Taking the educational resources of WKU to the citizens of Kentucky and around the world.
Greetings from the Dean

This has been another exciting and successful year for the Division of Extended Learning & Outreach (DELO), and I am happy to share with you the 2009-2010 DELO Highlights.

DELO partners with WKU faculty and departments, area businesses, and industries to provide educational opportunities, programs, and services that meet the vast needs of those around us. Through this publication, we highlight some of the contributions DELO has made throughout the past year to WKU, the community, our state, and beyond.

I thank our partners who have helped us not only achieve, but exceed our goals. Please take the time to review some of our highlighted accomplishments and help us celebrate our seventh year of operation.

We continually strive to help WKU become a leading American university with international reach, and we look forward to another year of growth. Throughout our eighth year, we hope to work together with you and your departments as we grow and reach out more than ever.

Donald W. Swoboda
Dean

DELO Contributions to WKU

DELO encompasses the Center for Training & Development, Cohort Programs, Dual Credit Program, Continuing Education, Distance Learning, Independent Learning, the Knicely Conference Center, Study Away, DELO Marketing, Winter Term, and Regional Campuses (WKU-Glasgow, WKU-Owensboro, and WKU-Elizabethtown/Radcliff/Ft. Knox). Through these units, DELO reaches outside the traditional university setting to provide education and training opportunities to people throughout the community and the world.

For the 2010 fiscal year, DELO will distribute more than $2.1 million directly to WKU departments and colleges who have partnered with the DELO program. DELO has returned over $7.5 million in services, conference space discounts, program incentives, marketing services, business management services, instructional design support, faculty incentives for course and program development, and capital projects.
Center for Training & Development

The Center for Training & Development (CTD) increased enrollment by 13% over last year. Throughout the year, CTD created 12 new business/industry partnerships and coordinated a variety of programs for local businesses, including a small customized training program for Bel Brands, a new supervisor program for Warren County Water District, a new supervisor/team leader program for WKU Facilities Management, and additional training programs for SpanTech and WKU Parking & Transportation. CTD also provided a year-long employee training program to Logan Aluminum.

This year, CTD partnered with Continuing Education to deliver online classes to over 80 students and to implement a new online training provider for the Warren County Industrial Training Consortium.

CTD also continued its partnership with the Knicely Conference Center by utilizing meeting space for trainings, generating additional revenue for the Center.

Cohort Programs & Dual Credit

The Office of Cohort Programs served 638 students July 2009 through June 2010, an increase of 50.4% over last year.

Cohort Programs administered 151 courses totaling 2,011 enrollments. The office offered 13 degree programs and 4 professional development programs. It also provided over $1.3 million in direct financial support to its WKU academic partners.

Through the Office of Cohort Programs, Kingsford Manufacturing entered into an agreement with WKU to bring a certificate program in Occupational Safety and Health on-site for 18 employees. The Department of Public Health put the certificate together for the company and customized the delivery of the content to meet its needs. Fall and spring courses were taught as hybrids, meeting face-to-face seven evenings with the balance of the course material delivered via distance learning. This summer, courses will be offered in an intensive one-week session of face-to-face instruction in which an additional 17 employees will participate as Continuing Education students.
Cohort Programs worked with the College of Education and Behavioral Sciences to launch several new programs, including a contract with Christian County Schools to add a Gifted and Talented Endorsement to the professional certification for 48 of the system’s teachers. They also extended a credit option to teachers participating in the Lincoln Tri-State Summer Workshop and Content Area Literacy Academy. The Content Area Literacy Academy supports the Senate Bill 1 mandate for improving college readiness in reading with a professional development model that addresses the new Common Core Standards for Language Arts and reading and writing standards within disciplines.

The Dual Credit Program gave 1,100 area high school students the opportunity to earn college credit in 2009-10. Thirty-seven WKU courses were taught in 171 classes at 22 high schools and the Glasgow Regional Center (GRC). There were 287 enrollments in the course sections WKU-Glasgow set aside for the dual credit program students, bringing total program enrollment for the fiscal year to 2,302.

**Continuing Education**

Continuing Education had a total of 1,116 enrollments, an increase of 16% over the previous year. Enrollments include individuals participating in Continuing Education sponsored programming, event planning attendees, and individuals receiving continuing education units (CEUs).

