2010-2011 Academic Affairs - Community Learning Network

Section	Document Name
Mission Statement	• DCS wordle.jpg
Fiscal Health	• CLN.pdf

Mission

Mission

The Division of Continuing Studies (DCS) provides administrative leadership and support for campus programs attentive to adult, non-traditional age student degree completion and lifelong learning. A multifaceted unit, the Division encompasses the Center for Adult and Lifelong Learning (CALL) and the Community Learning Network (CLN).

The Center for Adult and Lifelong Learning includes the General Studies Degree support staff including administrative leadership, advising and recording functions. CALL also incorporates the courses and certificate programs of the Continuing Education department, its management and programmers.

The Community Learning Network (CLN) comprises the off campus centers (IUPUI-Park 100 and IUPUI-Greenwood); the Indianapolis Public Schools (IPS)- IUPUI, public school based, Adult Learning Centers; and Distance Education courses.

Research conducted by faculty and staff of DCS consists of the Equity Institute and the African American Male Equity Project. The Division's Civic Engagement and Service offers leadership assistance for the P-20 Talent Alliance and the administration of the Martindale Brightwood Alliance for Educational Success.

Goals and Objectives

A1. Expand IUPUI outreach and offerings of educational services

A1.a. Promote college completion and second degree opportunities for adults.

Campus Planning Theme: Teaching and Learning
Secondary Goals:
Sub Unit:
Time Frame: ongoing

Actions taken for 2010-2011:

§ Increased enrollments at IUPUI Off-Campus Learning Centers at Park 100 and Greenwood.
§ Expanded adult learning opportunities and career services through outreach to diverse Central Indiana residents and communities.
§ Integrated DCS marketing efforts that included correspondence to students who were not registered from one semester to the next and students who have stopped out.
§ Continued to publicize and build awareness of DCS programs of study to IUPUI staff and faculty.
§ Submitted 3 regional conference proposals (adult learning center; internship; online advising) to promote and publicize the work of DCS.
§ Implemented group advising sessions for new admits to the General Studies degree at off campus locations during registration periods.
§ Hosted Adult Degree Completion Seminars in strategic locations throughout the service area 4 times a semester.
§ Established advising schedules that include extended hours, distance technology and off campus locations to ensure 90% of General Studies student or potential students have access to appointments.

Evidence of Progress for 2010-2011:

§ Off-campus undergraduate credit programs generated 1,874 credit hours and 3,287 enrollments in the 2010-11 academic year at two learning centers.
o Park 100 Learning Center generated 1,619 credit hours and 2,171 continuing education enrollments. http://www.cln.iupui.edu/park100/
o Greenwood Learning Center generated 255 credit hours and 1,116 continuing education enrollments. http://www.cln.iupui.edu/greenwood/
§ The General Studies Degree Program in 2010-11 had a total of 420 graduates with 38 students earning the Associate of Arts degree in General Studies and 382 students receiving a Bachelor's degree in General Studies.
§ The General Studies Degree Program granted 1 scholarship and 1 senior award to students who exhibited scholastic achievement and financial need.
§ The General Studies Internship was offered through the School of Continuing Studies (SCS-G399) during spring/summer 201, there were a total of 28 enrollments, generating $ 34,099.
§ General Studies advisors began using online interactive advising in the spring 2010 semester. Over 200 students have used this method to meet with an advisor and the feedback is excellent.
§ Expanded online advising to include late evening hours of 9-11 p.m. Tuesday, Wednesday, and Thursday.

Activities planned for 2011-2012:

§ Assess student satisfaction to improve services.
§ Work more intensely with the Alumni office (because of the future closure of the School of Continuing Studies) to insure that current alumni retain a strong connection to IUPUI.
§ Maintain the strength of the relationship with Ivy Tech, assessing possibilities for Technical Associate degrees that are on a Master's degree track (2+2+1).
§ Explore weekend online advising hours.
§ Further develop the strategies for scholarship endowment.
§ Increase the number of returning undergraduate students in the General Studies Degree program.
§ Increase career services to General Studies students, alumni and the community.
§ Increase the number of collaborating internship partners.

A1.b. Continue to build a quality driven, customer responsive and economically sound Continuing Education unit that addresses the needs of Central Indiana residents, area businesses and industry.

