

Institutional Effectiveness Report

Unit: Continuing Education

Expanded Statement of Institutional Purpose	Administrative Objective/Expected Results	Assessment Criteria and Procedures	Assessment Results	Use of Results
<p>Mission Statement: “Continuing Education, a division of Columbus State University, exists to provide educational opportunities that meet the career development and aesthetic needs of our region. Continuing Education extends the benefits of academic excellence to the community by offering innovative, high quality, flexible programs designed to enrich the quality of life and promote economic and cultural development for all people.”</p> <p>Goal Statement: 1. Implement the 8-stage assessment model for identifying customer needs, targeting market segments, developing programs for new existing markets.</p>	<ol style="list-style-type: none"> 1. Improve class offerings based on information potential students identified. <ol style="list-style-type: none"> 1a. Increase enrollment 2. Increase enrollment <ol style="list-style-type: none"> 2a Increase exposure throughout area. 3. Increase in number of tests given. <ol style="list-style-type: none"> 3a. Increase revenue 4. No longer responsible 	<ol style="list-style-type: none"> 1. Track the number of students enrolled in classes. <ol style="list-style-type: none"> 1a. Monitored the effectiveness through class evaluations. 2. Track the number of students enrolled in classes. 3. Track tests given and revenue 4. N/A 	<ol style="list-style-type: none"> 1. While the number of class offerings continues to increase, enrollment showed a drop by 26%. 2. Although enrollment dropped, revenues increased. 3. The Testing Center created and has distributed a brochure that is distributed to all CSU students at new student orientation. The Testing Center administered approximately 7,667 tests which was a 20% increase over FY 04. Revenue also increased 18%. 4. N/A 	<ol style="list-style-type: none"> 1. Continue to focus on marketing CE, as well as, finding cost-effective ways to advertise individual classes, particularly new classes. <ol style="list-style-type: none"> 1a. CE will continue to use report results to analyze and determine the classes that are doing well and the ones that may need to be revised. 2. Continue building brand recognition through various print/media opportunities. 3. Continue to build testing center offerings with more internet-based tests.

<p>2. Improve professionalism and effectiveness in order to achieve better recognition within the University, community and the region.</p> <p>3. Testing Center – Work with the Office of Public Relations and Enrollment Services to improve marketing of services to constituents.</p> <p>4. Launch the Cunningham Sales and Leadership Institute by focusing with priority on contract business and continuing education classes.</p>				
---	--	--	--	--