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Annual Report

2010 – 2011

School of Continuing Education and Academic Outreach

**Pauline Rankin
Interim Dean**



Annual Report 2010 – 2011
Interim Dean Pauline Rankin

Vision

The School of Continuing Education and Academic Outreach–Global Campus is the collaborative leader creating innovative learning solutions connecting the University of Arkansas and the world.

Mission

The mission of the School of Continuing Education and Academic Outreach is to collaborate globally in development and delivery of quality, innovative, and student-centered offerings of the University of Arkansas, addressing both the formal and informal educational needs of the state and beyond.

SCEAO

The School of Continuing Education and Academic Outreach (SCEAO) collaborates with other academic colleges and schools and University units to provide distance education offerings, including degree programs, degree-completion programs, certification and licensure programs, online courses, and Independent Study (correspondence) courses. SCEAO uses state-of-the-art technology to provide learning solutions to students in Arkansas and around the globe who are location-bound or need flexible learning time and place options to complete their education. By providing students with positive educational experiences that mirror those of a traditional learning environment, students have the opportunity to earn degrees identical to those offered on campus.

SCEAO connects the University with the community and businesses by providing professional development and other non-credit classes and workshops, hosting state and regional conferences, and supporting other UA colleges and schools to provide outreach programs, such as summer music camp and literacy programs. SCEAO provides conference and meeting space and services, audio and video equipment and services, and a variety of non-credit courses and programs for personal enrichment and lifelong learning.

Significant Accomplishments

Distance/Online Education

The number of online classes and enrollments increased over the previous year.

An online training program is being prepared for faculty members who want to teach online.

One of the online courses, ETEC 5243, Instructional Design Theory and Models, won the Gold Award for Excellence in Distance Learning from the United States Distance Learning Association.

Independent Study (correspondence) courses are helpful as traditional and non-traditional students complete requirements for graduation.

Trends in distance education are development of consortia with other institutions, use of Elluminate, and non-credit classes being offered online.

Media Services

Media Services prepared video recordings of the internal units of the SCEAO Media department, the SCEAO Conferences department, Office of the Registrar, and Office of Financial Aid.

Media Services received a Silver Telly Award, the highest Telly Award, for a video produced for Study Abroad.

A video documentary was developed for the Jean Tyson Child Development Research Center.

Media Services worked with faculty members from the Department of Food Science and School of Human Environmental Sciences in preparation of proposals for grants, which will require video production in 2012.

The department recorded one of the three lectures preceding the Dalai Lama appearance on campus and sent it to AETN for possible broadcast in the future.

Media Services conducted a survey of University faculty and staff to assess and increase their awareness of available services. This effort resulted in some collaborative productions between University units and Media Services.

Osher Lifelong Learning Institute at the University of Arkansas

The University was notified that it would receive a \$1 million endowment from the Bernard Osher Foundation. A total of 113 classes, workshops, and field trips were offered by the Osher Lifelong Learning Institute at the University. The institute had 1,577 enrollments.

Technology Services

Technology Services was streamlined to be more effective in allowing various areas of the School to accomplish their objectives and projects. Outreach efforts were successful in working with other University units.

Professional Development

Professional development activities were encouraged and supported by SCEAO with official records maintained by SCEAO Administrative Services.

SCEAO supported The LERN Program Planner Workshop for the benefit of staff members. The workshop included communication strategies for effectively marketing to specific generational groups. The strategies presented have been implemented in Global Campus marketing activities.

Through effective webinar sessions, SCEAO provided professional development programs for not only its own staff but also for other University staff, faculty, and administrators from other areas of the University.

Professional development classes are in demand for areas such as human resources, accounting, insurance agents, etc.

Computer training increased at the request of local businesses.

General

During 2010-2011, SCEAO collaborated with all of the following colleges and schools through courses or other efforts: Dale Bumpers College of Agricultural, Food and Life Sciences; Fay Jones School of Architecture; J. William Fulbright College of Arts and Sciences; Sam M. Walton College of Business; College of Engineering; College of Education and Health Professions; and the School of Social Work.

The staff interacted with faculty by providing support for the Winter Symposium in January 2011; the SCEAO will be an exhibitor at the New Faculty Orientation in August.

Overarching Goal

The overarching goal for 2010-2011 was to review, assess, and make recommendations regarding organizational, programmatic, and financial status of SCEAO. To that end, the staff renewed its outreach efforts, financial management strategies, and best practices to provide services and education to on-campus and off-campus units, organizations, and businesses. Goal-related accomplishments are described in the appendices/sections of this report.

Progress toward Goals and Priorities

1. Enhance diversity by attracting more students, faculty and staff from underrepresented groups and by nurturing intercultural understanding inside and outside the classroom.

Progress toward goal:

Study Abroad nurtures intercultural understanding; the offices of Credit Off-Campus Offerings and Accounting help to support administrative tasks associated with faculty-led study abroad programs.

The Global Gazette, SCEAO's internal newsletter, featured a number of diverse articles, including one describing tips to handle generational differences in the workforce and another covering a trip by a staff member's spouse to attend a ceremony where President Obama signed Rosa's Law, which eliminated the terms "moron" and "mentally retarded" from federal documents.

