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School of
Continuing Education and
Academic Outreach's
Annual Report
2005-06

by

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and

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ANNUAL REPORT

The 2005-06 Annual Report of the School of Continuing Education and Academic Outreach is divided into five parts: Significant Achievements and Changes, State of the School, Departmental Summaries, Strategic Plans and Goals, and Diversity. Each will be discussed.

Significant Achievements and Changes

School-wide

The University has completed an internal study of the future of Continuing Education, which involved a national consultant and a university-wide task force, out of which thirteen initiatives were recommended. Efforts are underway to initiate the new recommendations and strengthen those that were already in progress.

As a result of these recommendations:

1. The Division of Continuing Education has changed its name to the School of Continuing Education and Academic Outreach. This name change better reflects the broader services to clients, including an increased emphasis on international education.
2. The high school completion program was discontinued as of June 30, 2006. It will still operate in FY '07 until all of the students who were admitted prior to July 1, 2006, have finished the courses in which they enrolled.
3. Plans are under consideration to transfer the Office of Study Abroad and International Education from the J. William Fulbright College of Arts and Sciences to the School of Continuing Education and Academic Outreach.
4. An on campus office for the School has been proposed, and efforts are proceeding toward its accomplishment.
5. A search for a replacement for the retiring Dean has been initiated and is expected to be completed in FY '07. This person will be Dean and Associate Provost for Academic Outreach for the School.

The Silas Hunt Documentary is proceeding, and it should be finished in the early part of FY '07. It has been delayed by legal issues, and these are in the process of being resolved.

Another major accomplishment was the purchase of the University's Center for Continuing Education that had been leased from the City of Fayetteville since its completion in 1981. Plans have already progressed on major air conditioning and gas-powered generator upgrades to support the growing mediated distance education programs.

The School's garage for housing the satellite uplink and media production trucks and providing video studio production capabilities was completed.

Distance Education

Major achievements in mediated Distance Education included the following:

1. Twenty degree programs have been approved. Of the 20, 11 are compressed interactive video (CIV)/web-based combinations, and 9 are web-based.
2. In addition, there are 1 undergraduate and 2 graduate certificate programs, and 1 licensure program. All 4 are web-based.
3. Of the 20 degree programs, 17 are graduate and 3 are undergraduate programs.
4. Of the 20 degree programs, 13 are from the College of Education and Health Professions, 3 are from the College of Agricultural, Food, and Life Sciences, 2 are from the College of Engineering, and 2 are from the College of Business.
5. Of the 4 certificate/licensure programs, 1 is from the Graduate School (interdisciplinary), 2 are from the College of Agricultural, Food, and Life Sciences, and 1 is from the College of Education and Health Professions.
6. Twenty-one college Independent Study courses now have a web version.

7. The approved degree programs included the following:
- a) BSE in Human Resource Development (CIV/web-based combination).
 - b) BSE in Elementary Education (CIV/web-based combination).
 - c) BS in Engineering (CIV/web-based/face-to-face combination).
 - d) MEd in Adult Education (Web-based).
 - e) MBA in Business (Web-based).
 - f) MIS in Business (Web-based).
 - g) MAT in Childhood Education (CIV/web-based combination).
 - h) MEd in Educational Administration (CIV/web-based combination).
 - i) MSE in Engineering (Web-based).
 - j) MS in General Agriculture (CIV/web-based combination).
 - k) MS in Health Science (Web-based).
 - l) MS in Human Environmental Sciences (CIV/web-based combination).
 - m) MEd in Special Education (Web-based).
 - n) MEd in Vocational Education (Web-based).
 - o) MS in Food Safety (Web-based).
 - p) EdS in Curriculum and Instruction (Web-based).
 - q) EdS in Educational Administration (CIV/web-based combination).
 - r) EdS in Adult Education (CIV/web-based combination).
 - s) EdS in Vocational Education (CIV/web-based combination).
 - t) EdD in Educational Administration (CIV/web-based combination).

8. The approved certificate/licensure programs included the following:
 - a) 18-hour interdisciplinary graduate certificate program in Gerontology (Web-based).
 - b) 15-hour undergraduate certificate program in Hazard Analysis and Critical Control Point (HACCP) Coordinator (Web-based).
 - c) 15-hour undergraduate certificate program in Food Safety Manager (Web-based).
 - d) 15- to 18-hour graduate additional licensure plan in Special Education (Web-based).

