

2006-2007 Academic Affairs - Community Learning Network

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| Fiscal Health | • Acad Supp-CLN.pdf |

Mission



The mission of the [IUPUI Community Learning Network \(CLN\)](#) is to engage adults in lifelong learning by providing education and training opportunities at times and places convenient for adult learners.

The IUPUI Community Learning Network serves Central Indiana lifelong learners who are seeking to continue, further or enhance their education. CLN provides educational and training experiences for adult learners seeking to complete a degree, earn certification and workplace competencies, or gain personal enrichment and intellectual development; CLN meets their needs with a menu of learning options delivered on campus, on the weekends, in high schools, at local businesses, through the IUPUI Service Centers, online or by CD-ROM;

Goals and Objectives

Attract and Support a Diverse Student Population

1. Coordinate school and campus promotional materials and approaches to prospective students.

Campus Planning Theme: Teaching and Learning

Secondary Goals:

Sub Unit: None

Time Frame: Annually

Actions taken for 2006-2007:

2006-2007:

- Increase cooperation and coordination of lifelong learning among IUPUI departments.
- Create new print materials within new guidelines to recruit adult learners.
- Continue television and web sponsorship with WISH TV station to compete for adult learners in the viewing area.
- Increase educational fairs and recruitment opportunities for adult learners by 2%.
- Revised noncredit certificate program brochures to better represent IUPUI and increase recruitment.

Evidence of Progress for 2006-2007:

- CLN has increased cooperation and coordination with Kelley School of Business, School of Social Work, and School of Physical Education and Tourism to launch the new 16 week accelerated certificate programs
- CLN uses various marketing strategies to attract prospective students. Continuing Studies Noncredit Programs distributes a catalog through the Star News distributing 330,000 pieces to Central Indiana residents.
- Continuing Studies Noncredit Programs continues their advertising efforts with a newspaper and radio advertising with the primary focus of attracting 'new' customers. The advertising efforts were targeted for winter 2007 and summer 2007. Summer 2006 new customer enrollment was 48% but increased to 53% in

2007. Winter 2006 new customer enrollment was 47% but increased to 58% for 2007.

- Continuing Studies Noncredit Programs created TV spots to run with new broadcast on Channel 8 and Channel 23.
- Continuing Studies Noncredit Programs created new Banner ads to run in the Indianapolis Star Home and Garden Section.
- Created new Jag jacket and Jag Card print materials within new guidelines to recruit adult learners to the General Studies Degree Program.
- Participated in American Bus Associated Convention, Bayh Job Fair, New Faculty Orientation, and College Day activities; however, the vacant Adult Recruitment Specialist position limited participation in educational and recruitment fairs for the General Studies Degree Program.
- Revised noncredit certificate program brochures to better represent IUPUI and increase recruitment efforts.
- Conducted four-hour training sessions for off-campus staff of the Community Life and Learning Center in Carmel to enhance their understanding of IUPUI's enrollment system and enable the staff to better assist students and /or potential students.
- Increased visibility of IUPUI presence at the Community Life and Learning center in Carmel by insuring current marketing materials for existing and potential students and initiating one-day- per-month General Studies advising/informational sessions.

Activities planned for 2007-2008:

2007-2008:

- Develop and print brochure promoting off- campus centers and locations using new marketing guidelines.
- Develop and print marketing materials for accelerated degree program.
- Conduct recruitment/enrollment sessions at the Community Life and Learning Center at Carmel to increase enrollments for both credit and noncredit classes.
- Develop television ads for fall catalog launch.
- Develop banner ads to run in Home and Garden section of the Indianapolis Star.

2. Cultivate relationships with P-12 students

Campus Planning Theme: Teaching and Learning

Secondary Goals:

Sub Unit: None

Time Frame: Annually

Actions taken for 2006-2007:

2006-2007:

- Continue to secure sufficient and new funding for rental space and program operations.
- Continue and finalize discussions to transition oversight and management of the Teachers Resource Center to an academic school.
- Facilitate partnerships with Hispanic community agencies and IUPUI.
- Participate in Tu' Futuro program helping Hispanic youth to enroll in college.

Evidence of Progress for 2006-2007:

- CLN finalized with the School of Education the transfer of the management and oversight of the Teachers Resource Center effective July 1, 2007.
- 1,065 math and science kits were distributed at no cost to 209 different schools, day care centers, summer camps, and after-school programs in Central Indiana.
- TRC students served 23,472 students in 2006-2007.
- Funding partners include Raytheon, Eli Lilly and Company Foundation, Lilly Endowment, Christel DeHaan Foundation, Indianapolis Foundation, and National Starch and Chemical. TRC was able to secure \$121,500 of external funding to support the math and science kit initiative to schools in Central Indiana.
- Over 972 K-12 children were served through the International Reading Association's offerings in Central Indiana generating \$26,413 in revenue for the Continuing Studies Noncredit Programs at IUPUI.
- Early discussions are underway with Whiteland and Decatur Central Schools to begin offering classes in spring 2008 or fall 2008- both schools are receptive to dual credit classes in addition to college-only credit classes if the opportunity arises.
- Continuing Studies Noncredit Programs offered noncredit classes at Lawrence North and Lawrence Central High School.