SCEAO was represented at the Office of Diversity College Access Initiative and the West Memphis High School Recruitment Assembly. The School will be represented when hosting Forrest City High School female students in November. Several SCEAO staff members participated in diversity training on campus.

Staff members were encouraged to participate in online professional development on Lynda.com.

SCEAO is working with the newly configured Office of Latino Academic Advancement and Community Relations to expand the University's capacity to recruit and serve minority populations.

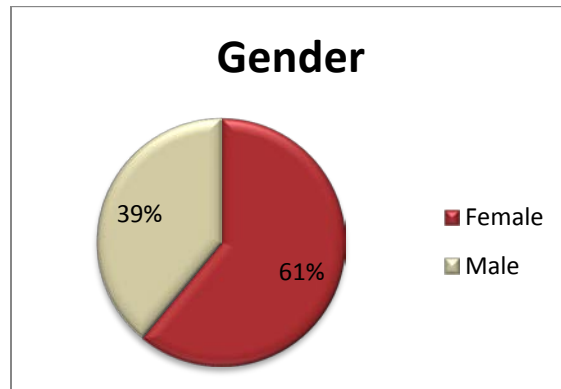
SCEAO has sponsored webinars and other training to aid faculty in developing online courses which can be accessed by special populations, including people with disabilities. SCEAO provided diversity tips on digital signage throughout the Fayetteville and Rogers facilities.

SCEAO staff members attended the Fayetteville Gay Pride Parade and the Martin Luther King Jr. Celebration.

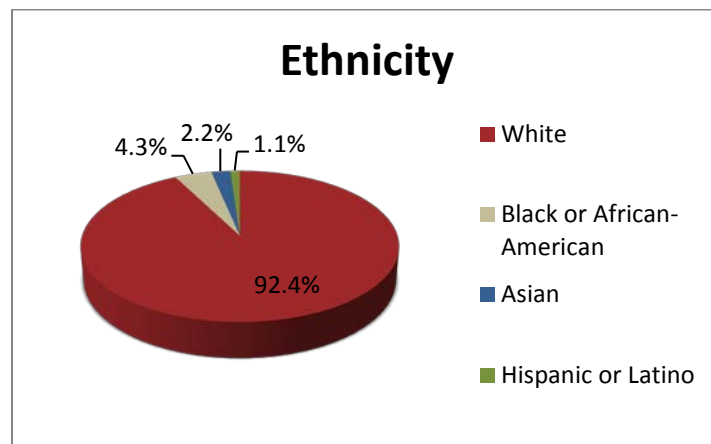
The school addressed its objective of diversity enhancement by remaining focused in the recruitment of a diverse population of applicants when seeking to fill the School's vacancies during Fiscal Year 2011. In order to promote an environment of inclusiveness that encouraged opportunities for all underrepresented populations, Administrative Services devoted particular attention in seeking individuals with varied backgrounds and characteristics, such as those defined by race, ethnicity, national origin, age, gender, socioeconomic background, religion, sexual orientation, disability, and intellectual perspective.

The School advertised position vacancies in *Diverse Issues in Higher Education* and the *Hispanic Outlook in Higher Education*.

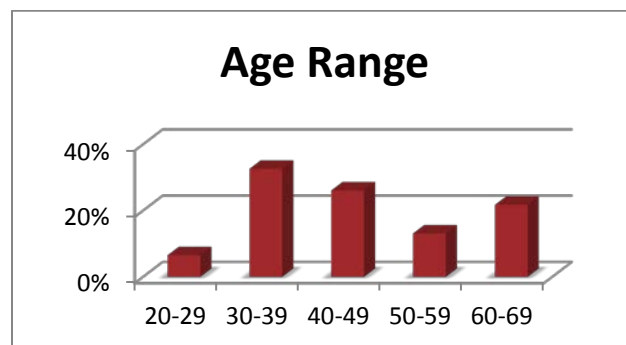
- As of June 30, 2011, the School had 46 employees: 61 percent were female and 39 percent were male.



- Staff ethnicity included Caucasian, 92.4 percent; Black or African-American, 4.3 percent; Asian or Pacific Islander, 2.2 percent; Hispanic or Latino, 1.1 percent; and Native American, 0 percent.



- Staff age range was 6.5 percent, 20-29 years; 32.6 percent, 30-39 years; 26.1 percent, 40-49 years; 13.1 percent, 50-59 years; and 21.7 percent, 60-69 years.



2. Put students first by enhancing academic programs, creating an engaging campus life, keeping costs as low as possible and reducing obstacles to student success.

Progress toward goal:

SCEAO continued to expand distance education offerings. Approximately 300 courses are available for online delivery.

SCEAO did not increase the \$25 per credit hour administration fee charged to distance education students, and ISTD tuition and fees did not change.

3. Increase overall enrollment while remaining the school of choice for the state's most gifted students; provide a concomitant increase in faculty and staff.

Progress toward goal:

Distance education supports enrollment by making courses available to students who would not normally be able to enroll due to family and work responsibilities. Enrollment in off-campus and correspondence courses increased.

