

Correspondence

Correspondence Completion

Goal Description:

Correspondence completion will look at the number of students who begin and finish a course within the same academic year calendar.

RELATED ITEMS/ELEMENTS

RELATED ITEM LEVEL 1

Increase Completion

Performance Objective Description:

The idea here is to ensure that we are focusing on students completing their Correspondence Courses within the fiscal year they begin. After attempting to run the report, it was brought to my attention that it is no longer available because we exited Nell; therefore, we will have to work with IT to develop a new program by which we can track the number of students completing their course in comparison to those who initially registered.

Enrollment

Goal Description:

To increase the number of students enrolled in correspondence classes.

RELATED ITEMS/ELEMENTS

RELATED ITEM LEVEL 1

Marketing

Performance Objective Description:

To increase enrollment by 3%.

RELATED ITEM LEVEL 2

Correspondence Registration

KPI Description:

The registration information will show the number of registrations we had for FY2017

Results Description:

The results will show if we did increase our enrollment from FY2016

RELATED ITEM LEVEL 3

Cognos Operating Ledger Review

Action Description:

Review the Operating Ledger to determine that we in fact had a profitable year and the minimum marketing did work.

RELATED ITEM LEVEL 2

Registration Numbers

KPI Description:

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

Results Description:

After working with IT this year, we were informed our reports were not longer available because we moved from Nell; therefore, we are unable to report on our completion rate for this fiscal year. In, FY 18, we will work with IT to get these reports in Cognos.

RELATED ITEM LEVEL 3

Cognos Operating Ledger Review

Action Description:

Review the Operating Ledger to determine that we in fact had a profitable year and the minimum marketing did work.

Meet Revenue - \$280,000

Goal Description:

Correspondence is a self-staining entity; therefore, we must meet our budget each year.

RELATED ITEMS/ELEMENTS

RELATED ITEM LEVEL 1

Meeting Budget

Performance Objective Description:

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.

RELATED ITEM LEVEL 2

Correspondence Registration

KPI Description:

The registration information will show the number of registrations we had for FY2017

Results Description:

The results will show if we did increase our enrollment from FY2016

RELATED ITEM LEVEL 3

Cognos Operating Ledger Review

Action Description:

Review the Operating Ledger to determine that we in fact had a profitable year and the minimum marketing did work.

RELATED ITEM LEVEL 2

Expenditures & Revenue Reporting

KPI Description:

- 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.

Results Description:

Based on our Revenue and Expenditures this year, we did have a net gain this year.

RELATED ITEM LEVEL 3

Cognos Operating Ledger Review

Action Description:

Review the Operating Ledger to determine that we in fact had a profitable year and the minimum marketing did work.

Student Course & Instructor Evaluation

Goal Description:

Starting FY 2017, 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.

RELATED ITEMS/ELEMENTS -----

RELATED ITEM LEVEL 1

Blackboard Online Course Review

Learning Objective Description:

- 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.

Update to Previous Cycle's Plan for Continuous Improvement

Previous Cycle's Plan For Continuous Improvement (Do Not Modify):

In FY’2016, we did not replace 3 employees who retired; however, the marketing efforts that work for us in FY’2015 had to be halted, because there was a fear that students would choose Correspondence Coursework over a SHSU Online course, potentially hindering the revenue in that division. We did continue marketing on the closed circuit TV’s in each of the colleges. With cutting our expenditures and salary saving, FY’2016 proved to be a profitable fiscal year for Correspondence. Due to Nell becoming obsolete, we have begun the process of removing Correspondence from Nell and ensuring the proper programs will be available in Banner to ensure Correspondence will have a smooth transition.

The goal for FY’2017 is to once again start marketing to our students on campus and have visibility during freshman orientation for the students and their parents. We are looking to monitor in Correspondence Course Completions and students overall experience in their Correspondence Courses in FY’2017. Additionally, we will continue cut expenditures and monitor enrollments to ensure we are having a profitable fiscal year.

Update of Progress to the Previous Cycle's PCI:

During FY’2017, we marketed to SHSU students through the Student Advisement Center and placed information in Freshman Orientation Packets for students and parents to increase awareness of Correspondence Course Offerings. Because of limited marketing and cutting expenses, Correspondence has another profitable year. Looking forward to FY’2018, we will continue to market to students through the Student Advisement Center and begin to look at avenues by which to add additional courses to help with the efforts of the 60x30 Office to decrease the cost of an education for students. In addition, the goals is to develop reports to look at the completion rates for students (less than 6 months, between 6 and 9 months, and 10 months to a year). The purpose here will be to address any completion issues we notice to ensure students have the necessary tools to complete their course in a timely fashion. Lastly, we will also begin review the payment(s) paid to our faculty to see if an increase is possible and needed.

Plan for Continuous Improvement

Closing Summary:

For FY'2018, the goal is to continue operating as we are; however, we would like to bring additional courses to correspondence. Because of our working relationship with SHSU Online, looking to see what additional courses are currently offered via online instruction and that are a part of core, would be beneficial if offered through correspondence; it would allow student to take courses at a discounted rate. Communication with faculty will be paramount to this process, to ensure they are willing to teach via correspondence. Also, we are planning to write new COGNOS reports that will allow us to view our completion rates.