

**COLUMBUS STATE UNIVERSITY**  
**Division of Continuing and Regional Education Services**  
**FY 2001, Assessment**

<b>GOAL*</b>		<b>PLANNING INITIATIVE</b>		<b>ASSESSMENT OF RESULTS</b>
<b>INSTITUTIONAL</b>	<b>UNIT</b>			
3	4	Promote professional development among the staff; every member of the staff should attend at least one conference, class, etc.		Results have been very positive. Almost all staff members have attended seminars, workshops, or conferences. Those who didn't were counseled that they would need to do so next year. Those who took advantage have expressed unanimous conviction that the activity impacts positively on the way they perform their job.
1 & 6	7	Complete a new web site specifically designed to promote and market DCRES efficiently and profitably.		After another start and stop, a technical worker capable of constructing a manageable web site was employed temporarily. A state-of-the-art web site will be operational by the end of the fiscal year.
1 & 6	7	Use AceWare as not only a registration tool but also as a marketing tool by utilizing its database functions.		Some limited progress has been made. A registration worker who went to a national Aceware conference to job start this process has had a difficult year. Efforts are still being made to improve in this area.
2,5, & 8	7	Continue to work closely with Office of Public Relations to improve our publications and to develop and implement marketing strategies		This strategy worked well during the first half of the year, and the publications improved markedly. With the addition of Dr. Myers as Marketing Director, we moved toward in-house design of catalogs, brochures, and other marketing materials, and out-sourcing of productions. Our marketing strategies and materials are the best they've ever been.
1,7, & 8	1 & 2	Facilitate credit courses at off-campus sites		Strides have been made in the area of positioning CSU to be the leader of our region. However, changing attitudes on campus concerning our "outreach" efforts and credit courses made this goal very difficult. In fact, we have gone considerably backwards in this area, and our authority to market and facilitate credit courses off campus is no longer clear.
1,6,7, & 8	1 & 2	Continue to facilitate GSAMS courses and aid in the development of on-line courses for the university, both credit and non-credit		We continue to facilitate delivery of GSAM's courses for Colleges. However, our authority to promote, market, and facilitate on-line, credit courses became less clear during the year.

1 & 6	3	Develop "certificate" programs that relate to developing technologies within our region		We hit a home run. We, with the aid of Georgia Globe, negotiated an arrangement with Knowledgenet, the premier deliverer of on-line, technology courses, to deliver Knowledgenet courses at a rate less than Knowledgenet markets the courses. Knowledgenet works closely with Microsoft, Cisco, and other certification sources to ensure that our courses provide the best possible preparation for their certification exams.
1,2,3,4, & 6	2,4,5, & 6	Develop and co-sponsor a professional development program with the Human Resources Department to include faculty/staff seminars and workshops		The Executive College began in the Fall with 25 emerging leaders from all aspects of campus being selected to compose the first class. The effectiveness of the program is being evaluated in order to continuously improve it.
1,7, & 8	3, 4, & 6	Increase the scope of activity of the Regional Law Enforcement Center		The RLEC entered into agreements with several companies to train their security personnel. We will continue to try to expand our services.
1	6	Continue to improve the appearance of the EBTC and its effectiveness at hosting conferences and meetings, including the hiring of an on-site maintenance supervisor and a Conference Coordinator.		Planned renovations and additions to the public portions of the EBTC have been completed. We strive daily now to keep the facility as beautiful and functional as possible. One of the staff was shifted to the position of Conference Coordinator. Results of her efforts have been marginal, but the Center did host two statewide conferences in the spring.
1, 4, & 8	2 & 5	Establish an English Language Institute in collaboration with the COAL, the Division of Enrollment Services, and the Office of Student Affairs.		Another home run. Working in collaboration with the American Language Program at the University of Georgia, an agreement was reached to have UGA's ALP directly assist CSU in establishing an ALP. CSU's ALP will open for business in January, 2002.
1,4, & 8	2 & 5	Develop programs to be jointly sponsored by DCRES with the Coca Cola Space Science Center and Oxbow Meadows.		Progress was made toward joint promotion of programs with the CCSSC and Oxbow Meadows, but very little progress was made toward the development of joint programs.
1,4,5, & 7	2,3,4, & 8	Hire new personnel for the Community Arts Center and get the Center operational		The Rankin Arts Center is open and operational, with a full-time staff of three. Plans are to hire two more full-time staff this summer.
7	2 & 3	Develop and begin operation of the Sales Institute in collaboration with the Office of Institutional Advancement and the COB.		A Coordinator of the Sales Institute has been identified, funding for the first year of operation has been identified, and an agreement with Synovus to be the first corporate client is being developed. The Sales Institute will begin operations in July, 2001.

1 & 4	2,3, & 5	Provide service to and collaboration with the Testing Center		A very good working relationship with the Testing Center has been established.
1 & 6	1	Facilitate the use of CD's for instruction of CPSC 2105 to fulfill student's requirement for computer literacy.		An agreement with SmartForce was negotiated to allow use of its CD course on computer literacy, along with 400 other tutorials in a variety of topics selected by a committee of faculty and staff. All of these tutorials are available on the campus intranet for use by CSU faculty, staff, and students. This agreement was essentially financed by the "lab fee" charged to CPSC 1105 students for their CD during Fall Semester. Deployment of the course in this fashion was terminated at the end of Fall Semester, and the course via CD's continues only on as an option.
1,5, & 7	1 & 2	Facilitate the delivery of ICAPP, the MS in ITM, and other credit programs.		The TSYS ICAPP and the MS in ITM are proceeding quite successfully.
1,5, & 7	1 & 2	Facilitate the operation of the Justice Administration Program and increase its scope.		Although the mission and authority of the Justice Administration Program were questioned throughout the year and its future seems less than certain, the Justice Administration Program continues to satisfy a need within the law enforcement community for quality, credit outreach.

Institutional Goals were established in the University Strategic Plan. Unit Goals address the Institutional Goals.

**COLUMBUS STATE UNIVERSITY**  
**Division of Continuing and Regional Education Services**  
**FY 2002, LEVEL 2 PLAN**

<b>GOAL*</b>		<b>PLANNING INITIATIVE</b>	<b>COST</b>	<b>PLANNED IMPACT</b>
<b>INSTITUTIONAL</b>	<b>UNIT</b>			
3	4	Promote professional development among the staff.	\$4,000	Improve professionalism and service within CARES.
1 & 6	7	Effectively use our Website as a marketing tool.	\$1,000	Improve efficiency and marketing.
1 & 6	7	Use AceWare as a marketing tool.	-	Improve service to the community and profitability for CARES.
2,5, & 8	7	Improve CARES publications.	\$20,000	Increase profitability of CARES.
1 & 6	3	Improve marketing and delivery of technology courses leading to "certifications".	-	Improve service to the region and increase profitability.
1,4, & 8	2 & 5	Initiate the American Language Program.	-	Increase the number and diversity of students at CSU.
1,4,5, & 7	2,3,4,&8	Successfully begin operation of the Rankin Arts Center.	-	Provide quality programming in the arts and improve the quality of life in our region.
7	2 & 3	Initiate operation of the Sales Institute.	-	Provide better service to area businesses.