Media Services provides production support to SCEAO and other University units for the development of distance education courses/programs. One of the ways this is accomplished is through the production of videos that are encoded for the web and placed on the web site.

Media Services provided services requested by campus clients for educational purposes.

4. Improve graduation rates and degree-completion times.

Progress toward goal:

Enrollment in correspondence courses is increasing. Correspondence courses can be a way for students to complete the final few remaining hours they need to graduate. The Bachelor of Science in Human Resource Development online degree-completion program gives students with previous college experience and previous work experience an opportunity to finish their bachelor's degree while continuing to tend to family and career responsibilities.

5. Establish and market a quality brand reputation for the University statewide, nationally and internationally.

Progress toward goal:

UA distance education programs and courses impact students in many different geographic locations. SCEAO promoted programs and courses through ads in Newsweek (statewide) and SEEN magazine (southeastern states). Printed promotional material sporting the University-approved logo was distributed at teacher fairs, business expositions, and other state events geared toward potential students.

Media Services has provided uplinks for ESPN, CNN, and other news outlets. Additionally, staff members have completed projects for companies at Engineering South.

6. Foster the arts on campus and throughout the region.

Progress toward goal:

Displays in SCEAO's art gallery highlighted various local artists and diverse cultures (Tibetan and Native American exhibits tied to on-campus events) throughout the year. SCEAO collaborates with Crystal Bridges Museum of American Art to provide lifelong learning opportunities.

7. Expand outreach through distance education and partnerships with other institutions.

Progress toward goal:

Bumpers College has joined the Great Plains Interactive Distance Education Alliance, and a SCEAO staff member serves as UA's campus coordinator. Other colloquia exist in agriculture and nursing.

8. Grow public support and the endowment through enhanced relationships with constituents and sound investment strategies.

Progress toward goal:

The Osher Lifelong Learning Institute at the University of Arkansas was recently awarded a \$1 million dollar endowment and a \$50,000 bridge grant from the Bernard Osher Foundation, headquartered in California.

9. Promote environmental sustainability.

Progress toward goal:

SCEAO hosted a screening "Carbon Nation," a documentary film about sustainability, for public and University guests, and invited the film producer to speak and address audience members' questions.

APPENDIX "A"

Distance Education

Study Abroad and Other Travel Programs

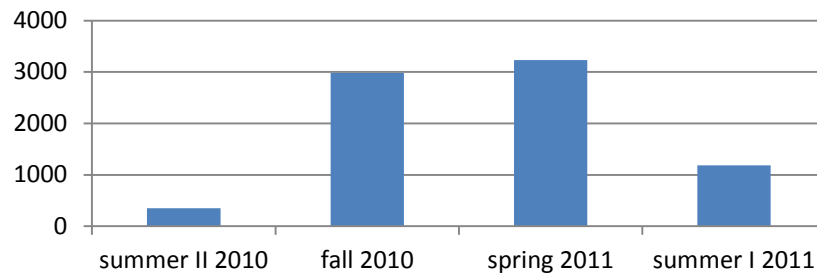
During 2010-2011, off-campus sections were set up for students traveling to the following destinations: Australia, Austria, Belgium, Belize, Brazil, Chile, China, Costa Rica, Denmark, England, France, Germany, Greece, India, Ireland, Italy, Japan, Korea, Mexico, Russia, Scotland, Sweden, Uganda, and Montana (USA). Study Abroad programs to Egypt and Japan (and the off-campus sections associated with them) had to be cancelled for summer 2011 due to safety concerns.

There were 607 enrollments, accounting for over 2,500 student semester credit hours (SSCH). It should be noted that this year's report includes all sections set up at the request of the study abroad office, whereas last year's report included only UA faculty-led programs.

Distance Education Programs and Off-Campus Classes

Enrollment in summer II 2010, fall 2010, spring 2011, and summer I 2011 classes totaled 7,751, almost a 15 percent increase over the previous fiscal year, accounting for approximately 22,900 SSCH.

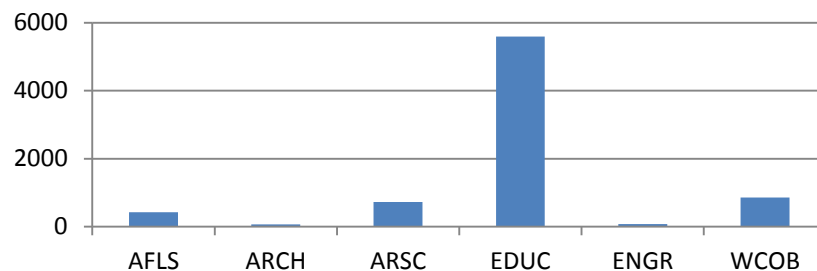
2010-2011 Off-Campus Enrollment by Term



Nearly 80 percent of all the enrollments were in classes that were entirely or primarily web-based. Among face-to-face sections, approximately 75 percent of the enrollments were in classes held at the SCEAO facility in Rogers.

Enrollment in graduate and undergraduate sections was split almost evenly. The greatest number of enrollments by academic unit was in College of Education and Health Professions courses.