Campus Planning Theme: Teaching and Learning
Secondary Goals:
Sub Unit:
Time Frame: Ongoing

Actions taken for 2010-2011:

§ Revised catalog to be more focused on career skill development.
§ Expanded marketing and outreach efforts in communities.
§ Hosted focus groups and conducted surveys to determine what types of classes were wanted by members of the community.
§ Increased the number of enrollments in classes funded by business contracts.
§ Attended various activities and events frequented by representatives of the Central Indiana business community

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Evidence of Progress for 2010-2011:

§ Catalog size was cut by eliminating classes that did not cover expenses and focusing on course development and expansion in the areas of career skill enhancement.
§ New Certificate brochures were created.
§ Student feedback was obtained by putting course evaluations online.
§ Business outreach was re-instituted.
§ DCS has one of the largest Continuing Education programs in Indiana with approximately 5,514 enrollments at more than 20 off campus locations.

Activities planned for 2011-2012:

§ Review prior years' course offerings to determine present marketability.
§ Each programmer (four) will develop at least five new courses in their respective program areas, responding to need/demand.
§ Each programmer will develop at least one new certificate in their respective program area.
§ Partner with other organizations and agencies to offer programs that already have facilities and instructors.

A1.c. Increase the number of classes offered via nontraditional delivery methods
Campus Planning Theme: Teaching and Learning
Secondary Goals:
Sub Unit:
Time Frame: Ongoing with Spring 2013 target

Actions taken for 2010-2011:

§ Determined the number of distance education course titles beyond the current 45 different titles in order to fulfill General Studies Degree requirements.
§ Contacted department heads to find interest in developing courses.
§ Cataloged student survey results for current courses.

Evidence of Progress for 2010-2011:

§ Current distance courses were near capacity, 105 classes were offered for the academic year (Summer 2 2010, Fall 2010, Spring 2011, and Summer 1 2011) with a total student enrollment of 5,017 and 15,051 credit hours.
§ Built relationships with departments to promote the development of online, off-campus and accelerated course offerings that can become the foundation for future minors and/or certificates.
§ Identified faculty and advisors across the campus to serve as Adult Liaisons within their department for the Center for Adult and Lifelong Learning (CALL).
§ Actively participated in campus committees that have impact on students across the learning continuum including: noncredit classes, certificate programs, degree completion and graduate school.

Activities planned for 2011-2012:

§ Expand the catalog of distance education courses for a more flexible online plan of study for General Studies degree completion.
§ Increase the number of sections for currently offered distance education course titles.
§ Determine staffing needs.
§ Develop partnerships with units across campus.

A1.d. Increase the number of Indiana residents who complete college degrees.

Campus Planning Theme: Teaching and Learning
Secondary Goals:
Sub Unit:
Time Frame: Ongoing

Actions taken for 2010-2011:

§ Developed and launched Center for Adult and Lifelong Learning (CALL).
§ Participated in campus committees that have an impact on adult students across the learning continuum including: noncredit classes, certificates, degree completion and graduate school.
§ Promoted CALL to the community through marketing/advertising, community events and strategic partnerships.

Evidence of Progress for 2010-2011:

§ Piloted Center for Adult and Lifelong Learning (CALL). Website hits are increasing with almost 75% new visits and an average of 2.44 page views.
§ Academic departments are referring adult students to CALL for assistance with advising.
§ Academic departments are moving classes to centers to accommodate adult students that need options closer to home or work.
§ In academic departments across campus, "Adult Liaisons" for CALL have assisted prospective students.
§ Campus committees are addressing issues such as transfer students and course articulations that directly impact degree completion.

Activities planned for 2011-2012:

§ Develop a comprehensive career advising program that includes individual counseling, assessment, and classes.
§ Evaluate website and continue to update partnerships, alliances and access points.
§ Redesign/streamline the college orientation session to meet the needs of busy adults.
§ Work with faculty to rethink the remediation process and build at least one new class that incorporates remediation in the curriculum.
§ Expand days/times for online Chat function on the CALL website to include evenings and week-ends.
§ Collaborate with local institutions of higher education to strengthen the transfer process.
§ Provide leadership at the campus level and in the community for the outreach effort involving adults who have stopped out of college.
§ Promote research that is learner centered, socially responsible and attends to the economic stability of the individual and the community.

B1. Expand adult learning opportunities through outreach to culturally, linguistically, economically diverse Central Indiana residents and communities.

B1.a Establish a university assisted community school initiative that serves a diverse population of students, family and community members.

