



SCHOOL *of*  
CONTINUING &  
PROFESSIONAL  
STUDIES

## Annual Report 2011-2012

by Mark Atkinson

## Letter from the Dean

Thank you for reading about us! The School of Continuing & Professional Studies is an eclectic and cohesive group of professionals that provide programs such as SUU Online™, K12 Professional Development, Community Education, the developing Summer Sunbirds, English as a Second Language (ESL), Concurrent Enrollment, and the SUU collaboration with the Center for Teaching Excellence in Las Vegas.

We are technologists, program developers and entrepreneurs, and highly dedicated to what we call “outreach” or “non-traditional” learners at Southern Utah University.

While American continuing education began many decades ago, its face has changed and evolved into what we offer today. Supporting non-traditional university programs such as ours has become traditional and strategic. Higher education will only rely more and more on entrepreneurship, outreach, and technology, and the School of Continuing & Professional Studies we will be here as a formidable resource to SUU and its communities of learners in realizing its challenges.

Our School is proud of its programs and outcomes. Thanks again for learning about what we do and have done recently.

Sincerely,  
Dean Mark Atkinson



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# ***Part 1: Goals and Outcomes***

## **School Description and Mission Statement**

The School of Continuing and Professional Studies (SCPS) acts as an innovative catalyst for the Southern Utah University by facilitating and offering flexible educational opportunities that enhance intellectual, economic, technological, and cultural development.

The School is committed to responding to diverse student populations as they discover and fulfill their potential in today's rapidly changing world. Our programs expand the range of educational opportunities offered by the academic colleges on campus, at area and regional sites, through the use of online learning and communications technologies, and in convenient time frames.

Programs administered by the School of Continuing and Professional Studies include SUU Online™, K12 Professional Development, Community Education, the developing Summer Sunbirds, English as a Second Language (ESL), Concurrent Enrollment, and the SUU collaboration with the Center for Teaching Excellent in Las Vegas.

These opportunities and all that we seek to offer in the future, include university-wide noncredit programming to serve the needs of area business, industry, and government.

## **Staff**

### *Dean's Office*

Mark Atkinson	Dean
Susan Durfee	Director of Operations
Lisa Swanson	Accountant
Currently Hiring	Accounting Assistant/ESL Specialist

### *SUU Online™/Concurrent Enrollment*

Karl B. Stevens	Director
Ean Harker	Instructional Designer
Currently Hiring	Instructional Designer
Michelle Thayer	Instructional Design Specialist
Shane Flanigan	IVC HUB Facilitator

### *English as a Second Language (ESL)*

Currently Hiring	Director
Robert Goodman	Academic Coordinator
Cindy Hailstone	Administrative Assistant

### *Community Education/Summer Sunbirds*

September Lutterman	Director
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## **Goals and Objectives**

1. SUU Online will continue to discover and meet the demands for sound and improved online learning, and design-teaching technology support of SUU faculty.
2. The role of SCPS will continue to expand our efforts to provide quality concurrent enrollment offerings to high school students throughout our region to help SUU further its efforts to support the 20/20 initiative in the state of Utah.
3. The ESL program will continue to grow in size and quality. We will obtain national accreditation through CEA, and expect to grow into a program of excellence as an English Intensive Program.
4. The Community Education program will continue to grow in size and quality with significantly more offerings as well as the implementation of the Summer Sunbird program.
5. The professional development arm of SCPS will continue to provide quality courses to the mountain states region and expand our offerings in other areas with partnerships with third party providers. In time, professional development will be explored in the area of business and industry.
6. The Las Vegas effort will continue to develop, provide and enhance graduate level programs in partnership with the Center for Teaching Excellence (CTE) and the Clark County School District as well as develop efforts with CTE to expand programs to national markets.

## **Accomplishments and New Initiatives**

There were three new, major initiatives in Continuing and Professional Studies during the 2011-12 academic year. The initiatives include:

- Development and launch of the English as a Second Language program. Launched August 1, 2012.
- Preemptive development of the Summer Sunbirds program. Set to launch summer 2013.
- Restructure of distance learning team into SUU Online, with Karl Stevens as director.
- Implementation of business plan and cash flow projecting across SCPS programs, to encourage thoughtful planning and fiscal responsibility.

## Part 2: Administrative Programs

### SUU Online™

SUU Online™ facilitates the development and delivery of SUU's online courses. We strive to provide tools and resources to students and professors that optimize the learning experience. In accordance with SUU's overall mission and goals, we want online learners to also *Experience More*.