2010-2011 Enrollment by Academic Unit



Bumpers College of Agricultural, Food and Life Sciences began participating in the AG*IDEA Agricultural Education program. AG*IDEA is an affiliate of the Great Plains Interactive Distance Education Alliance. J. William Fulbright College of Arts and Sciences continued working with instructional designers in Information Technology Services to offer undergraduate-level, online

courses targeted at on-campus students. Online courses in the School of Social Work continued to be designed and scheduled through SCEAO. Sam M. Walton College of Business continued to offer two blended-delivery graduate programs, the Managerial MBA and the Professional MIS. Walton College also worked with Information Technology Services to offer WCOB 3043 in an online format intended for on-campus students. The College of Education and Health Professions continued to offer many primarily online degree programs, most of which are graduate-level. The College of Engineering continued to offer its MSE and MSOM programs.

Active Degree Programs with Significant Online Components

BSE Human Resource Development

Managerial MBA

Professional MIS

MEd Educational Leadership

MEd Educational Technology

MEd Physical Education

MEd Special Education

MEd Workforce Development Education

MS Agricultural, Food and Life Sciences

MS Food Safety

MS Human Environmental Sciences

MS Nursing

MS Engineering

MS Operations Management

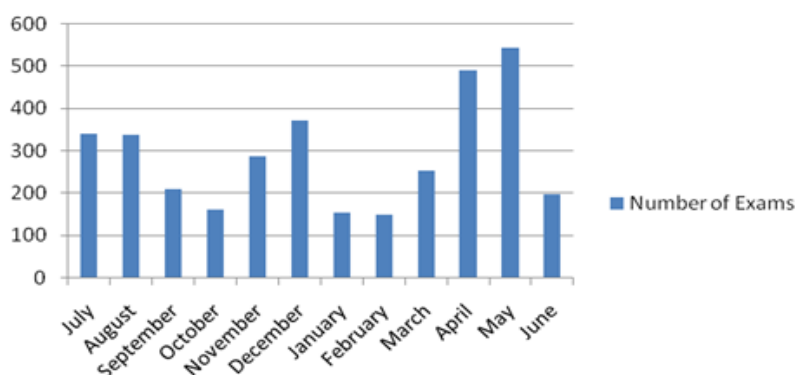
EdS Curriculum and Instruction (Special Education)

EdS Educational Leadership

EdD Educational Leadership

EdD Workforce Development Education

Exams Proctored at Global Campus July 2010-June 2011



Noteworthy Items

The manager of Credit Off-Campus Offerings has served as University's campus coordinator for the Alliance for Cooperative Course Exchange in the Plant Sciences since summer 2009. As of this year, the manager of Credit Off-Campus Offerings also serves as UA's campus coordinator for the Great Plains Interactive Distance Education Alliance. The first classes associated with the Agricultural Education program were offered in summer I 2011. Beginning in fall 2011, classes associated with the Bioenergy and Sustainable Technology program are now offered.

Independent Study

There are 45 Independent Study courses available now via the Web.

Independent Study added four new online course offerings and about 16 revisions were added this year. Five more courses are in progress, and 2 new ones should be online within the month.

In the Fall 2010, Independent Study instituted a new process for sending student exams to out-of-town proctors using a prepaid mail envelop, saving time and money. The process of scanning and e-mailing exams to the instructors for "rush grading" increased efficiency. E-mailing exams is beneficial to students out of the country, particularly military students, where receiving mail can be difficult at best.

The department proctored 3544 examinations during the last year, an increase of 367 from the previous year.

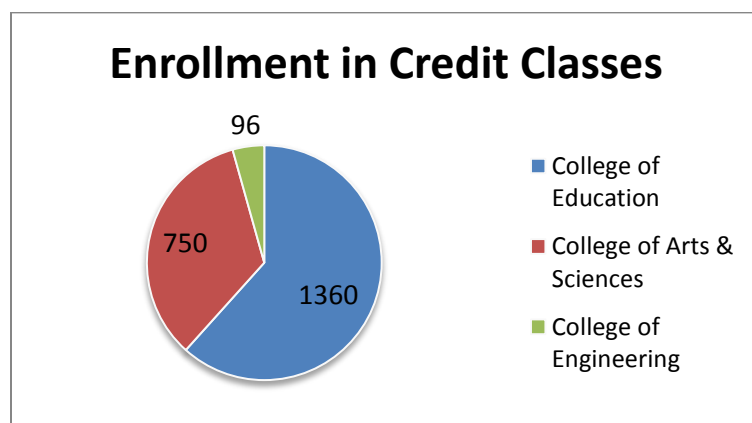
Because some correspondence courses are self-paced, enrollment numbers are difficult to pinpoint. When viewing the chart below, please keep in mind that the numbers change daily. Students are continuously enrolling, dropping, withdrawing or receiving their final grades. These numbers were effective July 13, 2011.

