



SCHOOL *of*  
CONTINUING &  
PROFESSIONAL  
STUDIES

## Annual Report 2012-2013

by Dr. 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 Experiences, English as a Second Language (ESL), Concurrent Enrollment, Camp Kesem, and teacher education programs in Nevada. In the proceeding school year, the Event Services program will return to us.

We are technologists, program developers and entrepreneurs, highly dedicated to what we call “outreach” or “non-traditional” learners at Southern Utah University. This includes our local community, our most cherished partner of all.

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 potential.

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



## **Table of Contents**

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

- School Description and Mission Statement
- Staff and Faculty
- Goals and Objectives
- Accomplishments and New Initiatives

### **Part 2: Administrative/Community Programs**

- SUU Online™
- Community Education
- Summer Experiences
- New Administrative Programs for 2013-14

### **Part 3: Academic Programs**

- English as a Second Language (ESL)
- K12 Professional Development
- Nevada Programs
- Concurrent Enrollment

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

## **School Description and Mission Statement**

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

Programs administered by the School of Continuing and Professional Studies include SUU Online™, K12 Professional Development, Community Education, Camp Kesem, English as a Second Language (ESL), Concurrent Enrollment, and programs in Las Vegas which include a Masters of Education (M.Ed) cohort, and endorsement/certificate programs, completely delivered online.

### *Our Mission*

With learners as our focus, the mission of the School of Continuing & Professional Studies is to facilitate and provide educational outreach opportunities to our community and the diverse learner groups of Southern Utah University. Our professional focus includes academic excellence, experiential engagement of learners, and technology.

## **Staff and Faculty**

### *Dean's Office*

Dr. Mark Atkinson	Dean
Susan Durfee	Director of Operations
Lisa Swanson	Accountant
Alison Adams	Administrative Assistant

### *SUU Online*

Dr. Karl Stevens	Director
Ean Harker	Instructional Designer
<i>Currently Hiring</i>	Instructional Designer
Michelle Thayer	Instructional Design Specialist
Shane Flanigan	IVC HUB Facilitator

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

Dr. Andrea Stiefvater	Director
Robert Goodman	Academic Coordinator
Leman Uyklu	Activities Coordinator
Lark Hovey	Lecturer
Yasmin Motasmin	Lecturer

ESL Part Time Faculty: [http://suu.edu/scps/esl/faculty\\_staff.html](http://suu.edu/scps/esl/faculty_staff.html)

### *Community Education/Summer Experiences*

September Lutterman	Director
---------------------	----------

### *K12 Programs: K12 Professional Development & Concurrent Enrollment*

Dr. Leilani Nautu	Director
-------------------	----------

## 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. Concurrent Enrollment will have the focus of continued improvement efforts for providing quality university courses to high school students, supporting the 2020 initiative of the state of Utah. Technology outreach will be key in this effort, including the explored use of web conferencing as an instruction delivery tool.
3. ESL will continue to support the internationalization efforts of SUU by providing English language instruction. The program will continue to pursue national accreditation through CEA, and expect to grow into a program of excellence as an English Intensive Program. Special focus will be paid in 2013-14 to providing outcomes-based assessment and direction, and to support international students at SUU, who may be struggling with English proficiency. Also in that fiscal year, all courses will be delivered through the Canvas Learning Management System.
4. Community Education will continue to grow in size and quality with significantly more and diverse offerings, including the new Summer Experiences program.
5. K12 Professional Development will continue to provide quality courses to Utah and Nevada public educators and consider other opportunities. In the 2013-14 school year, all endorsement offerings will be migrated to the Canvas Learning Management System.
6. The Nevada programs will continue to provide educational opportunities to Nevada school teachers, and look for expansion of both school districts served, and offerings delivered in the state.
7. The Bachelor of General Studies major will outreach to learners, especially SUU alumni, who have had life get in the way of finishing their dream of a completed college education. A online pathway will be developed and articulated to potential students.

