**2018-2019**

**Unit Assessment Report**

**Division: Academic Affairs**

**Unit: GCE**

**I Mission and Goal/Outcomes Statement:**

**Vision**- To be the leading state University provider of graduate and continuing education programming and serve as a national model for state Universities.

**Mission**- To work collaboratively across University departments to provide quality programming to students that is responsive and accessible to workforce and community needs and delivers quality services to support agreed upon student and university outcomes.

**Summary of Goals**

**Goal 1** –Strengthen and Build Programs and Processes that Align with Continuous Improvement Practices

**Goal 2** –Improve and streamline processes to assess and support GCE student success

**Goal 3** – Increase Regional Partnerships and Expand International Student Base

**Goal 4** – Implement a foundation to support on-going assessment and strategic planning

Overall GCE sought to expand programming by adding a 4+1 MBA program option, explored new program opportunities, worked with the revision of processes related to transfer audiences such as the portfolio assessment process, began a new summer program through extended campus in Shanghai and other related activites. GCE also worked on increasing enrollments by creating an recruitment and outreach plan, streamlining and updating our admission and recruitment processing and communication plans, strengthing our relationship with community colleges, local employers and non-profit organizations in addition to trying to expand our non-credit offerings. Finally, GCE also worked on updating our digital learning resources for faculty and students and created a workshop to assist with the onboarding of all new online faculty and articulating minimum quality standards for online learning at the University in collaboration with faculty representatives from the Digital Learning workgroup.

**II Personnel:**

**Administrative Staff**

**Name** **Position**

Becky Copper-Glenz Dean

Brian Bercier Associate Dean

Lisa Moison Assistant Dean

Nicole Chelonis Director

**Support Staff**

**Name**  **Position**

Marylyn Gainan Staff Assistant/Coordinator of Academic Advising

Amber Deschenes Staff Assistant/Retention and Recruitment

Kathleen Craigan Staff Assistant/Recruitment and Outreach

J.M. Grenier Statt Assisant/Instructional Designer

Danielle Langdon Staff Assistant/Center for Professional Studies Coordinator

Sonya Prince Administrative Assistant II

Diane Fors Administrative Assistant II

Cathy Montague Administrative Assistant

Tracy McGrath Clerk IV

**Personnel Changes**

* Lisa Moison – The title for her position changed from Director to Assistant Dean.
* Kathleen Craigen – This is a new position to focus on Recrutment and Outreach and was added this year.
* J.M. Grenier– This position is a replacement for Nicole Chelonis’s former position or coordinator of distance education. The new title is Instructional Designer.
* Brian Bercier – Announced his retirement to be effective August 8, 2019.

**III Facilities Equipment:**

Implemented Quick Start Software. Worked in collaboration with IT to move this forward. This effort was led by Lisa Moison and also involved the Registrar’s office and Student Accounts.

**IV Budget Expenditures Analysis:**

There were some changes in the reporting of the budget which including keeping Academic Partnership budget items separate from the other GCE programs. There were also changes in the formatting of the budget proposal from previous years. In addition, we are now using credits generated instead of course enrollments to determine tuition revenue.

There has been a continued increase overall in tuition revenue from the Accelerated Online Programs. GCE experienced a decrease in enrollment mainly due to drops in Extended Campus with our Curriculum and Teaching program and also due to a shift from our campus based MBA program to the online accelerated program as more students are choosing the online options. We are working on strategies to address this drop for next year.

**V Action Plan for 2018-2019:** See Attachment A.

**VI Programs/Activities:**

* Quick Start Implementation was completed by the end of Fall 2018. The Extended Campus has worked throughout the year to move all partners to the Quick Start registration process. By Fall 2019 all partner organizations will have moved to using the Quick Start registration process.
* 2-year Course Rotations were developed, added to the website and maintained to assist with student and course planning. Course By Arrangements and Special Studies have been reduced as a result. See Attachment C for more information.
* A partnership has been built with AUIA Summer Institute. Beginning Summer 2019 we have a cohort of approximately 75 students who will be taking 1-2 summer courses in Shanghai through our partnership with AUIA. Approval from the Board of Higher Education as well as internal approvals from all required departments was obtained in the fall of 2018 and follow-up work took place throughout the remainder of the year to set-up the partnership.
* A 4+1 MBA program option was developed, approved by the business department in the spring of 2019 and will be implemented for fall 2019.
* Created options for dual MBA concentrations so there are options for students to choose up to two concentrations.