- Online courses follow the same semester and the same or similar tuition schedule as their campus counterparts.
- Students with Utah residency who have been admitted to SUU can register for online sections in the same manner as campus sections using the Banner registration system.
- Online courses carry an additional \$20 per credit fee to support instructional technology licensing and student/faculty support center costs.
- All university policies pertaining to campus sections also apply to online sections, such as academic honesty, add/drop dates, final exam deadlines, etc.

### Basic Facts

- Program restructured and rename SUU Online™ August, 2012.
- Program has a director, 3 full time instructional technologies or designers, a full time televideo (IVC) coordinator, and 3 part time student workers.
- Approximately 82% of SUU courses, regardless of modality, are delivered through the Canvas learning management system.

### Enrollments (duplicated)

Online	2008-09	2009-10	2010-11	2011-2012
Undergraduate	4,643	5,607	6,080	5,324
Graduate	667	1,094	956	969

Blended Learning - IVC	2008-09	2009-10	2010-11	2011-12
Undergraduate	0	0	0	101
Graduate	300	200	399	629

### Outlook for the Future

SUU Online plans to continue growing the university's presence in an international market for our graduation degrees. In part, this will be accomplished through a contractual partnership with Learning House.

Other plans include providing more technologist support for SUU faculty. SUU Online will play a role in pedagogically sound instructional design coaching, the use of educational technologies with face-to-face and online instruction, and develop competency in the educational use of mobile devices such as the iPad.

The use of synchronous communications technologies is on the rise, and its effectiveness is well supported by research. SUU Online is seeing an increased use of web conferencing (Adobe Connect PRO) and, televideo (IVC).

A challenge online learning is currently facing is the revolution taking place in the United States with authorization. In October 2010, the U.S. Department of Education released the state authorization' regulation.

The regulation required each US university offering online learning courses to demonstrate that it has the proper approval(s) in each state in which it serves students by July 1, 2014. The regulation was later rescinded yet, many states, such as Utah, require such authorization. This may be constraint and threat to any publicly funded university due to cost. SUU Online intends to comply with all such regulations and, continue monitoring the authorization issue so as to mitigate risk to SUU, and deliver a healthy online learning program.

## **K12 Professional Development**

### *Basic Facts & Statistics*

The K12 Professional Development program serves the needs of Utah in-service school teachers and school districts by facilitating 5000-level courses that lead to endorsements with the Utah State Office of Education (USOE).

SUU classes are offered in the areas of gifted & talented, reading, math, ESL, dual immersion, the arts: dance/film/visual & fine arts/music/theater, library media, science, health/physical education, computer science & technology, and special education. Syllabi for the courses are developed by faculty at SUU.

### *Enrollments (duplicated)*

2007-08	2008-09	2009-10	2010-11	2011-12
11,517	9,641	7,747	8,974	7,665

### *Outlook for the Future*

In line with the overall mission of the school, this program will systematically seek to discover the changing needs of the community we serve with primary data collection.

Along with other SCPS programs, K12 professional development is exploring the possibility of online registration and the reduction of paper-based information processing.

## **Community Education**

The Community Education program is committed to seeking courses and instructors that will expand the educational experience to anyone within reach of the Cedar City area. The program was created to serve the interests and needs of all residents from the surrounding communities in the region. An extensive of this program, Summer Sunbirds, launches

### *Basic Facts & Statistics*

- The program offers a variety of classes including Yoga, computer training, quilting, and others.
- Many of the classes are located in the COC building where the School of Continuing & Professional Studies offices.

### *Enrollments (head count)*

2010-11	2011-12
213 registrants – 270 hours	1,157 registrants – 694 hours

## *Outlook for the Future*

Community Education programs of today need an innovative leadership to find unique learning opportunities, as community markets are typically saturated with computer and exercise classes, which are often free. The School of Continuing & Professional Studies will rely more heavily upon primary data for specific market like Sunbirds, and national trends, to drive its offerings to the Iron County area.

## **Center for Teaching Excellence Partnership in Las Vegas**

Southern Utah University is pleased to partner with the Clark County School District and the Clark County Education Association to offer focused graduate level courses to highly qualified teachers within the district. This program provides specific courses which help teachers acquire greater skills in any of the following areas:

These courses are delivered in a combination of live classroom instruction and online content delivery.

The content and focus of these programs do not just help teachers be better teachers, but better professionals as well. The District and Association recognize the need to improve quality while rewarding those dedicated to this professional development opportunity.

### *Basic Facts & Statistics*

- The partnership launched in 2006.
- Offerings include cohorts for the SUU Masters of Education, and a cohort for classes to earn an online teaching certificate.