9. Additional degree programs in various stages of development included the following:
 - a) PhD in Engineering (Web-based).
 - b) PhD in Curriculum and Instruction (Web-based).
 - c) EdD in Adult and Vocational Education (Web-based).
 - d) MS in Nursing (Web-based).
 - e) MS in Physical Education (Web-based).
 - f) MS in Social Work (Web-based).
 - g) MS in Educational Technology (Web-based).
 - h) MS in Rehabilitation (Web-based).

10. Courses totaled 244, serving 3,140 registrants, and producing 8,856 SSCH.

11. Independent Study college courses converted to the web totaled 21, with 342 enrollees.

12. Non-credit web-based activities, totaling 66 online courses with 210 enrollments, included the following:
 - a) A third offering of Supervisor's School for ARVEST Bank was completed. In addition, audio support for other ARVEST schools was provided, as well as ongoing assistance with web development on other topics as needed.

- b) Agreements continued with Growth Strategies, Element K, Gatlin Education Services, and Education to Go (ed2go) to offer 2,000+ non-credit web-based courses.
 - c) Collaboration began with the School of Law, resulting in the development of a website for the offering of a Legal E-Source online program to non-profit organizations.
 - d) The addition of three new offerings included:
 - (1) Payroll Management Practices.
 - (2) Human Resources in Local Government.
 - (3) Brokers of Property.
13. Additional non-credit web activities included the following:
- a) An agreement was reached with the College of Engineering to assume management of their non-credit engineering continuing education unit (CEU) courses, enabling them to meet professional requirements.
 - b) An agreement was reached with the Arkansas State Department of Education and the College of Education and Health Professions to assume responsibility for 106 web-based courses dealing with workforce employees who need instruction on how to teach their subject matter in the State.

Other

Other achievements included the following:

1. Twenty Elderhostel programs were conducted with 697 participants and 4,848 participant days and included the addition of four new partnership programs:
 - a) A birding program with State Parks.
 - b) Whistle Stops West Railroad History with the University of Illinois and St. Charles Community College.
 - c) The Clinton Foundation and Presidential Center in Little Rock, Arkansas.

- d) Ozark Holiday Traditions with Ozark Adventures Elderhostel Provider in Branson, Missouri.
2. Clients of the School's Department of Non-Credit Studies receiving Existing Workforce Training Program (EWTP) training, computer training, and/or other business training were as follows:
- a) Alternative Design, Gentry, Arkansas.
 - b) ARVEST, Lowell, Arkansas.
 - c) Bekaert, Rogers, Arkansas.
 - d) Cameron Insurance Companies, Cameron, Missouri.
 - e) Clarke Industries, Springdale, Arkansas.
 - f) Dayco, Springdale, Arkansas.
 - g) Fayetteville Fire Department, Fayetteville, Arkansas.
 - h) Federal Coach, Fort Smith, Arkansas.
 - i) Franklin Electric, Siloam Springs, Arkansas, and Wilburton, Oklahoma.
 - i) J.B. Hunt, Lowell, Arkansas.
 - k) Lisle Law Firm, Springdale, Arkansas.
 - l) Munro Corporation, Hot Springs, Arkansas.
 - m) Nestlé Purina, Fayetteville, Arkansas.
 - n) Northwest Arkansas Community College, Rogers, Arkansas.
 - o) Peterson Farms, Decatur, Arkansas.
 - p) Pratt and Whitney, Springdale, Arkansas.
 - q) Pulaski County, Little Rock, Arkansas.
 - r) Simmons Foods, Siloam Springs, Arkansas.
 - s) Tyson Foods, Springdale, Arkansas.

- t) UA Department of Human Resources, Fayetteville, Arkansas.
 - u) Wal-Mart, Bentonville, Arkansas.
 - v) Wheeling Manufacturing, Pine Bluff, Arkansas.
3. As a licensed provider of Command Spanish®, CTED delivered occupational Spanish training to ARVEST, as well as to the Carroll and Madison Counties Library System.
4. Professional association conferences hosted by the School and University academic units were as follows:
- a) NCAA Indoor Track Championships (Women's Athletics).
 - b) Baum Teaching Workshop (Teaching and Faculty Support Center).
 - c) Better Process Control (College of Agricultural, Food, and Life Sciences' Department of Food Science).
 - d) Electric Meter School (College of Engineering).
 - e) Arkansas Water Resources Annual Conference (UA Arkansas Water Resources Center).
 - f) Mathematics Spring Lecture Series (College of Arts and Sciences' Department of Mathematics).
 - g) American Society for Engineering Education Midwest Conference (College of Engineering).
 - h) Field Instructor Training (College of Arts and Sciences' School of Social Work).
 - i) Southwestern Division of the Association of American Geographers Conference (College of Arts and Sciences' Department of Geosciences).
 - j) Student Involvement Leadership Educators Workshop (Division of Student Affairs).
 - k) First Annual Literacy Symposium: Differentiated Literacy for Diverse Learners (College of Education and Health Professions' Department of Curriculum and Instruction).

