

Kaua`i Community College
2014 Annual Program Review for

University Center
November 30, 2014

Program Description

The University Center (UC) serves Kaua`i Community College (KCC) and the general public by coordinating higher education opportunities to the island of Kaua`i via distance learning. The main function of the UC is to support distance programs delivery through technology and services. The UC also provides support services for distance students by assisting with pre-advising, course evaluation, college application, registration, distance resources and developing an educational goal for students.

The UC regularly coordinates public information meetings and facilitates with other coordinators from various distance programs. The UC provides coordinated student support services such as library services, proctoring, and instructional technology. In addition, the UC director provides onsite administration, lobbying services, and system-wide scheduling coordination.

For KCC distance students, the UC provides new student orientation, assistance with using Laulima (the course management system for the UH system) and supports the development of distance learning courses by KCC instructors. The UC staff serves on various distance committees assisting with current distance trends and the use of technology in education.

Part I. Quantitative Indicators

	AY2009-2010	AY2010-2011	AY2011-2012	AY 2012-2013	AY 2013-2014
Demand					
Job Demand	172	94	94	91	122
• Management Occupations (111011-119199)	47	42	42	37	56
• Business and Financial Operations Occupations (131071-132082)	43	22	22	14	20
• Computer and mathematical Occupations (151021-151099)	5	4	4	4	4
• Community and Social Services Occupations (211012-211092)	10	4	4	9	8
• Education, Training, and Library Occupations (251099-259099)	67	22	22	27	34
Initial Contacts (Unduplicated first contacts)	229	227	234	193	183
Number of successive contacts	25	39	18	22	40
Number that applied to programs	52	60	40 + 22wgu=66	30	45*
Total number of DL registrants (CC level duplicated)	854	957	1020	1183	1367

Number of students enrolled in onsite classes (ssh)	401	365	309	375	374
Number of Majors in UC programs (annual no.)	269	248	252	261	317
Number of majors in WGU			22	na	15
Efficiency					
Average class size (onsite)	3	3	3	4	3
Room usage (UC mtgs, ITV, Polycom classes, onsite classes)	166	150	120	689**	778
• ITV/Polycom classes only	49	43	26	37	28
• Number of onsite classes ITV	21	31	19	14	17
• Number of onsite classes Polycom	10	12	7	23	11
• Number of 4 year onsite classes	18	26	18	4	2
# of Native Hawaiian students	Na	71	25	na	na
Number of programs facilitated	41	39	39	39	37
Effectiveness					
Persistence of upper division majors from Fall to Spring	93%	96%	94%	85%	92%
Degrees Awarded (Fall & Spring) through the University Center	44	43	35	36	42
• BA Elem Ed	6	8	9	5	6
• BA PSY	4	2	3	3	0
• BA BA including (ACC/MKT)	3	3	3	4	8
• BASS including (Political Science/Early Childhood)	3	6	4	3	3
• MS NURS	1	0	0	1	2
• PBSCE	1	1	5	1	0
• BS NURS	0	1	1	7	6
• BA Public Admin including (Justice Admin)	0	0	2	1	2
• MA CS	13	3	0	7	0
• MA ET	3	2	0	1	1
• MBA	0	2	0	0	3
• MLIS	2	3	1	0	0
• MS KRS	1	2	0	1	1
• MSW	4	5	0	1	1
• PCERT	2	1	1	0	0
• MSE	1	5	1	0	0
• MHRM	0	0	3	0	7
• MAcc	0	0	0	1	0
• BEd, Secondary Ed	0	0	0	0	1
• PostBacc, Special Ed	0	0	0	0	1
TOTALS	44	43	35	36	42

**Western Governors University students not included.*

***New calculation: total number of times a room is used for DL classes or meetings.*

Part II. Analysis of the program

Demand

The University Center's initial contacts are when we meet a perspective student for the first time. The initial contact helps us to determine the needs of our community and the successive contact is when we meet with a student more than once. The number of initial contacts has gone down from 193 to 183. One reason for this drop is because the Education Specialist position in the UC was vacated in January of 2013, and was not filled until November of 2013. This vacancy left gaps in services that could not be covered as well by the existing staff. However, the number of successive contacts increased from 22 to 40 successive contacts. Once the education specialist was hired, students were notified and many of them had follow-up questions. This could account for the increase in the number of successive contacts.