Activities planned for 2007-2008:

2007-2008:

- Effective July 1, 2007, Teachers Resource Center Program moved to the School of Education portfolio.
- Increase partnerships with area high schools to offer classes on-site to market availability of IUPUI programs.

3. Promote college completion and second degree opportunities for adults by increasing the number of returning undergraduate students in General Studies by 15%, and graduation rate by 8%.

Campus Planning Theme: Teaching and Learning

Secondary Goals:

Sub Unit: None

Time Frame: Annually

Actions taken for 2006-2007:

2006-2007:

- Improve enrollment services for adult learners by increasing new General Studies application by 15%.
- Finalize the pilot accelerated program that will shorten the time from application to degree completion in second two years of a bachelor's degree.
- Increase retention rate by 3%.
- Increase graduation rate by 5%
- Partner with Alumni Relations to re-instate Alumni calls to "stop-outs" students to encourage return to college.
- Provide improved online tools for General Studies students.

Evidence of Progress for 2006-2007:

- 457 General Studies students graduated this year: 356 with a Bachelor's in General Studies and 101 with an Associates in General Studies.
- New applications for the General Studies Program totaled 820, which is an increase of 77 for FY 2006-2007 versus 743 in FY 2005-2006. 820 applications represent 71 new applications to the university with the remaining 749 representing transfers from other IU Programs and returning students not enrolled for a minimum of 2 years.
- The General Studies Degree Program enrollments generated \$3,477,777.55 in revenue for IUPUI in a student tuition fee income (not including campus fees, textbooks, etc.) based on 20,832.5 credit hours for 2006-2007.
- The General Studies Degree Program is the largest major at IUPUI. 65% of the students served are female; 33% are minority students; 75% of the students are over the age of 25; and the average GPA is 3.02.
- The Irving J. Levy Scholarship of \$500 was presented to Richard Holdway. This scholarship is presented to an adult General Studies Student who exhibits scholastic achievement and financial need.
- General Studies students normally average 7 credit hours per semester; however, in 2006-2007 academic year the average credit hour taken per semester by General Studies student was an all time high of 9 credit hours per semester.
- CLN launched the accelerated certificate program in the Fall 2007 with Events Management Certificate offered by the School of Physical Education and Tourism Management, Business Foundations Certificate offered by The Main Street Institute of the Kelley School of Business at Indianapolis, and Case Management Certificate offered by the School of Social Work.

Activities planned for 2007-2008:

2007-2008:

- Continue to improve enrollment services for adult learners by increasing new General studies applications.
- Launch the accelerated program that will shorten the time from application to degree completion in second two years of a bachelor's degree.
- Increase graduation rate.
- Conduct community information sessions in strategic locations throughout the service area once per semester and more frequently during target recruiting times.
- Work with the Director of Admissions to create a strategic plan for retuning Adult recruitment.
- Partner with Ivy Tech and Passport to hold monthly recruiting events at ITCC.
- Partner with Ivy Tech, including Accelerated Programs, to articulate and define 2+ 2 programs for degree completion for Ivy Tech graduates.
- Provide improved advising about Prior Learning Assessment options for recruitment and moving students to graduate faster.

4. Provide noncredit courses and certificates that enhance the workforce.

Campus Planning Theme: Teaching and Learning

Secondary Goals:

Sub Unit: None

Time Frame: Annually

Actions taken for 2006-2007:

2006-2007:

- Increase enrollments and income by 3%.
- Create new programs that align with Central Indiana workforce needs and the clusters.
- Continue to develop and expand the Council on Lifelong Learning.

Evidence of Progress for 2006-2007:

- Offered 829 non-credit classes on campus and at over 25 off-campus locations. Generated over 8,542 enrollments. Delivered 19 certificates programs.
- Contract training to government, businesses, and non-profit sectors grossed \$297,652 of contract revenue and experienced a 24% increase in income. Expenses remained consistent.
- CLN engaged businesses in Central Indiana with customized contract offerings including contracts with the Kroger, Eli Lilly, Indiana Blood Center, Indiana Department of Insurance, Wiley Publishing, Camp Atterbury, Rigsbee Orthodontics, Administar, Navistar, and International Truck in Central Indiana
- Noncredit Catalog and Contract Training for Continuing Studies serviced over 11,000 students in Indiana and Illinois with a gross revenue of \$1,650,474.
- CLN provided enrollment services for the Indiana Department of Workforce Development Lifelong Learning Institute project with the Office of Learning Partnerships generating \$17,658.90 for the department.
- The Council on Lifelong Learning identified several important threads in 2006-2007. The General Studies Faculty Advisory Committee met within a revised format as a part of the Council for Lifelong Learning to address several Program Review recommendations and specific degree policy issues in consultation with the School of Continuing Studies. The Council on Lifelong Learning supported the proposed accelerated degree program managed by CLN for fall semester 2007 to include Business Foundations Certificate (Kelley School of Business), Case Management Certificate (School of Social Work), and Events Management Certificate by (Physical Education and Tourism Management). Lastly, the Council continued promotion of lifelong learning with a featured space focusing on lifelong learning and listing 20 selected continued education programs with URLs in the Fall 2006 and Spring 2007 Continuing Studies catalog .
- Continuing Studies Noncredit Programs offered online courses in conjunction with Gatlin Education Services and have added two additional companies 360 Training and Financial Strategies during 2006-2007.
- With development funding from the Dean's Office in the School of Continuing Studies, CLN developed an online class, Certification for Cardiac Catheterization Staff.