- l) Improving Literacy in the Content Areas (College of Arts and Sciences' Department of English).
 - m) Radio Frequency Identification (RFID) Smart Tag Workshop (Colleges of Business and Engineering).
5. Support was provided in professional development and conference-related activities for the University's recruitment and retention efforts by the academic units. For example, CTED worked with the Honors College on the Advanced Placement Summer Institute (APSI), the College of Arts and Sciences' Department of Music on music camps, and the School of Architecture on the Summer Design Program. Also, computer instruction was provided to the Integrated Student Information System (ISIS) team.
 6. Independent Study experienced an overall decrease in new enrollments of 5% (150). High school new enrollments decreased 18.1% (182), and college new enrollments increased 1.6% (32).
 7. Video production progressed on a "virtual field trip" for the College of Agricultural, Food, and Life Sciences' Department of Horticulture, as part of a Federal Grant, which will result in 17 DVDs to be used in classrooms.
 8. Development and implementation of procedures progressed for including Independent Study and Workforce Development students in the Arkansas Department of Higher Education's (ADHE) enrollment data.
 9. A total of 447 CEU professional programs were administered, serving 13,962 participants.
 10. There were 23 new EWTP grants received and implemented, serving 350 persons. A total of 22 companies were served through CTED's Office of Services to Business and Industry, resulting in 56 training sessions for 1,584 registrants.
 11. Fifty-six satellite uplinks were conducted.

State of the School

The workload of the School's staff continues to be a major concern. The national average for the number of programs handled by conference coordinators is 35-40; however, the average for CTED is 170. The media responsibilities continue to increase far beyond the reasonable capabilities of the staff.

Computer programming, maintenance, and troubleshooting needs far exceed the abilities of two staff persons.

Lack of space for personnel, storage, activities, etc. continues to be a major problem. There simply is not enough space to house additional personnel needed to meet expanding services.

In FY '00, CTED was assigned the responsibility to further the University's efforts in distance education. Therefore, the proliferation of other units going "their own way" in distance education is expensive duplication and needs further examination. Some progress has been made in solving this problem.

Also, web-based distance education offerings on and off campus need to be examined and possibly merged. More and more requests have been received by CTED to run on campus web courses through the School.

The business hub of Northwest Arkansas is slowly shifting to Benton County. The University, especially CTED, needs a physical presence in that area if it is to remain a major educational provider for all of Northwest Arkansas.

The number of requests for video formatting in 16 x 9 ratio, rather than 4 x 3 ratio, has increased; therefore, HDTV is "on the way," which has serious financial implications for CTED.

Departmental Summaries

A summary for each of the following will be presented for 2005-06:

1. Department of Non-Credit Studies.
2. Department of Independent Study.
3. Department of Media Services.
4. Department of National/International Credit Studies.

5. Department of Off Campus Classes.
6. Department of Digital Operations.

Department of Non-Credit Studies

A summary of the Department of Non-Credit Studies' 2005-06 achievements follows:

1. A total of 1,031 programs was conducted, serving 33,165 participants.*
2. Of the 1,031 programs, 380 or 37 percent were conducted in the Center for Continuing Education.
3. Of the 33,165 participants, 13,338 or 40 percent attended programs in the Center for Continuing Education.

Examining the total number of conferences and participants, one would find that:

1. There were 3,082 program days and 57,997 participant days.
2. Of the 3,082 program days, 603 or 20 percent were in the Center for Continuing Education.
3. Of the 57,997 participant days, 20,227 or 35 percent were in the Center for Continuing Education.
4. If one were to use the Arkansas Department of Parks and Tourism's 2005 Economic Report figure of \$447.00 as the amount of money a conferee spends per trip, the 13,338 participants who attended programs in the Center would be expected to generate \$5,962,086.00 in the area. The 33,165 total participants would be expected to generate \$14,824,755.00. Now, multiply either, or both, of these figures by the number of times money turns over before it leaves the area, and the economic impact is obvious.
5. A total of 6,331 delegate days was submitted to the City of Fayetteville to report to the State of Arkansas for return of tax monies to be applied toward retirement of the CCE bond indebtedness.

*If the number of persons were included who received downlinks from the uplinks conducted by the School, the head count would be in the millions.