TERM CODE	TERM DATES	# STUDENTS DROPPED	# STUDENTS WITHDREW	# STUDENTS WITH GRADE/MARK POSTED	# STUDENTS WHO CONTINUE TO BE ENROLLED	TOTAL
1108	July 12, 2010-Dec 5, 2010	91	167	259	310	827
1112	Dec 6, 2010-April 10, 2011	56	2	172	627	857
1115	April 11, 2011-July 10, 2011	65	0	10	1143	1218
1109	Aug 23, 2010-Dec 15, 2010	0	11	156	0	167
1113	Jan 18, 2011-May 13, 2011	3	30	280	0	313
1116	May 23, 2011-Aug 12, 2011	0	1	0	20	21

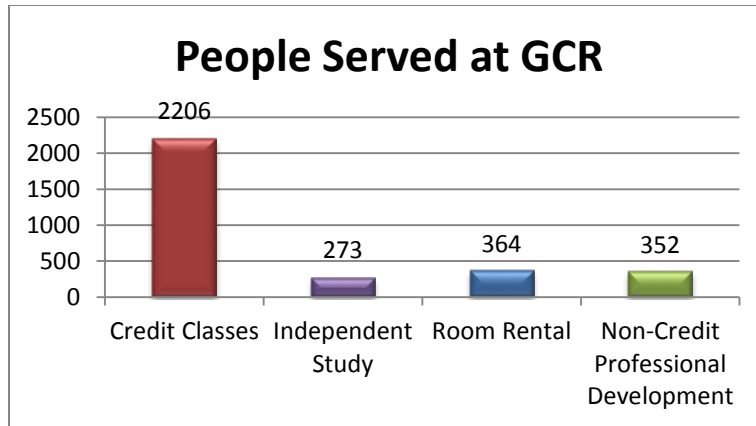
APPENDIX "B"

Global Campus at Rogers

The SCEAO facility in Rogers is used primarily to facilitate academic credit courses. The College of Education and Health Professions used the space more than any other single user.



The facility is also used to serve Independent Study (correspondence) students, provide professional development offerings, and provide meeting and conference space to clients.



Room Rental Clients

The SCEAO facility rented space to Wal-Mart, Arkansas Trial Lawyers, Hershey Corporation, Dale Carnegie, Northwest Medical Center, Junior League of Northwest Arkansas, U.S. Green Building Council (USGBC), Arkansas World Trade Center, Crossmark, Triad Digital, Newcorp, Northwest Arkansas Emerging Leaders, and The American Society for Training & Development (ASTD).

Non-Credit/Professional Development

The space was also used to facilitate Osher Lifelong Learning Institute (OLLI), Computer Training, CPA Professional Development, Art + Craft Personal Enrichment Courses, and the Society for Human Resource Management (SHRM).

APPENDIX "C"

Conferences, Special Programs, and Professional Studies

In 2010-11, the Conferences, Special Programs, and Professional Studies team's efforts continued to be focused on six major areas:

1. conference services provided for events wholly sponsored by external clients (at SCEAO conference facilities, on campus, or elsewhere);
2. management of SCEAO's Fayetteville facility (space rental, art exhibits, client services, general aesthetics);
3. professional development programming (customized training, workshops, courses sponsored in part or wholly by us);
4. special programs (those sponsored in part or wholly by Global Campus for the purpose of personal enrichment);
5. management of the campus's Continuing Education Unit (CEU) programs and records; and
6. management of the campus's state Workforce Education Training (WET) reporting.

Conference Services & Facility Management

Conference services and facility management were handled by a team of professionals who help plan and execute first-class meetings, conferences and events, designed to fit customers' individualized needs. Collaboration with local artists continued, by way of a series of community art exhibits.

The team handled 87 conference service events this year, 64 percent being for University clients, and the remainder for corporate customers. Most events were held at the Fayetteville facility (61 percent) and on campus (36 percent). In total, 7,904 conference participants were served this year.

The work of the entire School relies heavily on the availability of classroom and meeting space, which is supported in large part by the Conference Services and Facility Management team. A total of 267 internal meetings and training activities were held in the Fayetteville facility during 2010-2011.

Professional Development Programming

The work of rebuilding programs related to professional development continued in 2010-11. To create a cohesive overall program of professional development offerings and services, the Professional Development Network (PDN) concept was implemented. The PDN encompasses all SCEAO programs and initiatives related to professional development. The focus of the PDN is to create and provide continuing education opportunities to professionals who require training, certification and re-certification for career entry, growth, and advancement. The development of a strategic plan is currently underway, including identification of target audiences, programs, marketing, and tracking.

A key component of increasing PDN activities is developing effective relationships, with corporate and University partners. As an example, SCEAO is collaborating with the Small Business and Technology Development Center to cross-market programs, provide appropriate professional development credits, and increase participation. These developing corporate relationships continue to yield positive results; for instance, local company human resource professionals provide free instruction for courses and assist in the development of new programs.

Historically, the School's Computer Training Network has provided quality, instructor-led courses designed to help students gain the skills necessary to become more productive. Customized training content was offered in order to meet specific objectives and goals of each customer, and the mobile training lab was available to be taken to any location for delivery of onsite classes. Assistance was offered to qualified companies in completing applications for Existing Workforce Training Program (EWTP) grants in order to offset training expenses. A renewal of the contract with J.B. Hunt was implemented in June 2011, with over 50 classes planned for the first half of fiscal year 2012. Several other employers have contacted SCEAO to discuss how the School can serve their needs.

