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Citation

University of Arkansas, Fayetteville. School of Continuing Education and Academic Outreach. (2007).
Annual Report, 2007. *School of Continuing Education and Academic Outreach Annual Report.* Retrieved
from https://scholarworks.uark.edu/continuing-ed-ar/2

School of

Continuing Education and

Academic Outreach

Annual Report

2006-07

ANNUAL REPORT

The 2006-07 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

- Diversity

Each will be discussed.

Significant Achievements and Changes

Highlights

Significant achievements for FY '07 were as follows:

1. Dr. Linda Beene Ballard became the Dean and Associate Provost of the School of Continuing Education and Academic Outreach as of July 1, 2007.

2. The high school completion program ceased to accept new students as of July 1, 2006. However, it continued until March 31, 2007, to allow all admitted students ample time to complete their courses. This has been accomplished, and the high school program has been "officially closed."

3. The transfer of the Office of Study Abroad and International Exchange unofficially began to migrate its operation to the School of Continuing Education and Academic Outreach in the Spring of 2007. This transfer will be completed in the Summer of 2007, with an official start date of July 1, 2007.

4. An on-campus office for the School of Continuing Education and Academic Outreach has opened at 722 West Maple Street and should be fully functional in the Summer 2007.

5.   The Silas Hunt Documentary was completed. The result is a compelling portrait of a genuine hero of the civil rights movement, told by the people who knew him. It presents a detailed picture of Arkansas in the first half of the 20th century, and of people, both African American and Caucasian, who supported Hunt in his struggle. Narration is provided by Emmy nominated actor Steve Harris.

The School of Continuing Education and Academic Outreach hosted the premiere of the documentary on November 15, 2006, at the University's Center for Continuing Education. Additional showings included the following:

a)   Cinema Movie Theatre, Texarkana, Arkansas, February 2, 3, and 4, 2007 (3 showings each day).

b)   College Theatre, Texarkana, Arkansas, February 17, 2007.

c)   Lonoke Baptist Church, Texarkana, Arkansas, February 18, 2007.

d)   Red River History Forum, Texarkana, Arkansas, February 24, 2007.

e)   Arkansas People First, Hot Springs, Arkansas, March 3, 4, and 5, 2007.

f)   Red River History Forum, Texarkana, Arkansas, March 24, 2007.

g)   Arkansas People First State Conference Advisors, Hot Springs, Arkansas, April 9, 10, and 11, 2007.

h)   National Communication Media Management Association Conference, May 28, 2007, Pleasanton, California.

i)   Arkansas Educational Television Network (AETN) statewide broadcast, June 21, 2007.

The documentary earned three prestigious awards in the documentary film category from the video and film industry nationwide. These were an Aegis Winner's Award, an Aurora Gold Award, and a Telly Bronze award. In addition, it has been entered in three film festival showings for possible awards, and the results will be known in FY '08.

Furthermore, Governor Mike Beebe was inspired to declare February 2, 2007, as Silas Hunt Day in the State of Arkansas.

6. The Legal e-Source online program for non-profit organizations won a Program of Excellence Award from Learning Resources Network International (LERN) for Community Service. The program is a cooperative project between the School of Law and the School of Continuing Education and Academic Outreach.

7. Major upgrades in the air-conditioning and gas-powered generator equipment have been completed following the purchase of the Center for Continuing Education from the City of Fayetteville.

Distance Education

Major achievements in mediated Distance Education included the following:

1. As a result of merging existing degree programs and adding new ones, 18 degree programs have been approved for offering via distance education.

2. Of the 18, 10 are compressed interactive video (CIV)/web-based combinations, and 8 are web-based.

3. In addition, there are 2 graduate and 1 undergraduate certificate programs, and 1 licensure program. All 4 are web-based.

4. Of the 18 degree programs, 15 are graduate and 3 are undergraduate programs.

5. Of the 18 degree programs, 11 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.

6. Of the 4 certificate/licensure programs, 1 is from the Graduate School (interdisciplinary, graduate), 2 are from the College of Agricultural, Food, and Life Sciences (undergraduate), and 1 is from the College of Education and Health Professions (graduate).

7. Thirty-three college Independent Study courses in SCEAO now have a web-based version.

8. The approved degree programs include the following:

   a) BSE in Human Resource Development (CIV/web-based combination; to be converted to the web in FY '08).

   b) BSE in Elementary Education (CIV/web-based combination).

c)   BS in Engineering (CIV/web-based/face-to-face combination).

d)   MBA in Business (web-based/campus combination).

e)   MIS in Business (web-based/campus combination).

f)   MAT in Childhood Education (CIV/web-based combination).

g)   MEd in Elementary Education (CIV).

h)   MEd in Educational Administration (CIV/web-based combination).

i)   MSE in Engineering (web-based).

j)   MS in General Agriculture (CIV/web-based combination; to be converted to the web in FY '08).

k)   MS in Health Science (web-based).

l)   MS in Human Environmental Sciences (CIV/web-based combination; to be converted to the web in FY '08).

m)   MEd in Special Education (web-based).

n)   MEd in Workforce Development 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)   EdD in Educational Administration (CIV/web-based combination).