Campus Planning Theme: Teaching and Learning, Civic Engagement
Secondary Goals:
Sub Unit:
Time Frame: Ongoing

Actions taken for 2010-2011:

§ Offered a Basic English continuing education course for 19 Hispanic adult learners at IPS School 51.
§ Surveyed 125 parents and community members focusing on postsecondary educational needs.
§ Division of Continuing Studies and the Indiana Partnership Center collaborated to develop training modules for the Indianapolis Public Schools Parent Liaisons for the purpose of having parents become connectors to their child's educational success.
- o DCS received $60,000 in partnership with the Indiana Partnership Center to develop training modules for IPS Parent Liaisons.
- o Seventy participants registered for the program and 36 completed all sessions receiving certificates at the graduation celebration held in May 2010.

§ One thousand, five hundred and seventy five individual students were served, 460 individual family members were served and 1,550 community members were served. (This is over 55% of the individuals targeted for services that received services.)
§ Increased staff to 4 with 2 more positions to fill.
§ Service areas:
- o High-quality early learning programs and services;
- o Remedial education aligned with academic supports and other enrichment activities, providing students with a comprehensive academic program;
- o Family engagement including parental involvement, parent leadership, family literacy and parent education programs; mentoring and other youth developmental programs; community service and service learning opportunities;
- o Assistance to students who have been chronically absent, truant, suspended, or expelled;
- o Job training and career counseling services; nutrition services and other physical activities;
- o Primary health and dental care;
- o Mental health services;
- o Adult education, including instruction of adults in English as a second language; and,
- o Activities that improve access to and use of social service programs and programs that promotes family financial stability.

Evidence of Progress for 2010-2011:

§ Increased the number of community partners from 19 to 36
§ Nineteen Hispanic adult learners attended initial ESL class at School 51.
§ Obtained a $2.5 million Federal Funds for Full Service Community Schools (FSCS) with focus on adult learning.
§ DCS participated in planning and launching of the state's first Fatherhood Summit and provided workshops on adult education for more than 100 participants.
§ More than 45 community partnerships were actively engaged in the Central Indiana P-20 Talent Alliance.
§ Art courses were developed in partnership with Indianapolis Museum of Art.

Activities planned for 2011-2012:

§ Develop and implement data management system

§ Develop and implement data management system.
§ Increase outreach and marketing for the community school initiative.
§ Fill 2 positions and bring staffing to 6.
§ Further develop strategies for impacting Central Indiana's P-20 Talent initiative.
§ Collaborate with other campus units to acquire funding to support P-20 access and success initiatives.
§ Build relationships with nonprofit sector, i.e. YWCA, Boys and Girls Club, United Way, and Community Center of Indianapolis.

B2.a. Curricular and Co-Curricular transformation that facilitates opportunities to engage in a university assisted community school initiative on the near eastside of Indianapolis.

Campus Planning Theme: Teaching and Learning, Civic Engagement
Secondary Goals:
Sub Unit:
Time Frame:

Actions taken for 2010-2011:

§ IU School of Nursing provided 10 students who volunteered 120 hours at IPS School 51. There were 4 faculty members who supervised those students. There were another 8 students who volunteered at the May 2011 Community Resource Fair assisting with providing physicals to underserved students. Students also conducted a community based health assessment for School 51.
§ IU School of Social Work provided 4 students who worked in various capacities with IPS and community partners such as Rebuilding the Wall.
§ IU School of Dentistry students were able to secure a Switzer Fellowship and provided oral health education and care to the students at 3 elementary schools.
§ Team of 3 attended the National Conference for School Based Health Center conference in Chicago, IL.

Evidence of Progress for 2010-2011:

§ Nursing students presented community based health assessment report to administration and staff of School 51.
§ Expansion of nursing students to IPS School 69.
§ Dental students provided oral health education to students, family and community members at IPS school 51 and 69.

Activities planned for 2011-2012:

§ Increase the numbers of academic units and faculty involved in initiative
§ Present data and research at 2 National Conferences during 2012.

B3.a. Launch school-based Adult Learning Centers at IPS School 56, 69 and Arlington Community High School.

Campus Planning Theme: Teaching and Learning, Civic Engagement
Secondary Goals:
Sub Unit:
Time Frame:

Actions taken for 2010-2011:

§ Hired Adult Learning Center coordinator

§ Used existing furniture and technology to create adult academic learning environments focusing on adult learners.
§ Focused on recruiting a diverse pool of instructors for ALC classes.
§ Distribute survey to family and community members for feedback regarding course, certificate and scheduling preferences at welcome back events on site at schools.