Clients receiving customized training in FY 11 included the following: NWACC, Synergy Tech, Nilfisk, UA Graduate School of Business, and UA Career Services. Additional professional development programming included a continuation of partnerships with several online providers, and implementation of the 38th Annual Municipal Clerks Institute. Also new this year, the SCEAO is now serving the state municipal clerk association as provider of education programs in four locations throughout the state annually.

One core audience for professional development programming is human resource professionals. A number of new developments in this area have taken place during the past year. The traditional format of the 12-week test preparation course was enhanced by the addition of optional online participation, making the course accessible to a state-wide audience. And an alumni study group has been formed, using a private Facebook group as the means of communication. The addition of re-certification courses for this audience is in its infancy, with great growth potential. Several models for delivering the courses are being implemented.

The addition of a graduate assistant to assist in the development of non-credit online courses has been very beneficial. Modules are in development for the human resource courses and others.

Pending activities related to professional development include expanding partnerships, exploration of national certificate programs, offering open enrollment computer training courses, and more. There are currently 32 programs in development through the Professional Development Network.

Support continued in professional development and conference-related activities for the University's recruitment and retention efforts by the academic units. For example, the School worked with the Honors College to host the Advanced Placement Summer Institute. Twenty-seven professional development courses were administered by the School in cooperation with other University units. Additionally, SCEAO continued to support a variety of youth-related academic activities in cooperation with the College of Arts and Sciences' Department of Music, including the Children's Choir, Suzuki Music School of Arkansas, Junior and Senior High Band Camps, Junior/Senior High Orchestra Camp, and Community Music School programs.

CEU Program Management

The team continued in its role in managing the University's issuance and record maintenance for CEU programs. A total of 70 professional programs qualifying for Continuing Education Units (CEU) were administered, serving 710 participants. This is a decrease from last year's reported 135 CEU programs for 1,122 participants. The decrease is due primarily to a national trend away from reliance on University-issued CEUs for professional licensure maintenance. In response to this trend, SCEAO began offering the service of applying for required approvals from various certifying bodies. The team also assists clients and participants in the management of tracking professional credits.

Workforce Education Training (WET) Reporting Management

The team continued to serve as the University's collection point for campus-wide reporting of all workforce education programs. This area remains in need of improvement regarding participation by campus units. An internal campus-wide web site was developed and published by the SCEAO in 2008 for the purpose of providing information about workforce education reporting, and making it easier for departments to submit reports. However, the number of reported outreach programs has declined dramatically over the past two years; although, there is evidence that the units continue to sponsor eligible activities.

Special Programs

The SCEAO largest special program, the Osher Lifelong Learning Institute (OLLI), successfully completed its fourth year of operation. The institute is one of 117 lifelong learning programs supported by the Bernard Osher Foundation on University campuses. OLLI is a peer-led learning community that encourages adults 50 and over to come together, share intellectual interests and learn for the pure joy of learning. It offers a variety of non-credit classes and activities.

Recent research indicates that a challenged, stimulated brain may be the key to a more fulfilling later life. As the United States welcomes 78 million Baby Boomers into the retirement years, many are searching for new ways to stay active and keep their brains constantly engaged. The simple solution is lifelong learning. Lifelong learning plays a significant role in the psychological, emotional, and physical wellness of older adults. It is also an opportunity to make a unique contribution to society, meet new people, learn new knowledge, and explore new ideas.

Other special programs included five Road Scholar (formerly Elderhostel) programs, with 84 participants at eight different sites. Topics ranged from regional history, culture and folklore to documentary film and ornithology. The SCEAO also continued to co-sponsor Summer Reading Institutes in cooperation with the Institute of Reading Development, in four locations around the state. This program served 503 youth.

Summary

The total number of non-credit classes and events, including both administered and sponsored programs, decreased by 9 percent. This is primarily due to a decrease in the number of CEU-only programs sponsored by the University, as addressed above. This is considered an acceptable drop, as it reflects the changing needs of clientele.

Administered programs (those wholly sponsored by an external client) remained steady at close to 90 events for both 2009-2010 and 2010-2011. The number of programs administered for University clients also remained steady, at 55 events. Sponsored programs (those supported all or in part by SCEAO) grew by 9 percent over the previous year; this category is expected to grow significantly in the coming year, as well.

The team has made progress in rebuilding the number of programs and participants over the past year, and has spent facilitated time to make a focused plan for future growth. The team's participation in the LERN Program Management Institute contributed to progress toward

conceiving and working toward a common vision. Persistent analysis, evaluation and strategic thinking are imperative to sustain the current momentum toward growth.