Department of Independent Study

A summary of the Department of Independent Study's 2005-06 achievements follows:

1. Active enrollments totaled 3,652 of which 2,869 were new ones.
2. Of the 2,869 new enrollments, 825 were in high school courses and 2,044 in college courses.
3. Based on new enrollments, a total of 6,002 SSCH and 412 Carnegie units were generated.
4. The mean grade for college students was a C+ (2.96) and for high school, a C- (2.23).
5. Sixteen college and four high school courses were revised.

Department of Media Services

A summary of the Department of Media Services' 2005-06 achievements follows:

1. Audio
 - a) Duplications and transfers (cassette) 462
 - b) Cassette and reel-to-reel tapes 263
 - c) Studio recording, mixing, and editing (hours) 101
 - d) Field recording, mixing, and editing (hours) 367
 - e) Public address and sound support systems (hours) 105
 - f) CD duplications 1,732
 - g) DVD duplications 1,040
2. Video
 - a) Production of single- and multi-camera recordings (hours) 376
 - b) Production truck productions (hours) 86
 - c) Duplications and transfers (hours) 104
 - d) Videotapes 147

e)	Video editing (hours)	106
f)	Graphics (hours)	37
g)	CamMate video crane(hours)	21
3.	Satellite Services	
a)	Uplinks	56
4.	Equipment Rental/Loan	
a)	Video monitors	32
b)	Videotape recorders	14
c)	Video and data projection systems	219
d)	Audio equipment	906
e)	Film and slide projection equipment	139
f)	Computers	45
g)	Blank CDs	44
h)	Miscellaneous (easels, pointers, carts, flip charts, etc.)	261
i)	Conference telephones	4
j)	Other (multimedia, deliveries, etc.)	438

The Department was involved in 145 major media productions involving video and/or audio. Additional media accomplishments included the following:

1. The dish antenna signal distribution system was modified to increase signal strength at the Poultry Science uplink facility.
2. The process of switching media's primary format of videotape from Betacam XS to Sony MPEG IMX has been completed, resulting in a completely digital format that is compatible with computer processes, storing high precision video, time code, and eight channels of audio on videotape. Also, this format offers twice the recording capacity per tape than the previous format. Additionally, the IMX VCR effortlessly handles as inputs and outputs the variety of audio, video, and control signals found in a state-of-the-art video suite.

3. A Sierra multi-level router has been installed in the media production truck to increase signal interconnectivity between the various systems in the vehicle.
4. The existing editing system of the production truck was replaced with a Final Cut Pro system, resulting in seamless compatibility between the truck's editing system and the existing video post suite.
5. A Chryon Lex Duet character generator was installed in the media production truck, resulting in enhanced quality of titles and other textual material used to augment video productions.
6. Sony MAV-555 video servers were also installed in the production truck to record isolated signals from up to six cameras as a source for slow motion video playback, typically used for athletic events.
7. The satellite news vehicle and the Poultry Science uplink facility was recognized by PanAmSat (a premier provider of global video and data broadcasting services via satellite) with the 2005 Operational Excellence Award-Bronze Level, which represents 50-99 error-free accesses.
8. The Federal Communication Commission (FCC) license for the Poultry Science uplink facility was renewed and is now valid for the next fifteen years.

Department of National/International Credit Studies

A summary of the Department of National/International Credit Studies' 2005-06 achievements follows:

1. Study tours were held in ten countries: Brazil, China, England, Greece, Ireland, Italy, Japan, Jordan, Mexico, and the USA.
2. Forty-three classes were conducted, generating 283 participants, and producing 1,120 SSCH.

Department of Off Campus Classes

A summary of the Department of Off Campus Classes' 2005-06 achievements follows:

1. Classes totaled 244, serving 3,140 registrants, and producing 8,856 SSCH.

2. By term, the offerings included:
 - a) Summer Sessions = 63 classes, serving 625 registrants, and producing 1,825 SSCH.
 - b) Fall Semester = 90 classes, serving 1,137 registrants, and producing 3,274 SSCH.
 - c) Spring Semester = 91 classes, serving 1,378 registrants, and producing 3,757 SSCH.
3. By location, the offerings included:
 - a) Bentonville = 4.5 percent of the classes, 3.1 percent of the students, and 3.3 percent of the SSCH.
 - b) Fort Smith Center = 6.5 percent of the classes, 2.5 percent of the students, and 1.6 percent of the SSCH.
 - c) Other locations = 89 percent of the classes, 94.4 percent of the students, and 95.1 percent of the SSCH.

