leader of 2008 for her leadership of the Owensboro Toppers (WKU-O’s Student Advisory Team) and for her participation in the Dynamic Leadership Institute (DLI) program. She has been instrumental in increasing campus activities for our students. Brooklyn is now the full-time office associate with WKU-O.

WKU-O’s marketing plan raises community awareness of its presence in Owensboro, of the available programs, and of the new building. A major radio advertising campaign has been launched and local newspapers and the Chamber of Commerce consistently mention WKU-O in their publications.

Lewatis McNeal, graduate advisor/recruiter works vigorously to ensure WKU-O’s presence in Owensboro is known. WKU-O has sent out over 2,500 recruitment letters to persons graduating from OCTC, Madisonville, and Henderson Community Colleges over the past six months. Several new programs have been added this past year including: Systems Management, Sociology, and Social Studies, Minors: Criminology, Literature, and Religious Studies. WKU-O sponsored a GRE Prep class for nearly 50 people in May 2009. The prep course was free to students and non-students in the Owensboro area who need to take the GRE in order to be accepted into a graduate program.

**AWARDS & RECOGNITIONS**

- Dual Credit 1,000 Student Celebration
- Dewayne Needly, elected Secretary of KACHE (Kentucky Association of Continuing Higher Education
- Beth Laves, elected to the Board of Directors of NAASS (North American Association on Summer Sessions)
- Beth Laves, serves on the Board of NCCSS (North Central Conference of Summer Sessions)
- Don Swoboda, elected as Commissioner of UCEA Commission on Leadership
- Don Swoboda, awarded the 2008 UCEA Award for Outstanding Service in Continuing Education
- Cindy Troutman, selected 2009 Outstanding Graduate Student in the College of Education & Behavioral Sciences
- Manon Pardue (CTD) and Sharon Woodward (CE), received the 2009 ACHE South Distinguished Non-Credit Program Award
- DELO Marketing, received the Crystal Marketing Award for ACHE for the second year in a row
- Elizabeth Main, received the bronze UCEA Marketing & Publication Award in Interactive Website Design
- DELO Marketing, received award for best Hodge Podge (event marketing campaign) and honorable mention for best 4-color brochure from the Bowling Green Professional Marketing Association
- Carroll Kniedy Conference Center, voted Best Place to Hold a Business Meeting for the 2nd year in a row
- Jennifer Perry, elected VP of Sponsorship for the Professional Marketing Association
- Stacey Biggs, elected VP of Membership for the Professional Marketing Association
- Dr. James McCaslin, named a 2008 Rising Star by the Glasgow Daily Times
- Dr. James McCaslin, received the 2009 TRiO Achiever Award from the Southeastern Association of Educational Opportunity Program Personnel
- Jennifer Perry, serves on the UCEA South Conference Planning Committee
- Manon Pardue, serves on the Barren River Area Development District Workforce Investment Board
- Jennifer Perry, Chairperson of the UCEA South Awards Committee
- Derek Olive, named 2009 Fraternity Advisor of the Year
- Derek Olive, elected Chairperson of the Small Business Committee for the Bowling Green Chamber
- Dr. Juanita Bayless was honored at the first annual Toast & Roast Banquet.
- Dr. James McCaslin was elected to serve as the Kentucky Advisor for Gamma Beta Phi and the National Vice President for Gamma Beta Phi.
- Dr. Shana Pack was awarded the Undergraduate Outstanding Mentor Award by the Kentucky Psychological Association.
- Robert Wyatt serves on the Distance Learning Steering Team for the Council on Postsecondary Education
PRESENTATIONS

Manon Pardue, CTD Director:
“What Ever Happened to Ward Cleaver” – Presented to The Southern KY SHRM Group and the Young Professionals of Bowling Green

“The Workforce of the Future” - Presented to the Ready to Work Kids Summit Regional Conference 2009

Dewayne Neeley, Dual Credit Program Specialist
“Marketing to Tomorrow’s College Student.” - Presented at the National Alliance of Concurrent Enrollments Program’s (NACEP) annual conference in Kansas City, MO.

Beth Laves, Assistant to the Dean, Director of Winter/Summer Sessions
“Strategies You Can Use to optimize your Summer Website” - Presented at the Pre-Conference Workshop of the North Central Conference on Summer Sessions

Beth Laves, Assistant to the Dean, Director of Winter/Summer Sessions
“Impact of Online Class Offerings on Summer Sessions” – Presented during a Panel Presentation at the North Central Conference on Summer Sessions

Beth Laves, Assistant to the Dean, Director of Winter/Summer Sessions
Jennifer Perry, Marketing Specialist
Alicia Bingham, Administrative Assistant
“Using Google Analytics and Word Trackers to Enhance Web Marketing” - Presented at the North American Association of Summer Sessions Conference

Stacey Biggs, Marketing Manager
“15 Marketing Tips in 15 Minutes” – Presented at the Bowling Green Networking Women’s luncheon

Stacey Biggs, Marketing Manager
Jennifer Perry, Marketing Specialist
“Developing an Award Winning Campaign: Marketing the Carroll Knicely Conference Center” – Presented at the Association of Continuing Higher Education Conference

Cindy Troutman, Distance Learning Coordinator
“Support of Online Students” – Presented during a Panel Presentation at the KACHE Conference

Elizabeth Romero, Distance Learning Senior Instructional Designer
“Web-based Technology Use and Computer Self-Efficacy as Predictors of Support for the Implementation of eLearning” - Top Conference Paper Award - Presented by IEEE Computer Society

Leyla Zhuhadar, Distance Learning Senior Instructional Designer
Robert Wyatt, Distance Learning Director
“Metadata Domain-Knowledge Driven Search Engine in ‘HyperManyMedia’ E-Learning Resources” - Zhuhadar, Nasraoui, Wyatt - Presented at the International Conference on Soft Computing as Transdisciplinary Science and Technology at Universite de Cergy Pontoise, Cergy, France

Thank you
To our past, present, and future partners.