Evidence of Progress for 2010-2011:

§ Funded 50% of ALC coordinator position with FSCS funding moving from hourly to FTE
§ Specific IUPUI signage placed at all 3 sites
§ Over 125 completed surveys were returned and data compiled assisting in the development of course offerings for the beginning of IPS academic year in August 2011.
§ Partnership with Brighthouse provided WIFI connection for ALC's learning environments.

Activities planned for 2011-2012:

§ Increase course offerings to include certificate programs such as pharmacy technician.
§ Increase marketing and outreach for Adult Learning Centers.
§ Collaborate with IPS in alignment of the ALC and Parent University course offerings.

C1. Research, Scholarship and Creative Activity

C1.a. Acquire funding for Equity Institute and ongoing DCS research involving adult learners.
Campus Planning Theme: Research, Scholarship and Creative Activity
Secondary Goals:
Sub Unit:
Time Frame: Ongoing

Actions taken for 2010-2011:

§ A principal survey was developed by the African American Male Equity Project and distributed across the state to all urban districts.
§ Proposal submitted for funding to the USA Funds Foundation.

Evidence of Progress for 2010-2011:

§ Reviewers of the AAMEP Black Paper offered critique.

Activities planned for 2011-2012:

§ Collect survey data and conduct interviews with principals.
§ Write a proposal for the Center for Adult Learning Research Signature Center.
§ Release AAMEP Black Paper and final Lumina report.

C1.b. Engage effective strategies for recruitment and retention of adult learners.

Campus Planning Theme: Research, Scholarship and Creative Activity
Secondary Goals:
Sub Unit:
Time Frame: Ongoing

Actions taken for 2010-2011:

§ Offering classes in alternative formats including accelerated and weekend formats;
§ offering classes that support restart and re-immersion into the changing higher education, technologically rich learning environment;
§ introducing new access points to adult education by partnering with community-based agencies, culturally diverse and faith-based organizations to reach target populations;
§ publicizing and reaching out to adults that have not completed their degrees;
§ coordination of university outreach strategies to reach adults;
§ providing career counseling;
§ honoring prior learning, work, military experience, and transfer credit;
§ redesigning/streamliningthe college orientation and admission processes to meet the needs of busy adults.
§ providing non-traditional student scholarships and emergency funds to help defray the cost of returning to school, and
§ utilizing online and face to face advising support specifically for the adult student.

Evidence of Progress for 2010-2011:

Activities planned for 2011-2012:

Fiscal Health

Reallocation Plan

Other Question(s)

1. What initiatives have you undertaken, or have planned, to improve retention and graduation rates?

1. Identify and engage 255 undergraduate degree seeking students eligible to enroll, but not enrolled in the upcoming semester. It is important to look at next contact point regarding Spring 2012 registration. This study will divide into two groups:
a) Group one: students that registered and should receive a reminder about Priority Registration,
b) Group two: students that did not register and will need to see an advisor and be term activated.
2. We have upgraded our student advising with the dedicated website that can be accessed anytime and anyplace with a computer. This website service is provided by the Center for Adult and Lifelong Learning. Students can connect with most schools and departments at IUPUI using CALL.

2. What are the priorities that shape your decisions about initiatives you will undertake and maintain?

1. Increase student enrollments at the Greenwood Off-Campus Learning Center using targeted marketing strategies and workforce driven certificate programs.
2. Increase degree completion in General studies.
3. Maintain a budget surplus of 3%.

3. How is the move to centralized services affecting your operations? How are you dealing with these effects?

The move to centralized services has increased the length of time for these services.
We are frequently calling the centralized offices asking for improvement in services.

4. What marketing strategies/materials are you planning to develop/disseminate during the coming year?

- **a. Who is the intended audience for each?**
- **b. What do you hope to accomplish with this strategy with this audience?**
- **c. How much are you planning to spend for each strategy?**
- **d. How will you tell if your expenditure was worth your investment? [Provide return on investment (ROI) data for past expenditures, if available, and plan to track ROI in the future.**

4a. Who is the intended audience for each?
Generally, adults are the intended audience for the DCS.
4b. What do you hope to accomplish with this strategy with this audience?
We hope to encourage adult learners to return to college and complete their degrees..
4c. How much are you planning to spend for each strategy?
The strategies and planned expenditures for the five goals are listed below and cost figures are provided.
Marketing Goals for 2011-12
Goal 1: Increase awareness and use of IUPUI Off-Campus Learning Centers. ($10,800)