1. The position of Outreach and Recruitment Coordinator was added to department to assist with improving recruitment outreach for the undergraduate degree completion population, expanding contacts in the community and with local businesses, further explore continuing education non-credit programming opportunities and also strategies to promote our credit based programs through local employers.

* Held our first “Stop Out Stop Outs Day” to focus communication on students who were not currently registered for a course and students who were admitted but had not yet registered. This was the first part of campaign that will continue in GCE to improve overall registrations and retention.
* Worked with “Spark451” to update all of the communication that currently goes out to GCE undergraduate applicants. This is part of the overall efforts to increase enrollments in our online degree completion programs. The templates developed through this initiative are now being adapted to all GCE related admissions communication.
* The Director of Digital Learning Co-Chaired the Massachusetts Online Learning Conference Committee this Year and coordinated the conference which occurred onsite on June 7th, 2019 with approximately 400 attendees from across the state.
* Created a probationary Admissions option for graduate students to assist with retention as previously students were dismissed if they earned one grad of 0 and unable to reapply for one year. This policy will provide students with an opportunity to make up that course without being dismissed.
* GCE conducted a student service satisfaction survey and will share the results and gather feedback from the University community in fall 2018. Action steps will be determined after the feedback from the University community has been collected.
* Conducted twelve webinars for prospective students, facilitated two information sessions, a campus based orientation and a graduate fair.
* The Digital Learning Department within GCE developed an online workshop for all newly hired online adjunct faculty. This training will also be made available and promoted to all current full-time and adjunct faculty. Faculty that go through the training will receive a certificate. This will assist in maintaining best practice quality standards in the courses.
* Changed our phone tree options to better direct calls to the appropriate office as we noticed many of our calls were requests for other departments. The call volume significantly dropped as a result creating more time to focus our efforts elsewhere. See Attachment C for the metrics.
* The Digital Learning Department also worked in collaboration with the Digital Learning Work Group to create a list of standards that can be used as a guideline for faculty reviewers who are tasked with reviewing and approving online courses. This will also assist with maintaining quality standards at the University across departments for online courses.
* Digital Learning hosted the annual state MCO conference at the University in June 2019 with over 400 Universities attending.

**Events for Current and Prospective Students**

August 2018 Information Session

August 2019 New Student Orientation

Winter Commencement

February 2019 Graduate Fair

Spring Commencement

Twelve program webinars throughout the year

**Faculty Focused Events**

Fall 2018 Chairs Breakfast

Spring 2019 Chairs Breakfast

**VII Accomplishments 2018-2019:** See Attachment B

**VIII Assessment Report:** See Attachment B

**IX Future Directions**

1. Increase the number of undergraduate business administration students enrolled in the program and work with the department to update the program to a 7-week accelerated format by Fall 2020.
2. Implement the new Credit for Portfolio Assessment Process.
3. Launch the Adult Recruitment Initiative with EAB to increase prospective student numbers and leads for the degree completion programs.
4. Update the policies regarding transfer credit for prior learning.
5. Continue to increase the number of non-credit program at the University and works towards a minimum of 2 new program options each year.
6. Add at least one additional 4+1 program in the next year beginning with the M.S in communication studies.
7. Implement at least 2 new online MBA certificate programs.
8. Work with the English department to relaunch the MA in English and a new certificate in Creative Writing.
9. Implement the GCE internal advisory workgroup to help establish priorities and address identified student needs
10. Facilitate the Student Priorities Survey in fall 2019.
11. Enroll current faculty in the online training best practice certificate workshop and assess the progress of the workshop and impact on quality in the first year.
12. Convert the M.S. Criminal Justice and the B.S. and M.S. in Occupational Education to online programs.
13. Continue to explore new program ideas with deans and departments includes a M.S. in Computer Information Systems and a new concentration in the EDLM program in Online Learning Management.
14. Develop the implementation of a 3+1 business program with MWCC.
15. Expand relationships with community colleges across the state.
16. Increase involvement in community workforce related initiatives and seek out partnership opportunities.
17. Increase graduate enrollments across departments.
18. Add a Graduate and CE reception event at the commencement ceremonies
19. Launch membership with a new Adult or transfer based honor society

**X Supplemental Information:**

See Web Results and Other metrics: Attachment C