

Online Assessment Tracking Database

Sam Houston State University (SHSU)
2014 - 2015

Correspondence

Goal	Enrollment 🔑	☰
	To increase the number of students enrolled in correspondence classes.	

Objective (P)	Marketing 🔑
	To increase enrollment by 3%.

KPI Performance Indicator	Registration Numbers 🔑
	By looking at our registration numbers, we will be able to see if our enrollment decreased or increased for this fiscal year. Registration Numbers

Result	Enrollment 🔑
	Correspondence enrollment did not grow this year by 3%, we actually saw a lost in enrollment. This lost is attributed to but not limited to the loss of employees in the Correspondence Office; an office that was once 4 is down to one.

Action	Review Registration Totals 🔑
	<ol style="list-style-type: none"> 1. Run Cognos Reports thorough out the 2014-2015 school year to ensure we are meeting our registration totals. 2. Market to students the value of Correspondence course work via sandwich boards, closed circuits TVs, and Advising Center.

Goal	Meet Revenue - \$280,000 🔑	☰
	Correspondence is a self-staining entity; therefore, we must meet our budget each year.	

Objective (P)	Meeting Budget 🔑
	For Correspondence to meet budget, we must ensure that we keep our expenses low and ensure we have the required number of students taking courses.

KPI Performance Indicator	Expenditures & Revenue Reporting 🔑
	<ul style="list-style-type: none"> • Ensure that we lower our O&M expenses, by purchasing only what we need to operate in the black. • Ensure that marketing objectives yield an increase in enrollments; Correspondence budge is tied to the number of enrollments.

Result	Budget 🔑
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Correspondence had a positive net revenue as of 08/12/2015. Once the year closed Correspondence still ended up with a positive net revenue of \$3,735.58; FGIBDST was utilized for this information.

Action**Budgeting** 🔑

1. Run budget reports in FGIBAVL and FGIBDST to ensure that we are continuously operating in the black and meeting and surpassing our budget expectations.

Goal**Student Course & Instructor Evaluation** 🔑

Starting FY 2015, we want to implement a process for students to evaluate their experiences with their correspondence course. This will allow for our office to ensure that the courses are designed in a way to meet the needs of our students. Furthermore, it will also alert us to courses been outdated and in need of revision.

Objective (L)**Blackboard Online Course Review** 🔑

- Students will have the opportunity to inform us of their interaction within their course.
- Student will be able to provide feedback on assignments, examinations, and the instructor.
- Student will be able to rate their overall experience.

Indicator**Course Review Evaluation Form** 🔑

The form students fill out that give them an opportunity to rate the course and the professor.

Action**Course Review** 🔑

1. Develop a form that students can fill out electronically to evaluate their Correspondence course and instructor.
2. Collaborate with SHSU Online to ensure the electronically form can be embeded into all Correspondence courses.
3. To ensure students participate in the evaluation, they will be required to complete the assessment before being allowed to take the final examination for their Correspondence course.

Previous Cycle's "Plan for Continuous Improvement"

Because of our enrollment efforts/marketing efforts, we have seen an increase in our number of students enrolling in Correspondence Courses this fiscal year.

Through the continuous efforts of the Correspondence Office we will definitely be able to address the needs of our Correspondence Students. Enrollment increased by 1% from last

fiscal year. For this next fiscal year, we will continue with our current efforts, because we see that they are working. Understanding that marketing is a necessity and will help increase our enrollment number, we have chosen to utilize different strategies: using sandwich boards to get information to students; yard signs that can be placed all over campus for students to obtain the information; becoming more prevalent in the mall area, by setting up an information table, as students are going from class to class; marketing on Channel 7, targeted mass emails; and placing information packets across campus. With these efforts we should definitely see an increase in awareness and enrollment.

In the new Fiscal Year it would behoove us to begin to look other alternatives for registration purposes, because currently this process is manual. Additionally, we have also learned that in order for this process of course revision to be smooth, we must involve key individuals like Dr. Bridges with the Writing Discipline Committee for the verification of writing enhanced courses. Lastly, but not least as we continue to look to marketing to drive enrollment, we must be cognizant about our expenditure, because salaries of employees continue to increase; and because of this we have to keep looking for ways to reinvent correspondence or streamline processes.

Please detail the elements of your previous "Plan for Continuous Improvement" that were implemented. If elements were not implemented please explain why, along with any contextual challenges you may have faced that prevented their implementation.

With our marketing efforts we did not meet the 3% increase that was the initial goal. We implemented the usage of using sandwich boards to get information to students; yard signs that could be placed all over campus for students to obtain the information; became more prevalent in the mall area, by setting up an information table, as students were going from class to class; marketing on Channel 7, targeted mass emails; and placing information packets across campus. Through these efforts we, again, were not able to meet our goal. Issues relating to this were the retirement of two employees in our department, which left us in a place where we were stretched thin and were unable to market in the mall area as much as planned. We verified all course there were writing enhanced were updated to ensure they were being marketed and coded as such. Also, our expenditures were kept very low.

Plan for Continuous Improvement - Please detail your plan for improvement that you have developed based on what you learned from your 2014 - 2015 Cycle Findings.

To improve for FY'2016, we are looking at not replacing employees that retired in FY'15. Also, we are going to continue with our marketing efforts; however, we realize that marketing in the mall area will not be possible since our department has lost two individuals that we are not replacing. By cutting the budget for salary amounts in 2016, we will be able to save a substantial amount of funding. Understanding that we will not have a full staff for FY'2016, we will still utilize different strategies for marketing: using sandwich boards to get information to students; yard signs that can be placed all over campus for students to obtain the information; marketing on Channel 7; targeted mass emails; and placing information packets across campus. With these combined efforts, we should have no problem meeting our budgetary obligation.

In FY'2016, we are also preparing for the termination of Nell; therefore our registration processes will probably change depending on the new software program IT purchases for Correspondence.

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