Online Assessment Tracking Database

Sam Houston State University (SHSU) 2014 - 2015

English Language Institute

Goal	Improve The Quality Of The English Language Institute $ earrow$
	We will improve the quality of the English Language Institute by continuing to advocate for a lab and dedicated classrooms, and by providing a curriculum with learning outcomes that will prepare students to matriculate to college level classes.
Objective (L)	Develop Learning Outcomes That Prepare ELI Students For Matriculation Into Undergraduate Programs The ELI Director and Staff will systematically develop the curriculum and learning outcomes for each level with the goal of preparing students for college level work upon completion of the ELI. Students must master the learning outcomes for each level before moving on to the next level.
Indicator	College Level Reading And Writing Skills Upon Completion Of ELI
Criterion	College Readiness Scores On The TSI 80% of ELI students taking the TSI, will score at college level on the Reading and Writing sections. The TSI is used for domestic students to help determine college readiness and placement. Scoring into college level English and Reading will indicate that the learning objectives for each course are on target.
Findir	College Readiness Results There have been numerous changes in the ELI, including the hiring and quitting of a new ELI Director. Before leaving however, the director and instructors worked to develop a curriculum for each course that was seamless and would prepare students for college level work, demonstrated by passing scores on the TSI. However, enrollment dropped significantly, and with the instability of the ELI management, data has not been corrected on Level 5 students graduating from the ELI.
Action	Review Of TSI Scores We will make collecting data a priority this year, and retroactively go back and measure TSI pass rates on the 2014-2015 sessions. One variable that affects success rate on the TSI is student participation. Our intensive program requires a great deal of dedication and time on studies throughout the entire program. If a student passes Level 5 with a C average, it is likely that they will place into developmental English and reading on the TSI.

Objective (P)	Advocate For Dedicated Lab And Classroom Space For ELI The quality of ELI instruction is compromised by our lack of classrooms and a lab the students can use during and after classes. We will continue to express the need for classrooms and
	meet with Academic Affairs on a regular basis to identify possible solutions
KPI Performance Indicator	Advocate For Six ELI Classrooms And A Language Lab
	Ultimately, our goal of advocating for space is actually acquiring the space. We would like to have a plan or the classrooms and lab by Spring 2016.
Result	Assigned Classrooms, Language Lab And Instructor Offices 🞤
	Academic Affairs found space in ABIII for six classrooms, a Language Lab, and instructor offices by SU15. We completed installation of technology needed for the lab before the FA15 first session began. This has made a tremendous difference in teacher satisfaction and convenience, in turn benefitting our students.
Action	Improving Classrooms And Technology 🔎
	We have the classrooms outfitted with needed desks and equipment. We are still loading the selected software for the Language Lab and hope to be able to use it by FA15 2nd session.
Goal	Increase Enrollment In The English Language Institute 🔎
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Objective (P) KPI Performance	 We need to increase and diversify student enrollment in the ELI. Global and economic trends can seriously affect students' ability to study abroad so recruiting students from many different countries is imperative for survival of the ELI. Generate Agreements With Agents To Recruit Students For ELI Research indicates that it is a common practice to use foreign agents to recruit students for English Language Programs especially if they are not located in a top ranked institution. Competition is keen for these students so using agents is a viable option. Write Agreements With Recruiting Agents For ELI

	We have completed Agreements with over 20 agents from around the world. It took over six months to get the application and Agreement written and approved, and Agreements in effect. We hope to see the agent referred students for FA2. We have created the initial marketing materials, training materials, and information needed to promote the ELI and other academic programs.
Action	Maintaining, Training And Developing Agent Relationships 🔎
	Even though we have over 20 Agent Agreements, we have only 3-4 who have sent us applications or made inquiries. We have got to devote more time and manpower to interacting regularly with all the agents, sending them program updates, and scheduling time to train them over Skype. It is has been a tremendous challenge because we have one person dedicated to domestic and international recruitment and she is also responsible for developing and coordinating short programs, the ISO and GAP Program. She is actually do at least two positions but we do not have the funding to hire more help so we will do the best we can to continue to develope relationships with these recruiters and engage more who will send us students.
Objective (P)	Visit A Texas University With A Successful ELI 🔎
	In order to learn best practices for recruiting, we will make plans to visit a university that has a successful ELI and robust international student population.
KPI Performance Indicator	Visit To The University Of North Texas 🔎
	We arranged a visit to UNT and will meet with their recruiters, English Language department and office that provides services and events for international students.
Result	Lessons Learned From UNT Visit 🔎
	We learned that they use agents to help recruit, as well as have two full-time recruiters. We were able to obtain marketing tips as well as samples of their marketing brochures. We toured the office that provides student services such as cultural events and activities. We learned that student workers are heavily utilized for student services and to help with cultural events. There are areas of marketing that they can also help with, such as returning e-mails, doing mail outs, etc.
Action	Continued Review Of Best Practices 🔎
	We will continue to learn from language institutes who successfully recruit and enroll large numbers of international students. Also, we will attend workshops and conferences from NAFSA on best recruiting practices.
Objective (P)	Update Layout And Pictures On The ELI Website 🔎

We need to reformat the ELI website with more recent and interesting student pictures, pictures of new staff, and review how our program is marketed on our site. We need to make changes that will appeal to our target audience and have the changes in place as soon as possible.