Objective 1: Using specific promotional strategies to increase campus use, credit enrollments and noncredit registrations at the IUPUI Greenwood Learning Center. **Cost ($7,500)**

Plans for the Future:
· Meet with department chairs to discuss classes, CALL and marketing
· Course listings by semester posted and distributed via e-mail to following listservs: Continuing Education, General Studies, Adviser Network, and Room Schedulers.
· Conduct focus groups in surrounding area
· Host tours of the center – Audience: Businesses and individuals near the centers
· Place posters in high traffic areas such as Goodwill, Wal-Mart, libraries, banks, etc. –Audience: Businesses and adults
· Provide IUPUI Learning Center information and room rates to public libraries who receive requests for facility usage – annually – Audience: Adults visiting libraries
· Refresh page in the DCS course guide – each issue - Audience: Businesses and adults
· Place ads in the local papers and/or Indianapolis Star to market special events, educational opportunities, etc. - Audience: Businesses and adults
· Participate in Greenwood Chamber of Commerce and interact with Indianapolis and Indiana Chambers of Commerce whenever possible – Audience: Businesses and adults
· Host booth at Freedom Festival– Street Fair at the Park in Johnson County –Audience: Residents and visitors in and around Johnson County
· Contact major businesses, such as hospitals, schools, etc. in surrounding areas – ongoing - Audience: Businesses and adults
· Hold Community Day each year; partnering with Admissions, Financial, Graduate Programs –March 10 (Greenwood) - Audience: Residents
· Hold Military Day at Greenwood; partnering with Office of Veterans Affairs, Admissions, Financial Aid – Audience: Veterans, current military personnel including Camp Atterbury
· Hold "Adult Degree Completion Seminar" classes at IUPUI Learning Centers with promotion to libraries, Chambers of Commerce and businesses – via website and Course Guide - March and June – Audience: Adults with some college but no degree
· Market grouped Level 100 classes (Greenwood) – Audience: High school juniors and seniors who may want

information about IUPUI or who may want to experience college in a smaller setting before transitioning to larger college atmosphere

- Start Your Degree Right Here – meetings with high school counselors in February
- Distribute class listings to current students via faculty – each semester –Audience: Credit students enrolled in courses at the center
- Schedule and promote classes for continuing education for teachers at the IUPUI Learning Centers (Greenwood) - Audience: Teaching staff at the school corporations near the Greenwood Learning Center
- Conduct online-ad in January; focus on Greenwood Learning Center and CALL Chat – Audience: Adults who are online

o As measured by: comparison with 2011 time frame

- Place IUPUI Learning Center ads when opportunities present and are appropriate – Audience: Adults in Central Indiana

o As measured by: Contact enrollments for period of time and ask "What prompted you to enroll?" via e-mail

Objective 2*: Using specific promotional strategies to increase campus use, credit enrollments and noncredit registrations at the IUPUI Park 100 Learning Center* **Cost ($3,300)**

Plans for the Future:

- Course listings by semester posted and distributed via e-mail to following listservs: Continuing Education, General Studies, Adviser Network, and Room Schedulers.
- Series of meetings with department chairs to discuss classes, CALL and marketing
- Host tours of the center –Audience: Businesses and individuals near the centers
- Place 20 posters in high traffic areas such as Goodwill, Wal-Mart, libraries, banks, etc. – Audience: Businesses and adults
- Provide IUPUI Learning Center information and room rates to public libraries who receive requests for facility usage – annually – Audience: Adults
- Refresh page in the DCS course guide – each issue – Audience: Businesses and adults
- Placing ads in the local papers and/or Indianapolis Star to market special events, educational opportunities, etc. - Audience: Businesses and adults
- Contact major businesses, such as hospitals, schools, etc. in surrounding areas – ongoing- Audience: Businesses and adults
- Host Community Day each year; partnering with Admissions, Financial, Graduate Programs – March 8 (Park 100 – Audience: Residents
- Host "Adult Degree Completion Seminar" classes at IUPUI Learning Centers with promotion to libraries, Chambers of Commerce and businesses – via website and Course Guide - March and June – Audience: Adults with some college but no degree
- Distribute class listings to current students via faculty – each semester –Audience: Credit students enrolled in courses at the center
- Schedule and promote classes for continuing education for teachers at the IUPUI Learning Centers (Greenwood) - Audience: Teaching staff at the school corporations near the Greenwood Learning Center
- Place IUPUI Learning Center ads when opportunities present and are appropriate –Audience: Adults in Central Indiana

