

**Division of Continuing and Regional Education Services  
FY 2002, Assessment**

COLLEGE/DIVISION:

<b>GOAL*</b>		<b>PLANNING INITIATIVE</b>		<b>ASSESSMENT OF RESULTS</b>
<b>INSTITUTIONAL</b>	<b>UNIT</b>			
3	4	Promote professional development among staff.		Staff members attended workshops and conferences within the state. Those who took advantage have expressed that the activity had a positive impact on the way they perform their job. Out of state travel was prohibited due to budget constraints.
1 & 6	7	Effectively use our Website as a marketing tool.		A full-time webmaster was hired for CARES. The CARES' website and RAC websites are complete. In addition, the webmaster works with athletics to broadcast conference games, and with the University to broadcast graduation. The webmaster is currently redesigning the Student Affairs website. All services and catalog offerings are on the site to improve visibility and increase participation.
1 & 6	7	Use AceWare as not only a registration tool but also as a marketing tool by utilizing its database functions.		A registration worker attended a state ACEWARE training workshop and as a result has mastered several additional software functions. Databases are currently being updated to provide more focused targets for mailings and marketing purposes.
2,5, & 8	7	Improve CARES' publications.		CARES' catalogs and brochures are more professional in appearance and layout than ever before. In collaboration with the Public Relations Office, a graphic designer has been employed to continue this level of publication design. Feedback from the campus and community is consistently positive regarding these efforts.

1 & 6	3	Improve marketing and delivery of technology courses leading to “certifications.”		Strides have been made in the area of positioning CSU to be a lead provider in our region. On-site certification programs continue to have steady participation. Coordinators are currently working toward identifying additional certification needs in our region. On-line courses have not had a high participation rate, and are currently being reviewed for future offerings.
1, 4 & 8	2 & 5	Initiate the American Language Program.		The ALP began January 2002 with 23 participants and graduates. Several graduates have continued on to enroll at CSU. The Program has a primary coordinator, three part-time faculty, and a lab monitor, and a part-time administrative assistant.
1, 4, 5 & 7	2,3,4 & 8	Successfully begin operation of the Rankin Arts Center.		The RAC began successful operation Fall 2001 with a director, two coordinators, and an administrative asst. Courses in various areas of the arts are being offered and doing well.
7	2 & 3	Initiate operation of the Sales Institute.		The Sales Institute began operation July 2001 with a director. Successful programming is underway in the areas of real estate sales skills, customer service training, and leadership training. The director works closely with the Chamber and other community groups/organizations.

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 2003, LEVEL 2 PLAN**

COLLEGE/DIVISION:

<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.