APPENDIX "D"

Osher Lifelong Learning Institute

The Osher Lifelong Learning Institute (OLLI) is positioned to meet the demands of the new generation of retirees in northwest Arkansas—adults who share an unprecedented desire to continue learning, volunteer their skills and give back to their communities. Accessible and meaningful lifelong learning activities produce a pool of talented, educated and engaged older adults who will inspire younger generations and make positive contributions to local businesses, nonprofits, schools, and community organizations. Partnerships in the community and on campus resulted in members supplying 5,685 volunteer hours with over three-fourths of the membership serving on committees, special projects, and special events. They also served as hosts and/or instructors.

As a contributor to the University-community relationship, OLLI at the University of Arkansas brings recognition to the University's commitment to education by demonstrating that education is a process of discovery that continues over the entire lifespan. OLLI at the University of Arkansas is the only one in the state.

OLLI reached two milestones this year: membership increased to 704, a 35 percent increase from last year; and OLLI received a \$1 million endowment from the Bernard Osher Foundation. A total of 113 different classes, workshops and field trips were offered during 2010-2011, achieving record breaking enrollments of 1,577, a 60 percent increase from last year.

Campus-wide collaboration continued to play a key role in promoting the Institute, as 12 University units were involved in planning and promoting it. Those units included:

- Department of Journalism
- Dale Bumpers College of Agricultural, Food and Life Sciences
- College of Education and Health Professions
- Middle Eastern Studies Program
- Pryor Center at the Mullins Library
- Pauline Whitaker Animal Science Center
- Faye Jones School of Architecture
- J. William Fulbright College of Arts and Sciences
- Graduate School
- Drama Department
- Rogers SCEAO
- Fayetteville SCEAO

Likewise, the Institute benefited from the cooperation of 20 local and regional organizations, which offered meeting venues, instructional expertise, promotional assistance, and other resources geared toward increasing membership and offering high-quality learning experiences.

Those partners included:

- Rolling Hills Baptist Church
- Walton Arts Center
- Compton Gardens
- Arts Center of the Ozarks
- Peel Mansion
- Rogers SCEAO
- Shiloh Museum
- TheatreSquared
- Springdale Public Library
- Sturm's Indoor Gun Range
- Fayetteville Historic Courthouse
- Lake Fort Smith Corp of Engineers
- Arkansas Yoga Center
- Cosmopolitan Hotel
- Fayetteville Public Library
- Crystal Bridges Museum
- Philbrook Museum, Tulsa OK
- Gilcrease Museum, Tulsa OK
- Cowboy Hall of Fame, Oklahoma City, OK
- Fayetteville Underground

APPENDIX "E"

Technology Services

The fiscal year 2010-2011 heralded a monumental change in the way that the Technology Services department satisfies the technological needs of SCEAO students, customers and staff. SCEAO moved from a dedicated server network to a VMware virtualized environment that accomplished the following goals:

1. Consolidation of physical servers from 50 to 10. In technical terms, there are currently 26 virtual machines floating across 5 hosts, with the remaining servers providing dedicated roles and a development environment. The obvious benefit is the reduced hardware maintenance costs due to the lower number of servers.
2. Replaced three aging Storage Area Networks (SANs) with two state-of-art Dell EqualLogic SANs, with one of these new SANs located at the Disaster Recovery site at the Administrative Services Building.
3. Substantially contributed to SCEAO's sustainability efforts by reducing the carbon footprint with increased efficiencies in the Datacenter. For example, an aging SAN that

was shut down resulted in the reduction of power consumption in the Datacenter by 33 percent.

4. Lowered the total cost of ownership while providing a flexible and dynamic Datacenter by using a centralized management system (VMware vCenter).
5. A High Availability (HA) system now exists that ensures business continuity by monitoring all virtualized servers, and reacts to any physical server or operating system failure.

Other notable project milestones completed during the year were the replacement of the core network at SCEAO that now serves 1Gbps connections to the desktop and 10Gbps to campus, and the replacement of the wireless network with a more reliable and secure wireless system that provides wireless coverage throughout the building. These systems responded admirably during the large Wal-Mart investor relations analyst meeting that took place in June at the Fayetteville SCEAO location. Working with the Dalai Lama's multi-media department in India in order to provide a web stream of related events on campus to a worldwide audience, was one of Technology Services more high profile collaborative efforts.

Technology Services have been instrumental in the dramatic increase in web site ranking using various legitimate Search Engine Optimization (SEO) manipulation mechanisms. This effort resulted in all SCEAO departments now appearing on the first page of Google Searches for a variety of search terms. For example, in the search for "Media Services Arkansas" on Google, SCEAO appears number 1 on the list out of 43,700,000 results.

Further streamlining of workflow processes within the SCEAO community was achieved during the year by developing Microsoft SharePoint sites that house central repositories of documents, forms, and service requests.

The strategic plan for the Technology Services department for the upcoming year is to use technological innovation in order to respond to the changing needs of SCEAO students, customers and staff. Striving to make the University of Arkansas the premier provider of Online Learning within the State and beyond is the ultimate achievable goal.

APPENDIX "F"

Media Services

The quality of Media Services' audio and video production remains high, and Media Services received the Communicator Award for the video produced for the SCEAO conference center. Media Services also was awarded a Silver Telly Award, the highest Telly Award available, for the video produced for the study abroad office.