Activities planned for 2007-2008:

2007-2008:

- Continue to increase enrollments and income in workforce programs.
- Continue the Council on Lifelong Learning.
- Increase GS enrollment by 5%.
- Offer the GS threshold and Learning Communities courses in addition to the Capstone.
- Work with Dean of School of Continuing Studies and Faculty Council to make the Learning Communities and Capstone courses mandatory.

5. Work with area employers to increase support for post-secondary education for their employees.

Campus Planning Theme: Teaching and Learning

Secondary Goals:

Sub Unit: None

Time Frame: Annually

Actions taken for 2006-2007:

2006-2007

- Increase outreach activities to businesses and industries by 5% to reach adult learners.
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Evidence of Progress for 2006-2007:

- Delivered enrollment services for the Indiana Department of Workforce Development DWD and the Office of Learning Partnerships.
 - CLN engaged businesses in Central Indiana with contract training offering including contracts with the Kroger, Indiana Blood Center, Wiley Publishing, Administar, Rigsbee Orthodontics and Camp Atterbury.
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Activities planned for 2007-2008:

2007-2008:

- Increase outreach and recruitment activities to businesses and industries by 5% to adult learners.
- Continue to provide training to Kroger staff.
- Continue to provide registration services for Indiana Department of Workforce Development.
- Distribute letters to all Indiana Hospitals detailing the new Certificate for Cardiac Catheterization.

☑ 6. Increase utilization of off-campus facilities and distributed learning opportunities.

Campus Planning Theme: Teaching and Learning

Secondary Goals:

Sub Unit: None

Time Frame: Annually

Actions taken for 2006-2007:

2006-2007

- Continue course development in alternative format for accelerated program for first pilot cohort group of Ivy Tech's accelerated program graduates.
 - Pilot 3 courses in Spring 2007 as phase 1 of the Evening and weekend Accelerated College program.
 - Transition into new off-campus facilities .
 - Increase off-campus facilities enrollment by 5%.
 - Expand noncredit course offerings in Hendricks County.
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Evidence of Progress for 2006-2007:

- CLN maintains one IUPUI learning center; the Community Life and Learning Center in Carmel, Glendale Learning Center and the Community Life and Learning Center in Carmel generating 1 118 undergraduate credit enrollments and 1 511 continuing education enrollments

- Off Campus undergraduate credit programs generated 30,529 credit hours on the weekend, off campus, and at a distance.
- CLN generated \$6,330,188.15 in revenue for IUPUI in student tuition fee income (not including campus fees, textbooks, etc) based on 30, 529 credit hours for 2006-2007 through off campus, distance education, and weekend college enrollments
- Distance Education enrollments increased from 5543 to 5,911.
- Weekend College staffed with Enrollment Services personnel provided financial aid support and registration for students on the weekend.
- An informal partnership is being developed with Hendricks College Network to provide increased noncredit classes beginning January 2007.

Activities planned for 2007-2008:

2007-2008:

- Expand IUPUI Community Outreach Centers: Camel Center, Greenwood, and Hamilton County.
- Accelerated Degree program (2+2) and Late start course development.

Expand Community Activities and Partnerships

7. Increase the number of campus-community partnerships.

Campus Planning Theme: Civic Engagement

Secondary Goals:

Sub Unit: None

Time Frame: Annually

Actions taken for 2006-2007:

2006-2007:

- Continue to increase the campus community partnerships.

Evidence of Progress for 2006-2007:

- Continuing Studies Noncredit Programs has developed partnership with various community organizations in collaboration with the development of noncredit courses. Art courses involved partnership with the Indianapolis Museum of Art, and music courses involved a partnership with Indianapolis Symphony and the Indianapolis Opera.
- Continuing Studies is worked with partnership with Indianapolis Senior Center and Jewish Community Center to provide Art and Culture classes to the community.
- CLN managers serve on the boards of Tour Indiana, ReImagine Neighborhoods and FringeNext Festival, in leadership positions of Optimist International and involvement in Kiwanis.
- CLN is working with a partnership with the Hendricks College Network to increase course offerings--