The number of KCC students enrolled in distance courses at the AA level continues to increase yearly. Last AY there were 1183 registrants, and this AY there were 1367 registrants, an increase of 184. The AA students that declare KCC as their home campus take online courses to complete their degrees. Many are working adults that need the flexibility of online courses. The popularity of distance learning courses is growing, as well as the popularity of completing full degree programs via distance. The number of majors in the UC programs increased to 317 (from 261 last year). Articulation agreements with campuses within the UH system help to facilitate transfer to 4-year programs. The UH West O`ahu Business Administration and Public Administration degree programs are currently two of the most popular programs with our KCC students.

Efficiency

The use of facilities includes classrooms, information meetings, and meetings by various programs. This year the room usage number is higher than last year, however it seems that the popularity of completely online courses is outgrowing the need to meet in person. There are many new technologies that allow students and instructors to meet online via Skype, Google talk etc. We are currently using three POLYCOM rooms (two in the old studio and one from ETRO), and we occupy the ITV room in the LRC as well as the PAC classroom. We also use classrooms in the LRC or the OSC for onsite meetings and classes. The number of onsite courses continues to drop, while the use of POLYCOM and ITV remain the most popular method of delivery behind fully online courses.

Effectiveness

There were 42 degrees awarded through the UC in 2013-2014. Although we do not originate programs, KCC and the UC provide support for students who are in these programs and make it possible for them to persist. Fall to Spring persistence rate bounced back to 92% after dropping to 85% the previous year. The initial contacts have decreased slightly, again most likely due to the vacancy of the education specialist position. The new specialist is now onboard and will commence the advertising campaign to increase initial contacts.

Weaknesses and Strengths

The University Center is doing very well. The need for student support services for distance learning students clearly exists as the number of applicants and majors continues to increase. The number of enrollments in distance classes at the AA level also continues to increase, as well as persistence for upper division majors and the number of degrees and certificates awarded. University Center student numbers do rely on the cohort nature of the

programs that we receive, so this may explain some fluctuations over the years. Programs may accept a new cohort each year for 2 years and then stop out and have no graduates in the 4th year. Also, we are at the mercy of the 4-year campuses in the UH system with which programs they choose to offer via distance. For example, UH Hilo removed their psychology degree program from their distance offerings. This directly affected the KCC students hoping to transfer into that distance program. The number of initial contacts was slightly lower than last year, although this is not necessarily a weakness.

The UC serves students when they need assistance, but we also try to show students that some of information that they seek can be found on the UC webpage. As long as students can find the information and resources they are seeking, they do not need to contact us directly. However, now that we are fully staffed again, we do expect the initial contacts to increase next year. Even though we were short-staffed, the number of successive contacts increased from last year. As mentioned previously, students were notified once the specialist was hired and many of them had follow-up questions. This could account for the increase in the number of successive contacts. We hope to keep the number of successive contacts to a manageable load since we only have one Education Specialist. We do this by teaching students to utilize the resources on the UC webpage and navigate their STAR degree check.

Part III. Action Plan

Goal Alignment

Our UC program goals as outlined in our Comprehensive Program Review are: to provide academic support for distance learning, to promote lifelong learning, and to provide access to appropriate higher education opportunities to Kaua'i residents. Our PLOs are to help students: complete the application process successfully, complete the registration process successfully, develop an educational goal and pursue it, and succeed in their courses by providing services such as New Student Orientation, proctoring, and general advising. We are doing very well in reaching our goals by breaking the goals down into achievable action items.