Media Services completed the documentary for the Jean Tyson Childhood Development Center, which was produced as an informational and fundraising resource and led to Media Services'

being asked to be a consultant for the childhood development department on the audio-visual design of the new Jean Tyson Childhood Development Center.

Seven projector screens were replaced on the 4th floor of the SCEAO building. The new screens will accommodate a high-definition (HD) signal. Additionally, 11 new HD Epson LCD projectors were purchased and installed.

The new presidential teleprompter system was used for the Chancellor at the All University Commencement 2011, which eliminated glare issues previously experienced. Other activities supported by Media Services included General Commencements, Distinguished Lecture Series, Academic Convocation, various satellite uplinks, and several HD videoconferences.

Departmental staff members worked with the Food Science department on a set of videos for deli worker training through a grant that will be an ongoing project for approximately 2 years. Copies of the series of videos will be used across the country to train deli workers on the proper processes and procedures for handling food, using the equipment, and maintaining a clean and germ-free environment.

The department of Human Environmental Sciences received a grant "Obesity Prevention Targeting Young Children in At-Risk Environments: An Integrated Approach." Included in this grant is approximately \$10,000 for video production; Media Services has been asked to produce the videos.

Media Services submitted a grant proposal to the National Endowment for the Humanities. It was not funded, but they encouraged its resubmission.

Media Services partnered with the Ozark Folk Festival and the Delta Heritage Center to submit a proposal for the Arkansas Musical Heritage Collaboration Project, but it was not funded.

The OLLI program hosted a series of three lectures leading to the appearance of the Dalia Lama on campus. The first lecture was videotaped, closed-captioned, and sent to AETN for possible broadcast.

Wal-Mart held its analyst meeting at SCEAO as part of the company's shareholders week. The analysts met with the executive team of Wal-Mart. Media Services produced a three-camera recording of the meeting while simultaneously sending an audio/video signal of the meeting to the 4th floor for the media to watch.

Media Services began producing a training/information video for the Arkansas Manufacturing Solutions Company, based at Engineering South.

Having been challenged to increase revenue, Media Services conducted a survey to inform faculty and staff of available services and to learn who might be interested in the services. The

survey was a success, with immediate inquiries from clients who were unaware of the services offered at SCEAO.

As Media Services prepares for the 2012 fiscal year, the department will be evaluating purchasing a lower tier of equipment that will be used for renting to students only, which will replace the failing equipment received from Facilities Management. A new pricing structure for this equipment will be developed and will only apply to the lower tier of equipment that is available only for students.

In response to requests from film-oriented clients, Media Services equipped its large auditorium (room 204) with a state-of-the-art Christie video projector capable of handling 16:9 HD resolution video signals. The end result is that the listeners will hear clear, coherent audio that seems to originate at the location of the person speaking at the podium.

The engineering unit's greatest strengths lie in having the tools, documentation, expert consultation, and experience necessary to maintain and repair the various kinds of equipment (analog and digital electronic, optical, and mechanical) found at the Media Services facilities. The members of the engineering unit now have almost 15 years of experience maintaining and operating the uplink vehicle and 10 years with the video and audio production vehicle.

This year, Media Services saw an increase in the amount of time spent seeking grant funding. Media Services wrote two grant proposals, one to the Arkansas Humanities Council and one to the National Endowment for the Humanities. This grant project, titled "20 Years Later- The Fall of the Soviet Union and Where Russia Stands Today," combines the efforts of the University of Arkansas, George Mason University, Virginia Commonwealth, and the University of Alaska Anchorage.

Challenges

It is still a challenge for Media Services to properly cover the opening and closing of the building, cover weekends, set rooms, open rooms, etc., with only two people having primary building responsibility.

This year 296 CDs were duplicated for Credit Studies. Some of the classes have been moved online, so they are no longer sending physical CDs. Certain students (e.g., overseas military personnel) require physical CDs to be sent, so there will always be a few duplications in this area.

Voice-over work has been steady this year, with some new potential clients on the near horizon. The remaining difficulty of this is having a constant supply of fresh vocal talent.

The greatest weakness lies in the constant juggling of high priority duties of the engineering unit, like emergency repairs and maintenance, around the scheduled conference center duties, including uplinks, downlinks, audio and video productions, and projects involving the Production and Satellite Vehicles. The engineering unit continually shifts priorities as needed to

meet these various daily obligations. When the mobile uplink and production trucks return from over-the-road use, their maintenance often requires the complete attention of engineering for several days; operation and maintenance of the Poultry Science uplink facility occasionally adds to this workload.

Objectives for Media Services in 2010-2011

Complete and implement the new software program by Verisource for scheduling rooms, people, and equipment. The software will also track inventory and contain pricing schedules. This is ongoing from the last fiscal year. The project has taken longer than anticipated.

Add one or two staff to Media Services.

Continue to explore partnership opportunities with AETN.

Work with the athletic department to produce the Bobby Petrino Show and the Mike Anderson Show.

Continue working with departments on grant proposals.

Continue upgrading equipment to HD capability.

Continue to educate staff on the new equipment that has been purchased.

Continue to provide an excellent level of customer service to all clients.

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