9.   The approved certificate/licensure programs include 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).

10. Additional degree programs in various stages of development include the following:

    a)   PhD in Engineering (web-based).

    b)   PhD in Curriculum and Instruction (web-based).*

    c)   EdD in Workforce Development 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).

11. Courses totaled 237, serving 4,575 enrollments, and producing 12,963 SSCH.

12. Independent Study college courses converted to the web totaled 33, with 1,033 enrollments, compared to 21 courses and 342 enrollments in FY '06.

13. Non-credit web-based activities, totaling 107 online courses with 376 enrollments, included the following:

    a)   Agreements continued with Growth Strategies, Element K, Gatlin Education Services, and Education to Go (ed2go) to offer 2,000+ non-credit web-based courses.

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*Items b, c, d, e, and g are scheduled for implementation as web-based degree programs the Fall Semester of FY '08.

Items c, d, e, and g were approved by ADHE on August 3, 2007, or prior to this date, but have not been added to the approved list of 18 on pp. 4 and 5 of this document. This will bring the total approved degree programs to 22.

b) The second year of collaboration was completed with the School of Law in offering a Legal e-Source online program to non-profit organizations.

c) Courses titled Payroll Management Practices, Human Resources in Local Government, and Brokers of Property (two topics) were conducted.

d) The web-based Competency-Based Teacher Development (CBTD) program in Workforce Education, a joint project with the Arkansas Department of Workforce Education, the College of Education and Health Professions, and SCEAO, was operationalized with 36 enrollees.

Other

Other achievements included the following:

1. Eighteen Elderhostel programs were conducted with 702 participants and 4,988 participant days in 13 different sites across 4 states. New programs and expansions included:

   a) The Clinton Foundation and Presidential Center in Little Rock, Arkansas.

   b) Eisenhower and Truman Presidential Libraries for "Heartland Presidential Libraries" program.

2. There were 38 new Existing Workforce Training Program (EWTP) grants received and implemented, serving 507 people. A total of 15 companies were served, resulting in 81 training sessions for 1,110 registrants. Clients receiving EWTP training, computer training, and/or other business training were as follows:

   a) Arkansas Parks and Tourism, Little Rock, Arkansas.

   b) ARVEST, Lowell, Arkansas.

   c) Bekaert, Rogers, Arkansas.

   d) Clarke Industries, Springdale, Arkansas.

   e) Cobb Vantress, Siloam Springs, Arkansas.

   f) Cooper Communities, Bella Vista, Arkansas.

g) Dayco, Springdale, Arkansas.

h) J.B. Hunt, Lowell, Arkansas.

i) Ozarks Electric Cooperative Corporation, Fayetteville, Arkansas.

j) Peterson Farms, Decatur, Arkansas.

k) Progressive Foam, Conway, Arkansas.

l) Regency Hospital, Fayetteville, Arkansas.

m) Simmons Foods, Siloam Springs, Arkansas.

n) UA Facilities Management, Fayetteville, Arkansas.

o) Wheeling Manufacturing, Pine Bluff, Arkansas.

3. As a licensed provider of Command Spanish®, SCEAO delivered occupational Spanish training to ARVEST in Fayetteville and Lowell, Arkansas.

4. Professional association conferences hosted by the School and other University 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) Advanced Placement Summer Institute and Prestigious Fellowship (Honors College).

h) Field Instructor Training (School of Social Work).

i)   Jr. and Sr. Band Camps, Children's Choir, and Suzuki (Department of Music).

j)   Child Welfare Workers Training (School of Social Work).

k)   Second Annual Literacy Symposium: Differentiated Literacy for Diverse Learners (College of Education and Health Professions' Department of Curriculum and Instruction).

l)   Grant Writing Workshop (College of Education and Health Professions).

m)   FDA Food Labeling (Department of Food Science).

n)   Food Defense (Department of Food Science).

o)   2007 IEEE Region 5 Technical, Professional, and Student Conference (College of Engineering).

p)   Summer Res-Ed (Residence Life and Dining).

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, SCEAO worked with the Honors College on the Advanced Placement Summer Institute (APSI), the College of Arts and Sciences' Department of Music on music camps. Also, computer instruction was provided to the Integrated Student Information System (ISIS) team.