In partnership with the WKU Department of Allied Health, Continuing Education developed a new dental assisting course. “Dental Assisting for Today” covers chair side assisting, radiation safety, radiography techniques, and dental office administration. The local Workforce Investment Board reviewed the program, and it has been added to the list of career programs that Workforce Investment Act or stimulus funding-eligible individuals in our region can utilize to further their education.

Plano and Rich Pond Elementary Schools were added to the Warren County Schools String Program partnership between Continuing Education, WKU Department of Music, and Warren County Schools. Lessons are now available during their after school programs.

Students of the pre-college strings private lesson program and orchestra classes from Bowling Green and Greenwood High Schools performed on April 23, 2010 with The Symphony at WKU. This history-making performance was The Symphony’s first concert back in the newly renovated Van Meter Hall, as well as the first time the pre-college students have performed with The Symphony.

Continuing Education partnered with WARE Boiler School from Indiana to provide a Boiler University in Bowling Green. The hands-on training was designed to help companies avoid potentially hazardous situations for employees that work with boilers on a regular basis.
In an effort to assist displaced workers in the area, Continuing Education provided a free “How to Get Hired” workshop, providing techniques for improving job searches, building an outstanding resume, and developing interview skills that make one stand out above the rest.

**DELO Marketing**

The DELO marketing department has seen a great deal of growth in its nearly seven 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 part-time office associate. 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 department continues to take on new projects to help support the growth of all DELO units and their WKU academic partners. This year the staff completed more than 500 projects, a 17% growth in project completion over the previous year.

DELO marketing staff members are actively involved at WKU and in the community, serving on a number of campus and national committees.

**Distance Learning**

Distance Learning is comprised of Online Learning, Independent Learning, the DELO Testing Center, and TSOonline (Technical Support for Online Faculty).

Distance Learning collaborated with offices across campus to create accessible online student services for distance learners, including the Counseling & Testing Center, Career Services Center, Graduate Studies, and Health Services. As part of this outreach effort, online graduate and undergraduate students now have access to online orientations and can participate in an online community for distance learners and other social networking activities. There are over 300 students participating in the online community to date, and over 700 students and prospective students have been assisted by student support services staff.
Distance Learning, along with 16 other universities, purchased an online training through Epigeum for adjunct faculty members teaching online classes. This training provides them with the support they need to effectively deliver online course materials and keep students engaged. Online Learning also provided support for online programs in the form of marketing, student services, and staff support.

**Online Learning** courses continue to be the fastest growing course delivery method at WKU. Between July 2009 and June 2010, the number of online enrollments increased by 22% to approximately 27,000 enrollments. There are now 15 master’s programs, 6 bachelor’s programs, and 5 associate programs available online, along with several graduate and undergraduate certificates. New online programs include the M.A.E. in Instructional Design, M.A.E. in Literacy Education, new concentration tracks in the M.A.E. in Adult Education, and the Bachelor of Arts in Sociology.

There were 156 new or revised semester-based online learning course development contracts with WKU faculty, up nearly 200% from the previous year. This year, an additional 140 courses were made available online.

The Graduate Assistant Training Program (1+1), which funds and trains graduate assistants for departments with online programs, was implemented. Once trained in online course management, GAs are transferred back to their home department where they assist faculty with online teaching endeavors. During the 2009-2010 academic year, Online Learning supported five graduate assistants with this program and employed an additional four in the TSOonline Center.

**TSOnline Center** staff helped faculty maintain more than 30 previous course developments. In addition, over 30 new complete courses were designed and developed in conjunction with faculty members from several different academic areas.

The staff assisted 45 faculty members in the development of specific instructional tools for use in distance courses. They also worked with faculty to add multi-media to their courses. This year, they completed 200 video conversions, added closed-captioning to over 450 videos, captured more than 35 YouTube videos and uploaded them to courses, and copied more than 45 Tegrity courses and moved them from server-side.

Staff provided technical support for over 65 online faculty through emails, phone calls, and office visits and provided technical support for more than 250 students. Events and trainings were recorded and uploaded to Tegrity for online students as part of the Online Community.
The DELO Testing Center expanded operations and opened a second location at South Campus. The staff proctored more than 13,000 exams for students in distance classes and approximately 1,000 out of town tests.

Independent Learning (IL) offered over 100 courses during this fiscal year, up 10% from last year. First time offerings included studies from health care administration, instructional design, educational administration, and exceptional education.

This year’s enrollment reached over 1,500, a 13% increase over last year. As of June 2010, revenue increased 14% over last year, equaling over $1.3 million.