One of our action items was to develop a plan to increase the number of students who apply to a program by recruiting KCC students. To achieve this, we held local information sessions and completely redesigned our UC website. Our Education Specialist also gave presentations to KCC students to increase awareness of UC programs and services. The UC has an ongoing goal of trying to increase UC enrollments. The UC met and exceeded our goal of 40 applicants, by helping 45 students (up from 30 last year) to successfully complete the application process. The number of UC majors who register (beyond 252) was also exceeded, with 317 students registering in 2013-2014. We not only try to increase enrollment, but also to help our students succeed in their distance programs. We set a goal of maintaining a persistence rate of 90%, which we achieved at 92% in 2013-2014.

Another action item on our previous APRU was to increase the number of KCC distance general education courses to support students entering upper division distance programs. Our indicator of improvement was that the college would have more than 16 DL courses by Fall 2014. From Summer 2013-Spring 2014, the college had 56 sections of DL courses, in which 34 courses were represented, and 18 offerings would satisfy a general education requirement. Even though we were short-staffed for some of the year, we met all of our health indicators except two. The number of transfers dropped slightly from 74 to 72 in AY 2013-2014, and the number of initial contacts dropped to 183 in 2013-2014. Now that the UC is fully staffed, we expect these numbers to increase.

Although we achieved most of our goals, we continuously strive to better serve our students and increase UC enrollments. We are currently updating brochures and flyers as part of a marketing campaign to reach out to the wider Kaua'i community. Beginning in Spring 2015, we will be holding degree prep workshops for potential students. Although the redesign of the UC website is complete, we are currently trying to figure out the best system to track hits on the new site. Lastly, we will work closely with the professional development office and the distance learning committee to develop a distance education assessment program for our KCC distance instructors to ensure we are using quality online course design and implementation. These new action items align nicely with our program goals of providing academic support for distance learning, promoting lifelong learning, and providing access to appropriate higher education opportunities to Kaua'i residents. They also align well with three of our priority goals, specifically:

- Increasing outreach to improve college preparation and to ensure that students are aware of specific opportunities that KCC provides, recognizing that outreach must not be limited to high schools,
- Improving the quality distance education by addressing student readiness, the course development process, diversity of offerings, assessment and delivery methods, and
- Increasing overall retention and persistence to graduation or transfer.

We do not anticipate any problems as we address our action items.

UH System Goals, Kaua'i Community College Goals, and Strategic Goals	Program Goals
<p>UH Goal 1: Educational Effectiveness and Student Success KCC Goal 1: Access & KCC Goal 2: Learning and Teaching <i>Strategic Goals: Student Recruitment, Retention and Success of All Students and Particularly</i></p> <ul style="list-style-type: none"> ○ <i>Native Hawaiian students</i> ○ <i>Increase success of Remedial/Developmental Students</i> ○ <i>Non-traditional Students in Career and Technical Programs</i> ○ <i>Increased Completion of Degrees, Certificates, and Licensure</i> ○ <i>Improve outreach to K-12 to improve college preparation and to ensure that students are aware of specific opportunities that KCC provides, recognizing that outreach must not be limited to high schools</i> <p><i>Relevant Curriculum Development</i></p> <ul style="list-style-type: none"> ○ <i>Sustainability/Green Jobs</i> ○ <i>Health</i> ○ <i>DOE-KCC English Alignment</i> ○ <i>Improve the quality of distance education by</i> 	<ul style="list-style-type: none"> ● To provide academic support for distance learning ● To promote lifelong learning ● To provide access to appropriate higher education opportunities to Kauai residents