6.   A total of 531 CEU professional programs were administered, serving 22,726 participants.

7.   The Department of Independent Study's college enrollments increased from 2,044 in FY '06 to 2,523 in FY '07, an increase of 23.4 percent.

8.   The Department of Media Services conducted 68 uplinks and 2 downlinks in FY '07.

9.   The Department of Media Services completed the federally funded "virtual field trip" media production for the College of Agricultural, Food, and Life Sciences' Department of Horticulture; and to date, 1,141 DVDs have been produced.

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 a conference coordinator is 35-40; however, the average for SCEAO as of June 30th exceeds 200. The media responsibilities continue to increase far beyond the reasonable capabilities of the staff in that section. Computer programming, maintenance, and troubleshooting requirements 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, SCEAO was assigned the responsibility to further the University's efforts in distance education. Therefore, the proliferation of other university 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-campus need to be examined and possibly merged into SCEAO, since the School has the experience and infrastructure (hardware, software, and human), based on the successful operation of the present distance education programs.

The business hub of Northwest Arkansas is slowly shifting to Benton County. The University, especially SCEAO, 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 no longer "on the way"; it is here, which has serious financial implications for SCEAO.

Departmental Summaries

A summary for each of the following will be presented for 2006-07:

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' 2006-07 achievements follows:

1. A total of 964 programs was conducted, serving 33,737 participants.*

2. Of the 964 programs, 374 or 39 percent were conducted in the Center for Continuing Education.

3. Of the 33,737 participants, 14,375 or 43 percent attended programs in the Center for Continuing Education.

An examination of the total number of conferences and participants reveals that:

1. There were 1,546 program days and 53,448 participant days.

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*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.

2. Of the 1,546 program days, 475 or 31 percent were in the Center for Continuing Education.

3. Of the 53,448 participant days, 19,723 or 37 percent were in the Center for Continuing Education.

4. If the Arkansas Department of Parks and Tourism's 2005 Economic Report figure of $447 is the amount of money a conferee spends per trip, the 14,375 participants who attended programs in the Center would be expected to generate $6,425,625 in the area. The 33,737 total participants would be expected to generate $15,080,439. If either or both of these figures is multiplied by the number of times money turns over before it leaves the area, the economic impact is obvious.

5. A total of 6,788 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.

Department of Independent Study

A summary of the Department of Independent Study's 2006-07 achieve-

ments follows:

1. Additional enrollments in college courses totaled 2,523, an increase of 23.4 percent over FY '06.

2. Based on additional enrollments, a total of 6,002 SSCH were generated.

3. The mean grade for college students was a C+ (2.97).

4. Thirteen college and four high school courses were revised, and three new courses were created.

Department of Media Services

A summary of the Department of Media Services' 2006-07 achievements

follows:

1. Audio

   a) Duplications and transfers (cassette)   75

   b) Cassette and reel-to-reel tapes   1

	c)	Studio recording, mixing, and editing (hours)	125
	d)	Field recording, mixing, and editing (hours)	324
	e)	Public address and sound support systems (hours)	277
	f)	CD duplications	937
	g)	DVD duplications	2,885
2.	Video		
	a)	Production of single- and multi-camera recordings (hours)	311
	b)	Production truck (hours)	65
	c)	Duplications and transfers (hours)	75
	d)	Videotapes	86
	e)	Video editing (hours)	429
	f)	Graphics (hours)	37
	g)	CamMate video crane(hours)	12
3.	Satellite Services		
	a)	Uplinks	68
	b)	Downlinks	2
4.	Equipment Rental/Loan		
	a)	Video monitors	43
	b)	Videotape recorders	64
	c)	Video and data projection systems	256
	d)	Audio equipment	994
	e)	Film and slide projection equipment	234
	f)	Computers	67
	g)	Blank CDs	29

h)   Miscellaneous (easels, pointers, carts, flip charts, etc.)   242

i)   Conference telephones   4

j)   Other (multimedia, deliveries, etc.)   429

The Department was involved in 135 major media productions involving

video and/or audio. Additional media accomplishments included the following:

1.   Conversion of the in-house video production system has begun with the purchase of HDTV versions of Final Cut Pro Studio, HD/SD Video Switcher for video post, and HD/SD Text Graphics Animation System. Progress will be slow due to the extremely high cost of this type of equipment.

2.   Closed captioning capability is now available for video productions.

3.   Digital encoders have been installed on the uplink system in the Poultry Science Building.

Department of National/International
Credit Studies

A summary of the Department of National/International Credit Studies'

2006-07 achievements follows:

1.   Study tours were held in 14 countries: Belize, Brazil, China, England, Greece, India, Ireland, Italy, Japan, Jordan, Mexico, Sweden, South Africa, and the USA.