Independent Learning staff provided customer support and enrollment services to over 2,800 students engaged in independent learning courses. Throughout the year, IL executed 34 contracts with faculty for non-semester based courses, developed 16 new courses, and revised 6 existing courses.

The Knicely Conference Center

Over the past year, the Knicely Center has been the site of numerous conferences, workshops, trainings, weddings, and other events, resulting in 1,650 room rentals and over 21,000 attendees.

The Knicely Center increased community resources by installing new video conferencing equipment, event rental resources, and a new digital surveillance system for added client and staff safety.

By August 2010, the Knicely East expansion will be available for use. The expansion will create a 700-seat ballroom and an additional lobby.

The Knicely Center began hosting regularly scheduled meetings for local organizations, including the Bowling Green Networking Women Organization and two local churches. It is also the official local training site for the National Electronic Warranty Corporation (NEW).

The Knicely Center became a Certified One-Stop Shop by the Association of Collegiate Conference and Events Directors - International for the second two-year term.
**WKU Regional Campuses**

**Elizabethtown/Radcliff/Ft. Knox Regional Campus** saw a 16% increase in student enrollment. Full-time students made up a record-breaking 43% of the total enrollment. Throughout the year, Elizabethtown/Radcliff/Ft. Knox staff have provided over 50 community programs and presentations about WKU, its programs, and the advantages of postsecondary education.

In conjunction with Elizabethtown Community and Technical College, the Elizabethtown campus opened phase II of the Central Regional Postsecondary Education Center, more than doubling the amount of facility space WKU has on the ECTC campus for classrooms, faculty, and student services.

A new technology-enhanced classroom and a technology-enhanced seminar/conference room were added to the WKU Radcliff Regional Center for Education and Development.

The Fort Knox center partnered with the Association of the United States Army and with the Council on College and Military Educators, doubling the number of soldiers enrolled in WKU programs. The campus also partnered with WKU departments, including Career Services and Counseling and Testing Center, to develop additional educational and outreach programs for the community. Other collaborations included participating in a local career planning week for local middle school children, called “Eighth-Grade Institute”, and partnering with the Workforce Investment Board to provide training for local citizens on how to apply for jobs with the Army Human Resources Command, the Directorate of Morale, Welfare, and Recreation at Ft. Knox, and more.

**WKU-Glasgow** course enrollment for spring 2010 reached 6,312, the largest spring enrollment since the inception of the campus.

In addition to top-rated academics, WKU-Glasgow students have extra-curricular opportunities for engagement. While attending the Gamma Beta Phi National Convention, WKU-Glasgow students ran and were elected to every seat for the Kentucky Caucus of Gamma Beta Phi for the second year in a row. A student chapter of Business and Professional Women was also chartered on campus. As a steward of regional education and outreach, WKU-Glasgow also hosted the Gamma Beta Phi state convention in November.

During the 2010 winter break, two WKU-Glasgow students and one WKU-Glasgow faculty member participated in Study Abroad in Costa Rica. During the 2010 spring break, six WKU-Glasgow students and two WKU-Glasgow faculty members participated in Study Abroad in Ecuador.
WKU-Owensboro campus has seen significant growth, with an 12.2% increase in spring term enrollment. The new campus building opened in January 2010, offering 11 classrooms, 6 IVS classrooms, 19 offices, a testing center, a computer lab, a bookstore, an administrative area, an electronic library, and an outdoor common area.

The Joint Admissions agreement between OCTC and WKU-O resulted in 108 new WKU students. The program allows freshmen enrolling at OCTC to be enrolled at the same time with WKU-O, regardless of which campus they are actually taking their coursework. WKU admissions fees for joint enrollment students are waived, and undergraduate advisors from WKU can advise students immediately. Students also have access to WKU campus events, use WKU computer labs, and have the financial advantage of attending both institutions to achieve a four-year degree.

WKU-Owensboro hosted a Chamber of Commerce Breakfast with over 350 people in attendance. President Ransdell attended the event and introduced WKU basketball coach, Ken McDonald.

The Dynamic Leadership Institute, which teaches students the interpersonal skills and knowledge necessary for leadership, has 25 active student members.

As part of the Owensboro Sister Cities Program, high school students from Olomouc in the Czech Republic visited the WKU-O campus in November. Dr. Tice visited Olomouc in the spring of 2010 with a group of officials from the Owensboro area. While there, they visited Palacky University and met with university and community leaders to discuss potential partnerships in the future.