<p><i>addressing student readiness, the course development process, diversity of offerings, assessment and delivery methods (mobile learning)</i></p> <ul style="list-style-type: none"> ○ <i>Increase overall retention and persistence to graduation or transfer (identify goals and track by disaggregated groups), with an additional focus on STEM degrees and certificates</i> ○ <i>Improve the facilitation of integrative/critical thinking in courses</i> <p><i>Completion of</i></p> <ul style="list-style-type: none"> ○ <i>Course and Program Student Learning Outcomes (CLOs)</i> ○ <i>Course Action Forms (CAFs)</i> <p><i>Assessment Activities and Analysis</i></p>	
<p>UH Goal 2: A Learning, Research and Service Network KCC Goal 3: Workforce Development & KCC Goal 5: Community Development</p> <p><i>Strategic Goals: Increased Job Placement and/or Performance through</i></p> <ul style="list-style-type: none"> ○ <i>Revised or New Curriculum</i> ○ <i>Better Coordination with Business and Industry</i> 	<ul style="list-style-type: none"> ● To promote lifelong learning. ● To provide access to appropriate higher education opportunities to Kauai residents
<p>UH Goal 3: A Model Local, Regional and Global University KCC Goal 6 Diversity</p> <p><i>Strategic Goals:</i></p> <ul style="list-style-type: none"> ○ <i>Fostering Global Understanding and Intercultural Competence</i> ○ <i>Increased Enrollment and Success of International Students</i> 	<ul style="list-style-type: none"> ● To provide access to appropriate higher education opportunities to Kauai residents
<p>UH Goal 4: Investment in Faculty, Staff, Students and Their Environment KCC Goal 4: Personal Development</p> <p><i>Strategic Goals:</i></p> <ul style="list-style-type: none"> ○ <i>Professional Development Directed to Any of the Above Goals</i> ○ <i>Enriching Student Experience, Particularly Directed to Any of the Above Goals</i> ○ <i>Increasing the Efficiency, Effectiveness and Sustainability of the KCC Environment</i> 	<ul style="list-style-type: none"> ● To provide academic support for distance learning ● To promote lifelong learning. ● To provide access to appropriate higher education opportunities to Kauai residents

<p>UH Goal 5: Resources and Stewardship KCC Goal 5 Community Development <i>Strategic Goals:</i></p> <ul style="list-style-type: none"> ○ <i>Reduce Deferred Maintenance</i> ○ <i>Address Health and Safety Issues</i> ○ <i>Promote Sustainability</i> 	<ul style="list-style-type: none"> ● To promote lifelong learning. ● To provide access to appropriate higher education opportunities to Kauai residents
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University Center Action Plan

PROGRAM GOAL	ACTION ITEM	RESOURCES/TASKS	PERSON (S) RESPONSIBLE	TIMELINE	INDICATOR of IMPROVEMENT	PLO Impacted	STATUS
To provide access to appropriate higher education opportunities to Kauai residents.	Develop a plan to increase the number of students who apply to a program by recruiting KCC students.	Hold local information sessions	UC staff	Ongoing	The number of transfers from KCC to any of the UH system 4-year institutions is 72 in AY 2013-2014. Maintain number of transfers above 72.	#1Complete the application process successfully #2Complete the registration process successfully	The number of transfers dropped slightly from 74 to 72 in AY 2013-2014. Update website – Achieved. Redesign of website completed Spring 2014 with program information and resources for distance students.
		Update website		Spring 2014			
		Update Brochures		Spring 2015	Increase student who apply beyond 40. Increase the number of majors who register beyond 252. Maintain number of majors above 300 students.		The University Center met and exceeded our goal of 40 applicants, by helping 45 students (up from 30 last year) to successfully complete the application process. The number of UC majors who register (beyond 252) was exceeded, with 317 students registering in 2013-2014.
To provide academic support for distance	Increase the number of KCC distance general	Participate on DL committee and other DL organizations	UC staff	Spring 2015	The college will have more than 16 DL courses by Fall 2014.	#3 Develop an educational goal and pursue it.	More than 16 KCC DL courses – Achieved. From Summer 2013 - Spring 2014, the college had 56 sections of DL courses, in which

