



Continuing Education & Outreach

Celebrating Success~Building for the Future



Mission:

To provide high-quality student and client-centered educational opportunities and services to enhance the quality of life for the diverse communities we serve.

Vision:

To become a nationally recognized leader by developing and providing innovative educational programs and services through collaboration and entrepreneurship.

CE&O Planning Units (2003-04):

Community Education
Conferencing and Events
Distance Education

Extended Campuses: Corbin, Danville, Manchester, Ft.

Knox, Hazard, Somerset
Gear up Kentucky
Media Resources

Student/Client Support Services
Workforce Education

Other units added during 2004: Hummel Planetarium

What We Do?

- Works with “customer” groups in the delivery of distance education services.
- Works with ECU departments to offer courses and programs in the delivery of opportunities to targeted customers and groups.
- Works to design costing of service models and financing of distance education through Revenue Sharing and Activity-Based Costing.
- Works through the DE Academy incorporating best practices, Accessibility, and other strategies to support faculty of ECU.
- ECU’s distance learning enterprise will endeavor to become *the* leader in distance education in Kentucky in the months and years ahead.

KEY ASSESSMENT AREAS DURING 2003-04 (Objectives):

- Coordination of scheduling services for: KTLN, KET, KYVU, working with Extended Campuses and Registration Center.
- Implement targeted programs for online delivery.
- Marketing of distance education programs.
- Design of financial models to support distance education.
- Collaborate on programs and statewide initiatives supporting distance education.
- Evaluation – forms and processes.
- Customer Service training for all CE&O staff members.
- Customer service database applicable to all areas of DE and CE&O.

KEY OUTCOMES AND RESULTS DURING 2003-04:

- ✓ Objectives achieved in scheduling distance classes and requests – 95%.
- ✓ Program in Correctional and Juvenile Justice studies offered online utilizing services of Online Academy.
- ✓ Marketing and planning strategies employed in distance education.
- ✓ Financial models utilized for identification of costs across units of ECU (Activity-Based Costing). Revenue sharing employed for course development requests.
- ✓ CE&O/DE leadership taken with Council on Postsecondary Education eLearning strategic planning in support of Distance Learning Advisory Council. Report and action plan approved by DLAC.
- ✓ Distance Education Evaluation through review of instruments and work in design of Online Academy. Ongoing.
- ✓ Customer service training seen as a benefit to all units and new units added to Division of CE&O. Training implemented for staff.
- ✓ Customer service effort further developed through database (Everest) implementation. Customer service inquiries tracked and follow-up services.

STRATEGIC PLANNING AND STAFF DEVELOPMENT INITIATIVES DURING 2003-04:

- *Fall 2003 – Strategic Planning staff workshop.*
- *Spring 2004 – DACUM Facilitation (Occupational Analysis) for Organizational Development.*
- *Spring 2004 – Activity-Based Costing and Financial Models Workshop/review of literature. Begin developing budgeting and planning model in ABC.*
- *Summer 2004 – Leadership Workshop and Skills Inventory.*
- *Fall 2004 – SWOT Analysis/Strategic Planning through Facilitation Center in conjunction with strategic planning 2005-06.*

THE VALUE OF DISTANCE EDUCATION TO EASTERN KENTUCKY UNIVERSITY:

During 2003-04, total of 6,514 students enrolled in distance education courses, with undergraduate enrollment equal to 5,373 and graduate enrollments were 1,141. The value of all courses and enrollment activity using tuition dollars generated from distance education in 2003-04 is equal to \$2,707,859.00 (The Activity-Based Costing Model for Distance Education, July 23, 2004).