§ As measured by: Contact enrollments for period of time and ask "What prompted you to enroll?" via e-mail

Goal 2: Increase awareness of Center for Adult and Lifelong Learning and the number of adults who utilize the resources. ($1,000)

Objective 1*: Launch CALL website.* **($0)**

Plans for the Future (current academic year):

- Campus mail CALL brochures to deans, department heads, department chairs, room schedulers, advisors – internal adults
- E-mail information to advnet for distribution to adult students when appropriate – internal advisors
- Meet with department chairs to explain CALL objectives (CR: IULC) – internal department chairs responsible for scheduling classes
- Place 4 11 x 17 posters in on-campus locations: Admissions, Barnes & Noble; UCOL; Library- Audience - Adults

Objective 2*: Produce marketing materials.* **($1,000)**

Objective 2: *Prepare marketing materials.* **($1,000)**
Plans for the Future (current academic year):
- Update marketing materials as necessary – Audience: Adults

Goal 3: Increase the number of applications and acceptances in General Studies. ($5,500)
Objective 1: *Encourage GS students and alumni to spread the word about the benefits of a General Studies Program.* **($0)**
Plans for the Future (current academic year):
- Have info table with packets at GS graduation – *Audience: Adults in attendance*
- E-mail to GS alumni encouraging them to share their success – *Audience: GS alumni*

Objective 2: *Advertise GS Degree Program and increase number of General Studies students.* **($5,500)**
Plans for the Future (current academic year):
- Conduct Adult Degree Completion Seminars
- Conduct Adult Degree Completion Seminars specific to Ivy Tech students at Ivy Tech campuses
- Ads which promote benefits of GS degree

o As measured by: Contact enrollments for period of time and ask "What prompted you to enroll?" via e-mail

- Through the Alumni Association, e-mails to promote taking associates to the bachelors levels
- Conduct Stop-Out invitation/process
- Conduct Welcome Back Session at Learning Center to remove fear of returning to school for returning Stop-Outs - August
- Second Touch promotion to complete information session conducted –
- Schedule info sessions, then track results.

o As measured by: Ask at reception desk: Website? Catalog ad? Admissions Office? Alumni? Friend?

Goal 4: Increase the number of registrations and revenue for Continuing Education. ($142,500)
Objective 1: *Continuous improvement of the main marketing tool for the classes and certificates – DCS course guide.* **($138,000)**
Plans for the Future (current academic year):
- Course guide used as primary print marketing piece – Audience: Adults in area
- Increase number of ads placed in the course guide to promote IUPUI schools and departments – Audience: Adults across Central Indiana.

Objective 2: *Generate interest in courses and certificate programs.* **($4,500)**
Plans for the Future (current academic year):
- Redesign certificate program tri-fold brochures. Audience: Adults
- Finish Certificate promotion - Have signed up for a certificate program, taken a couple of courses, stop out and did not complete the certificate – Audience: student registered in certificate program
- Executive Assistant Certificate Program launch - Contact learners who have taken 2 or more of the required classes and follow up with calls and e-mails.
- Promote certificates to matching entrepreneur groups.
- Develop class-specific flyers as needed; eg. test-taking flyers.
- Utilize JagNews re continuing education classes as appropriate; eg. test-taking classes.
- Promote continuing education classes via webscroll – recommendation of classes by programmer – ongoing.
- Promote continuing education classes via listserv – weekly strategy.
- Ads which promote continuing education classes and certificates

o As measured by: "What prompted you to enroll?" via e-mail or phone for period after ad placement

Goal 5: Increase the number of registrations for the Adult Learning Centers. ($0)
Objective 1: *Encourage use of ALC by residents in the areas surrounding the schools to increase postsecondary*

education attainment, specifically degree completion.
Plans for the Future (current academic year):

- Distribute flyers about the ALCs.
- Distribute tri-fold brochures about the courses at the ALCs.
- Participate in the events at the schools which parents and other adults attend.

4d. How will you tell if your expenditure was worth the investment? Provide return on investment (ROI) data for past expenditures, if available, and plan to track ROI in the future.
The Division of Continuing Studies will determine investments in staffing, facility cost, marketing/outreach and infrastructure (computers, furnishing, etc.) and track:
§ Increased number of students in General Studies degree program and degree completion.
§ Increased use of CALL to support adult student access.
§ Increase in continuing education enrollments and certificate programs.