learning To promote lifelong learning.	education courses to support students entering upper division distance programs.	Design distance education resources Laulima project page with DL curriculum development and assessment resources		Spring 2015	Maintain a persistence rate of 90%. Increase in certified distance instructors by designing and implementing distance education assessment program in cooperation with the professional development office.	#4. Succeed in their courses by providing services such as New Student Orientation, proctoring, and general advising.	34 courses were represented, and 18 offerings would satisfy a general education requirement. Achieved goal of maintaining a persistence rate of 90%, with 92% in 2013-2014.
To provide access to appropriate higher education opportunities to Kauai residents.	Develop a plan to increase the number of students who apply to a program by reaching out to the business community.	Hold local information sessions Update Brochures	UC Staff	Continuous Spring 2015	Increase student who apply beyond 40. Increase the number of majors who register beyond 252. Increase initial contacts to above 234.	#1 Complete the application process successfully #2 Complete the registration process successfully #3 Develop an educational goal and pursue it.	Design and launch target marketing campaign with new brochures. Develop and hold degree prep workshops for potential students.
To provide access to appropriate higher education opportunities to Kauai residents. To provide academic	Improve UC enrollments.	Local information sessions Update website Develop tracking system for hits on new website	UC staff	Continuous Fall 2014 Spring 2015	Increase student who apply beyond 40. Increase the number of majors who register beyond 252.	#1 Complete the application process successfully #2 Complete the registration process successfully #3 Develop an educational goal	Local information sessions were held on campus each semester. Our goal of the number of UC majors who register (beyond 252) was achieved, with 317 students. A new UC website was redesigned and released Spring 2014.

support for distance learning		Update Brochures		Spring 2015	Increase initial contacts to above 234.	and pursue it.	Increase initial contacts to above 234 – not achieved. Now that we are fully staffed, we hope to increase initial contact numbers to over 234 next year.
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Part IV. Resource Implications

The University Center focused marketing efforts at KCC students. Once the specialist was hired, she gave presentations to classes to increase awareness of the UC and availability of distance programs. We will continue to give presentations to Kauai students, and will use the existing UC budget to create a target marketing campaign for the general public. No additional funding is required.

Part V. Program Learning Outcomes and Assessment

The University Center provides services and support that enables distance learning students to:

1. Complete the application process successfully

Assessment: number of students that applied to programs and are accepted

- The center helped 45 students during AY 13-14 successfully apply and register for upper division courses. This is significantly higher than the 30 students aided last year.

2. Complete the registration processes annually

Assessment: Number of majors who register each semester

- There were 317 majors in upper division distance programs during the AY 13-14, an increase of 56 students.

3. Develop an educational goal and pursue it

Assessment: Persistence rates and number of degrees and certificates earned

- The persistence rate increased to 92% (from 85%) from Fall to Spring during AY 13-14 and we had a total of 42 graduates (from 36 last year) in 13 programs.

4. Succeed in their courses by providing services such as New Student Orientation, proctoring, and general advising.

Assessment: Number of NSO attendees, number of distance learning tests that are proctored, number of initial contacts.

- The NSO attendees for AY 13-14 was 50, this number is higher than last year by 19. This number increased despite only holding one orientation. The specialist position was still vacant when the first orientation would have been held.
- Proctored exams for AY 13-14 were 1089, an increase of 218 proctored exams from 871 last AY.
- Initial contacts were 183 which is lower than last year's 193.

The University Center numbers have rebounded nicely now that the UC is once again is fully staffed. The numbers of successful applicants, orientation attendees, and total number of DL registrants have all increased. While initial contacts are lower than last year, this is largely due to the UC's Education Specialist's position which was vacant. The remaining staff coverage had limited time to assist students outside of their duties. Now that the UC is fully staffed, potential students will be better served and the center will continue its marketing efforts locally (on the college campus) and increase island-wide outreach efforts. We hope to see an increase in initial contact numbers next year to over 234.

Part VI. Programs Cost