Between July 2009 and June 2010, WKU-O participated in over 30 events throughout the Owensboro area, including various transfer, college, and career fairs, recruitment events, educational workshops, and conferences.

**Summer Sessions**

In 2009, Summer Sessions had the highest student count in 4 years with 6,253 students, reflecting a 2.1% increase in the number of students who took classes. Course enrollment was 11,154 in 2009, a 3.1% increase in enrollment over the previous year.

One hundred eighty-four students studied abroad in Summer 2009, and 70% of them went on WKU faculty-led trips. Summer study abroad locations included Africa, Asia, Central America, South America,
and European countries like Austria, Czech Republic, England, France, Germany, Greece, Ireland, Italy, Netherlands, Spain, Switzerland, and Turkey.

To date, summer 2010 undergraduate head count has increased over 7%, with more than 4,700 students. Total student head count for 2010 is currently up 4% over summer 2009. Final numbers will be available in August, after the last summer session is complete.

The Bowling Green Community College, in partnership with the Office of Summer Sessions, continued its innovative program for incoming freshmen called “Summer Early Entry”. The program was designed to allow students to take their required developmental English, math, and reading classes early to ensure that they will be better prepared for college when they begin in the fall semester. In summer 2009, the program had 120 course enrollments and over 70 students.

**Winter Term**

There were 2,129 students enrolled in Winter Term 2010, an increase of 34% from the first Winter Term in 2006, but a slight decrease of 5% over 2009. There were 241 sections of 190 courses offered at the Bowling Green, Elizabethtown, Glasgow, and Owensboro campuses, as well as online and study abroad.

Online course enrollment represented over 57% of the overall Winter Term enrollment in 2010. Winter Term online course enrollment grew 3% from 2009 to 2010 and has grown 124% since 2006.

WKU students studied abroad on trips to Belize, China, Ecuador, Egypt, France, Kenya, and Australia.

All colleges participated in Winter Term 2010, including 189 faculty from 44 departments and two interdisciplinary programs (Leadership Studies and Women’s Studies). The number of faculty participating in Winter Term has grown 47% since 2006 and 2% since 2009.
Presentations

Amanda McGaughey and Juliana Martins co-presented on Independent Learning industry best practices at the Annual ADEIL (Association for Distance Education and Independent Learning) conference in Montgomery, Ala.

Beth Laves, Ed.D., and Alicia Bingham presented at the annual North American Association of Summer Sessions conference in Biloxi, Miss. They presented “Using Google Analytics to Enhance Web Marketing and Improve Website Design” at the November 2009 conference. Laves and Bingham also co-presented at the South Region Association for Continuing Higher Education in April 2010 on “Success of Summer Early Entry for Entering Freshmen with Developmental Needs”. The conference was held in Cocoa Beach, Fla. Laves also presented “Websites and Online Marketing” at the North Central Conference on Summer Sessions 2010 Conference in Chicago. Laves also presented “Evolution of a Winter Term” at the University Professional and Continuing Education Association South 2009 Conference in Atlanta.

Don Swoboda, Ph.D., and Barbara Burch, Ed.D., presented at the South Region Association for Continuing Higher Education in Cocoa Beach, Fla.

Laura Ricke, Don Swoboda, Ph.D., and Beth Laves, Ed.D., presented “How We Operate . . . Our Best Practices” in June to the Council on Postsecondary Education Program Review working group in Frankfort.

Dewayne Neeley presented “The WKU Dual Credit Program” at the Kentucky Association of Continuing Higher Education conference in October 2009 in Corbin, Ky. Neeley also presented “Online Training Opportunities for Instructors” at the National Alliance of Concurrent Enrollment Partnerships annual conference in October 2009, which took place in Memphis, Tenn.

Manon Pardue spoke to the Kentucky Association of Colleges and Schools and to the Cumberland River Council on Post Secondary Education regarding changes in the workforce and ways for employers to deal effectively with the challenges these changes create.

Sharon Woodward was a session presenter during the ACHE South Spring conference in Cocoa Beach, Fla. The presentation, titled “Strings Discovery: Transforming String Exposure and Education,” discussed the coordination, growth, and administrative processes of the Pre-College Strings Development Program.


Tanja Bibbs and Jenna Haugen co-presented on military billing and registration in independent learning courses at the Regional ACHE (Association for Continuing Higher Education) conference in Cocoa Beach, Fla.
Professional & Community Involvement

Beth Laves, Ed. D., served on the Administrative Council as member at large for North American Association of Summer Sessions and on the Board of Directors for North Central Conference of Summer Sessions and Treasurer of NCCSS.