2.   Fifty-one classes were conducted, generating 391 students, and producing 1,491 SSCH.

Department of Off-Campus Classes

A summary of the Department of Off-Campus Classes' 2006-07 achieve-

ments follows:

1.   Classes totaled 237, serving 4,575 students, and producing 12,963 SSCH.

2.   Summer Sessions provided 27.4 percent of the classes, with the Fall and Spring Semesters providing 36.3 percent each.

3.	Summer Sessions served 19.9 percent of the students, with the Fall Semester serving 36.2 percent and the Spring Semester serving 43.9 percent.

Department of Digital Operations

A summary of the Department of Digital Operations' 2006-07 achievements follows:

1.	The School's datacenter underwent a massive overhaul during the Christmas holiday providing the following environmental improvements:

    a)	Contractors replaced the server room heat pumps with datacenter air units that provide humidity control. The datacenter units are independent of the building's cooling system.

    b)	The emergency generator was upsized to a 100 KVA Generator that can now handle the full UPS load of 40kW.

    c)	Wall partitions were strategically installed in the datacenter to optimize airflow.

2.	The School secured space in Computing Services' datacenter for its off-site disaster recovery (DR) system. The equipment racks and additional hardware were also acquired and installed. Implementation of the DR site is on track for Fall 2007.

3.	The internal network topology continues to be restructured to provide greater redundancy and separation of network services. This will allow for greater performance for internal users, as well for distance education students. This is an ongoing project and will continue into FY '08.

4.	The School began testing and evaluating the Windows Vista operating system, as well as Microsoft Office 2007. This will continue into Fall 2007 before School-wide rollout begins.

5.	The School's internal information system (MIDIS) received 6 major software releases and 12 minor updates during FY '07.

6.	All PC client machines in the Department of Independent Study were upgraded in early 2007.

7.	The Mac video/audio editing stations in the Department of Media Services were replaced with the latest high performance dual processor hardware.

8. Two additional video compression carts were built for the Department of Media Services, providing high quality and highly mobile video compression capabilities.

9. The Department's Director and IT Administrator attended intensive hands-on Apple XSAN administration training at the Apple headquarters in Cupertino, CA, in August 2006.

10. The Department expanded its implementation of Microsoft Sharepoint Services, providing a web-based document sharing and collaboration tool for the School. This is an ongoing development effort and will continue into FY '08.

11. The Department implemented a secure web server for online transmissions of sensitive data between the School and external parties. A Verisign certificate was purchased and installed on this secure platform.

12. The Department of Independent Study's online student information system was updated and moved to the newly created secure web server to protect students' personal data.

13. The Department of Media Services' XSAN implementation received the following upgrades in the past year:

    a) Upgraded 8-Terabyte real-time video/audio storage to 25 Terabytes.

    b) Created a 5-Terabyte XData drive for QuickTime Video Streaming, Elluminate classes, podcasting, and Mac administration.

    c) Upgraded the 12-port fiber channel switches to three 20-port switches.

    d) Added 7 new XSAN clients.

14. An Elluminate server license was purchased and implemented on an Apple XServ server to provide synchronous online learning and collaboration tool for distance education.

15. Qmaster Cluster Services were implemented to provide distributed rendering capabilities for the video editing suite in the Department of Media Services.

16. A digital signage system was selected and implemented to provide live streaming information to video displays throughout the building.

17. A Symantec Ghost installation network was created for imaging multiple client machines at once, providing minimal set-up time for the School's technology training lab and end-user workstations.

18. A Tegrity test server platform was installed for the School's instructional designers to test Tegrity implementations prior to production rollout.

19. A Microsoft Operations Manager server was created for real-time monitoring of all servers and clients to provide proactive maintenance and security checks on all systems.

20. "Boot from SAN" technology was implemented on a number of key systems to provide an additional layer of fault tolerance. This is an ongoing effort that will spread to all production servers by FY '08.

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 SCEAO are to assist all units of the University in achieving their priorities and goals.

Diversity

Regarding diversity, SCEAO's employee distribution as of June 30, 2007, was as follows:

1. Total Staff = 44 employees

    a) Females = 63%.

    b) Males = 37%.

2. Race

    a) White, Non-Hispanic = 86%.

    b) Other = 14%.

        (1) Black, Not of Hispanic Origin (7%).

        (2) Hispanic (2%).

        (3) Asian (5%).

3. Non-Classified Staff = 25 employees

   a) Females = 42%.

   b) Males = 58%.

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%.