KPI Performance Indicator	Review And Update Of ELI Website 🔎
	We will assign three staff members the re

We will assign three staff members the responsibilities of performing the initial updating of our website as well as keeping the pictures and information recent. Plans are being made to take new pictures of all staff members and post new pictures of students in the ELI. We also need to check on the Facebook link to see if it is active. We need to have these changes in place by the middle of the fall semester.

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Result Progress Of ELI Website Updates 🔎
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We have made significant improvements to our website. New pictures were added and old ones removed. Information was reformatted and revised. We have added a Facebook link where we put dates of social acitivities and pictures taken at the events. Three staff members attended training to be able to update the website. We still need to make improvements and get a professional to make suggestions as we move forward.

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Action Continue Edits To ELI Website 🔎
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Our website quickly becomes outdated as new staff come and old ones leave, new pictures are taken at current events, and changes occur with the program. It has become a challenge to have someone keep the site updated. We added an updated Facebook link is and have a student worker who is technically savy that keeps the site current. We have to keep working on this site to keep it current as it represents the ELI and the quality of the program.

Supporting	English Language I	nstitute 🎤			
	Items in this group Institute level.	support the	goals of	the English	Language

Objective (P)	Develop Marketing Strategies To Increase ELI Student Enrollment 🔎	
	Upgrade the ELI website and promote the ELI on targeted social media sites such as Facebook.	
KPI Performance Indicator	Create Facebook Page For The English Language Institute 🔎	
	Generate interest and publicize the ELI by creating and monitoring an ELI Facebook site. Post pictures and advertise weekly activities of both ELI and those open to all	

international students.

Result	Creation And Monitoring Of Facebook Site 🎤
	A Facebook page was created for the ELI and a student worker is assigned to update and monitor the site. It now has interesting graphics, quality format and current pictures are added each week.
Action	Monitoring Facebook Page 🔎
	We have been short handed and unable to work on the Facebook page as much as we like. We will train and keep a technologically savy student to update Facebook page- add important dates.

Previous Cycle's "Plan for Continuous Improvement"

The ELI has undergone many changes, including the hiring of a new director. The overall plan is to improve quality of instruction while also increasing student enrollment. The ELI goals are built on these two foundations

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.

1. The ELI/ OIP continue to advocate for 6 ELI classrooms;

2. The ELI has focused mainly on the curriculum and instruction, so that the ELI still needs to do a better job to provide support services. A few ELI students are using the support services available through the university. At the same time, the ELI has initiated an academic reminder system, where ELI students at risk receive one on one conferences, and group workshops on time management and career planning. The ELI is looking into developing an ELI tutoring program, which is still int he planning stages.

3. The ELI has revamped the English for Academic Purposes curriculum through a skills matrix identifying when English language skills are introduced and reinforced, through multi-media textbooks that encourage content based learning, where reading and writing for different academic disciplines helps students utilize their reading strategies to navigate new academic content and vocabulary, and this reading strategy awareness makes ELI students aware of writing. Moreover, the ELI also offers a guided research class that links reading and writing to writing across the discipline and the First Year Experience. By introducing students to different ways of reading, and reading diverse types of texts, gives students much needed practice in preparing for core curriculum first year courses.

4. The ELI has seen small enrollment growth, mainly through word of mouth.

5. The ELI is working with many ethical recruitment agencies for ELI student recruitment.

6. The ELI has visited a sister ELI program (UNT). In addition, ELI teachers have attended a professional TESOL conference and received additional information on enrollment and Best Practices.

7. The ELI has attended an informal workshop on preparing for accreditation, and is applying the fruits of that workshop to a 2015 accreditation process.

8. The ELI has ensured that all ELI students complete the APPLY TEXAS applications.

9. The ELI has ensured that ELI Advanced level students have been visited by undergraduate and Graduate Advisors.

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.

- We need to continually revisit Learning Outcomes for each level. We have new instructors who we want to contribute to the content of our courses. Initial look at pass rates is not where it should be. Many ELI students are placing into a developmental class after Level 5. We need to look at factors that are affecting success besides the course curriculum and outcomes.
- 2. We have dedicated classrooms and a Language Lab. We still need to make a revision to the software and students should be ready to use it by FA15 session 2.
- 3. It is imperative that we increase enrollment in the ELI as it has been lower than normal for several reasons. We are looking at recruitment trips to South and Latin America, including Brazil and possibly Mexico. We are also focusing on SE Asia as China has been very difficult to recruit in. A trip to SE Asia is in the planning stages. Plans are being made to visit the Ministries of Higher Education for several targeted countries. We will keep researching best practices to increase our enrollment. We are heavily marketing our short programs for next year hoping we will have a summer short program in place.
- 4. Develop sophisticated recruitment materials and training materials for agents. We are nowhere close to having adequate materials including recruitment videos. We need to work on improving all materials, especially the Agent Guide.
- 5. We are committed to keeping our ELI Website updated and interesting. We market this site all over the world and it should look professional at all times. This will be an ongoing project as I do not feel that it is where it should be yet.