Derek Olive served as an affiliate member of the Kentucky Society of Association Executives (KSAE) and as a member of the BG Area Lodging Association. Olive also served the BG Area Chamber of Commerce on the Small Business Committee and was named to the Kids in Action Committee. Olive also received the Small Conference Institute Certification from ACCED-I (Association of Collegiate Conference and Events Directors-International).

Elizabeth Main served on the WKU Website Content and Design Committee, WKU Website Enterprise Content Management System Committee, and the WKU Bookstore Committee.

James McCaslin, Ph.D., served as the National Vice President for Gamma Beta Phi. McCaslin was elected Vice President of the Glasgow Rotary and completed Leadership Kentucky.

Jennifer Hanley, Ph.D., WKU-Glasgow Assistant Professor of History, was elected State Advisor for the Kentucky Caucus of Gamma Beta Phi.

Jennifer Perry served as Vice President of Sponsorship for Professional Marketing Association, was a member of the UCEA South Planning Committee, chaired the UCEA South Awards Committee, and served on the UCEA South Executive Board.

Laura Ricke served on the ACHE South 2010 Conference Planning Committee. She was a member of the NACEP Communications Committee and newsletter column contributor and served on the WKU REAL and Russellville Area Technology Center advisory councils. Ricke was named to the ACHE Committee on Inclusiveness and was elected Secretary of the Barren/Simpson/Warren and Cumberland River Area P-16 Councils.

Manon Pardue was a member of Southern KY Human Resource Chapter, Bowling Green Area Chamber of Commerce Workforce Development Committee, the Warren County Industrial Consortium Board of Directors, and the BRADD WIA Board. She attended the National Association of Workforce Investment Boards and the Academic Impressions Corporate Curriculum Conference. Pardue also served as chair of the General Industry Council for the Great Onyx Job Corp and as the Allen County Industrial Consortium Grant Committee chair. Pardue participated in the UCEA Workforce Forum and ACHE South conference.

Sue Parrigin, Ph.D., served as an affiliate member of the Kentucky Society of Association Executives (KSAE). She was also appointed to the Educational Committee. Parrigin served the BG Area Chamber of Commerce as a Chamber Ambassador. She is also a member of the BG Area Lodging Association.
Awards & Recognitions

Center for Training & Development received the ACHE South Distinguished Non credit Program Award, the UCEA South Program of Excellence Non credit Award, and the WKU Sponsored Program Award for the largest grant in the DELO organization.

Barren County Chapter of the WKU-Alumni Association won the Spirit of Distinction Award for the 11th straight year.

Chris Reed was awarded the 2009-2010 WKU-Elizabethtown Outstanding Part-time Faculty award.

Crystal Nuckols and Tabatha Spain completed the Staff Leadership Institute.

DELO Marketing staff received the UCEA Crystal Marketing Award for Interactive Marketing for their work on the Independent Learning website.

Don Swoboda, Ph.D., received the UCEA Walter S. Bittner Citation for Outstanding Service. Dr. Swoboda was also awarded the ACHE Southern Region 2010 Continuing Education Leadership Award and the ACHE 2010 Emeritus Award.

Jennifer Perry earned a M.A. in Leadership Dynamics.

Jimmy Lowe received the 2009-2010 Outstanding Part-time Faculty award for WKU-Glasgow.

John Bayless was named WKU-Glasgow’s Volunteer of the Year at the annual WKU Summit Awards.

Juanita Bayless, Ph.D., was recognized with the President’s Spirit of Western Award. Bayless was also recognized with a Glasgow-Barren County Chamber of Commerce Ernie Award.

Kath Pennavaria, WKU-Glasgow Librarian, completed the Master Advisor Certificate Program.

Kristie Guffey, took first place in the Farm Bureau Discussion Meet.

Lionel Phelps, Ph.D. was presented with the WKU-O Outstanding Part-time Faculty award.

Randall Deere, Ph.D. was awarded with the outstanding outreach faculty member at ACHE South.

Shana Pack, Ph.D., received the College of Education and Behavioral Sciences Award for Public Service.

Savannah Thurman, WKU-Glasgow student, was recognized as an Outstanding Student Leader at the seventh annual Center for Leadership Excellence Banquet.

Sue Parrigin earned a Ph.D. in Educational Leadership, Organizational Leadership and Development.
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Thank you to all the DELO partners.
We look forward to working with you for many years to come.