### *Enrollments (duplicated)*

	<b>2008-09</b>	<b>2009-10</b>	<b>2010-11</b>	<b>2011-12</b>
Masters of Education		97	269	0
Graduate Cohort	325	314	246	338

## *Outlook for the Future*

The outlook for this program is difficult to project. Currently, the political and economic environment of Las Vegas is in transition and the SUU partnership with the CTE is highly dependent on meeting sought after needs of the Clark County School District. If the needs are unmet and SUU is called upon to fulfill this mission, the program may thrive.

Currently, enrollments for the next year are projected to be low to very low. However, the CTE is working to reverse this trend and, possibly open new markets under their umbrella which may benefit SUU.

## **Summer Sunbirds**

The Sunbird program began development in March 2012. The offering is a series of “experiences” in and around Cedar City and SUU, with a focus on tourists and locals from the senior generation. It is known this is a large demographic that visits southern Utah, and SCPS will strategize to find interesting activities to attract these visitors to stay here and enjoy what we have to offer.

In October 2012, market development and advertising will begin with primary research and an email marketing campaign, in order to gather preference data. In later 2012, experiences to be offered will be developed and registration will begin Spring 2013.

## Concurrent Enrollment

The concurrent enrollment program facilitates college credit courses for high schools students in Southern Utah and beyond. High school juniors and seniors are allowed to register. The program also facilitates the concurrent enrollment courses of Southern Utah University's Success Academy, a charter school.

### *Basic Facts & Statistics*

- The program has a ½ time director and a part time student worker.
- SUU Concurrent Enrollment services 7 Utah high schools, and offers limited online courses to the state.
- Beginning Spring 2013, the program will allow for online admissions and registration, for the Fall 2013 term. This is a first in the programs history.

### *Enrollments (duplicated)*

	Fall 09	Spring 10	Total	Fall 10	Spring 11	Total	Fall 11	Spring 12	Total
Online Concurrent	15	21	36	10	32	42	23	27	<b>50</b>
Success Acad. Online	177	192	369	222	119	341	270	69	<b>339</b>
Success Acad. Live	221	235	456	205	273	478	182	368	<b>550</b>
Cedar	327	93	420	274	83	357	261	65	<b>326</b>
Canyon View	154	46	200	154	83	237	235	94	<b>329</b>
Parowan	100	45	145	77	20	97	111	63	<b>174</b>
Beaver	30	6	36	48	4	52	16	26	<b>42</b>
North Sevier							18		<b>18</b>
Hunter							29	20	<b>49</b>
Taylorsville							13	13	<b>26</b>

2009-10
Total <b>1,662</b>

2010-11
Total <b>1,604</b>

2011-12
Total <b>1,903</b>

### *Outlook for the Future*

In the 2013-14 school year SUU will offer more online learning course than currently, to incorporate the course load of other universities who will no longer service Southern Utah. This will required the great adoption of synchronous communication technologies (web-based), such as web conferencing and televideo.

## Part 3: Academic Programs



### English as a Second Language (ESL)

The SUU ESL program had an excellent first-year launch beginning with 46 students, and currently teaching 187 as of Fall 1 term 2012. The refined focus and purpose of the program is noted in the points below:

- Participate in Global Engagement by sharing the American culture and language with international learners.
- Enrich the cultural experience of SUU students with interaction with international students in the ESL program.
- Encourage undergraduate matriculation of international students at SUU.
- Support revenue diversification of SUU with outreach programs.
- Support the mission of the School of Continuing & Professional Studies

### *Basic Facts & Statistics*

- Program launched August 1, 2011.
- There are 17 ESL faculty members
- Since inception, the program has averaged 126 students per 4-week term, with a maximum of 184 students August, 2012.
- The program will soon migrate from 12, four-week terms to 6, seven-week terms.
- Accreditation will be sought, beginning early 2013, with the Commission on English Language Accreditation (CEA).
- A new director will be hired for the program in late 2012.

### *Enrollments (duplicated)*

Enrollments from August 1, 2011, to September 1, 2012.

Saudi Arabia	1,442
Korea	123
China	46
Columbia	7
Mexico	6
Afghanistan	12
Spain	1
France	5
<b>TOTALS</b>	1,642

### *Outlook for the Future*

Expansion is currently constrained by the lack of classrooms available to the program. Ideas to overcome this constraint is the exploration and additions of evening school, online learning, and summer programs.

During the 2013 calendar year, the program will pilot two educational technologies: iPad, and Second Life, as separate initiatives. Then, determine the benefit of broader use of either or both with the program. Each

initiative will be based upon principles of supporting learning outcomes, while the iPad will be used in the classroom and Second Life with both classroom (as a pedagogical extension) and online learning.

With a permanent director coming to the program in late 2012, ESL is greatly interested in diversifying the mix of nationalities in the student body.