Department of Digital Operations

A summary of the Department of Digital Operations' 2005-06 achievements follows:

1. The School acquired the necessary server hardware, software, and additional storage area network disk arrays to implement a fully redundant, mirrored, off site disaster recovery facility in FY '07.
2. A wireless network was installed, providing wireless internet connectivity to the entire facility. An additional wireless network was installed at the School's off site production studio.
3. A web-based application was developed, providing Independent Study students the ability to review their records online.
4. The Department of Distance Education's implementation of the Blackboard content management system received a major software and hardware upgrade. Previously a single stand-alone server, the Blackboard installation was upgraded to a load-balancing multi-server processing cluster. This hardware upgrade creates a computing environment capable of handling thousands of concurrent students logged on to the system.
5. A Blackboard test environment was created for the instructional designers to test new software and upgrades prior to production rollout.

6. All network servers received a major upgrade from Microsoft Windows 2000 to the latest Microsoft Windows Server 2003 Enterprise. Additionally, the existing Active Directory implementation was seamlessly migrated to Microsoft Windows Server 2003 Native Mode without interruption of service to users.
7. The internal network topology underwent a massive restructuring to provide greater redundancy and separation of network services to allow greater performance for internal users, as well as Distance Education students. This restructuring was implemented transparently, while maintaining 99% perceived uptime to the end user. This project is ongoing will continue into FY '07.
8. The rollout of the Microsoft Windows XP operating system to all user workstations was completed. Additionally, all installations of Microsoft Office were successfully upgraded to Microsoft Office 2003 Enterprise.
9. The School's internal information system (MIDIS) received 8 major software releases and 14 minor updates during FY '06.
10. The digital document imaging and archive system, Laserfiche, underwent a major upgrade to version 7.0 and was moved to its own server hardware in January of '06. The digital archive files and database were also moved to a fault tolerant storage area network.
11. The Laserfiche digital document imaging implementation was expanded to the Department of Media Services. A high capacity scanning station was also installed in the Department, allowing the Director to create a digital archive of all correspondence.
12. The Apple XSAN installation was greatly expanded to include additional real-time video and audio editing storage space, as well as additional XServe processing capacity.
13. A Mac OSX server cluster was designed and installed to aid the Department of Media Services' video rendering capabilities.
14. The Apple Mac-based video/audio editing stations received a major hardware and software upgrade to the latest editing platforms. Additionally, a high performance Apple XServe editor was installed in the School's production truck.
15. A network attached storage disk array was installed in the off site production studio, providing remote and fault tolerant backups of CTED's databases and file shares.
16. The production truck's laptops were upgraded to new hardware and the latest operating system.

17. Two video compression carts were designed and built for the Department of Media Services, providing high quality and highly mobile video compression capabilities.
18. Numerous hardware and software upgrades were implemented throughout the School. Also, the use of Pocket PC mobile computing technology was greatly expanded.
19. The Director of the Department of Digital Operations successfully passed Microsoft Certification exams necessary to promote his credentials to Microsoft Certified Systems Engineer on Microsoft Windows Server 2003 Enterprise (MCSE-Win2K3). The Director also received the additional credential, Microsoft Certified Systems Administrator (MCSA), and completed the requirements to maintain the credential, Microsoft Certified Trainer (MCT). The combination of the MCSE and MCT credential allows the School to maintain its status as a Microsoft Registered Partner .
20. Upgrades to CTED's computer networking security were completed, which were straightforward since the University had entered into a site licensing agreement with DSX Access Systems, Inc.

Strategic Plans and Goals

The School continued to conduct an ongoing review of its Strategic Plan for updating as deemed consistent with University priorities and goals. In general, the efforts of CTED are to assist all units of the University units in achieving their priorities and goals.

Diversity

Regarding diversity, CTED's employee distribution as of June 30, 2006, was as follows:

1. Total Staff = 46 employees
 - a) Females = 63%.
 - b) Males = 37%.
2. Race
 - a) White, Non-Hispanic = 89%.

- b) Other = 11%.
 - (1) Black, Not of Hispanic Origin (7%).
 - (2) Hispanic (2%).
 - (3) Asian (2%).
- 3. Non-Classified Staff = 25 employees
 - a) Females = 44%.
 - b) Males = 56%.
- 4. Administrative Staff: Dean, Department Heads
 - a) Gender
 - (1) Females = 25%.
 - (2) Males = 75%.
 - b) Race
 - (1) Black, Not of Hispanic Origin = 50%.
 - (2) White = 50%.