## Accomplishments and New Initiatives

There were three new, major initiatives in Continuing and Professional Studies during the 2012-13 academic year. The initiatives include:

- Professional Development: All SCPS participated in either national conferences or other specialized training, to improve performance and adherence to best practices.
- ESL: Continued the accreditation eligibility application in preparation to submit to the Commission of English Language Program Accreditation (CEA), to take place (submission) September, 2013. Hired the program's first full time faculty members in August, 2013. Finalized a complete curriculum map for the program. Migrated all courses to an outcome-based orientation, aligned with the new curriculum map. Developed and maintained higher standards for learners, to ensure success in credit courses at SUU based on English proficiency. Developed new standards and processes for admission. Developed new faculty standard manual.
- K12 Professional Development: Raised course quality standards for courses proposed to SUU for credit. Placed emphasis on sound learning outcomes, faculty credentials, and assignment rubrics.
- SUU Online: Development of a new iPad faculty training series. Development of a new offering to academic colleges, the online course quality review, which provides critical feedback for faculty for improvement of online teaching and course development.
- Community Education: Development began of the new Summer Experience program. Set to launch summer 2014. Implemented new blog and website, with ability for registrants to register and pay online. Implemented new comprehensive marketing campaign including SUU website, social media, email marketing, local business alliances, and so forth. Developed and delivered new iPad Beginner workshops.
- Concurrent Enrollment: Migrated student admissions and course registration to online with the Banner student information system.
- Made preparations to acquire Event Services program.
- Successfully lobbied to acquire Bachelor of General Studies program.

## Part 2: Administrative Programs

### SUU Online™

SUU Online™ is an administrative department which provides technology support to SUU faculty and learners which in turn 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 renamed: *SUU Online* August, 2012.
- Program has a director, 3 full time instructional technologies or designers, a full time televideo (IVC) coordinator, and 4 part time student workers.
- Approximately 82% of SUU courses, regardless of modality, are delivered through the Canvas learning management system, which is managed by SUU Online.

#### 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.

## Community Education

The Community Education program is committed to offering 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 Experiences, launches in June 2014.

### *Basic Facts & Statistics*

- The program offers a variety of classes including Dutch Oven Cooking, computer training, quilting, dog training and others.
- Many of the classes are located in the COC building where the School of Continuing & Professional Studies offices.
- These are non-credit classes, offered for a nominal fee.

### *Enrollments Specific to Community Education Courses (head count)*

2010-11	2011-12	2012 - 2013
213 registrants – 270 hours	444 registrants – 509 hours	351 registrants – 112 hours

### *Participants for all Community Outreach Centers events that impacted Community Education Staff (head count)*

2011-12	2012 - 2013
1,157 participants – 694 hours	1,623 participants - 1,804

### *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 Summer Experiences, and national trends, to drive its offerings to the Iron County area.

## Summer Experiences

The Summer Experiences program will begin in June 2014. 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.

## **New Administrative Programs for 2013-14**

### **Bachelor of General Studies (BGS)**

This major will be administered by SCPS starting September, 2013. It is considered administrative to SCPS since academics and advising take place in colleges. The director of SUU Online will act as the initial point of contact for prospective students, while the University College will provide advising.

### **Event Services**

Event Services will return to SCPS in the 2013-14 school year. The program will exclusively focus on events in the Hunter Conference Center such as conferences and other academic offerings, along with serving campus with internal event facilitation.



## Part 3: Academic Programs



### English as a Second Language (ESL)

The Southern Utah University (SUU) English as a Second Language (ESL) program is a dynamic teaching and learning community designed to support students as they develop and improve their English language skills. We share the larger mission of SUU to engage students in personalized and rigorous experiential education, empowering them to be productive individuals, socially responsible leaders, high achievers, and lifelong learners.

The purposes of the program are to:

- Participate in global engagement by sharing the American culture and language with international learners.
- Enrich the cultural experience of SUU students through interaction with international students in the campus community.
- Encourage undergraduate matriculation of international students at SUU.
- Support the mission of the School of Continuing & Professional Studies by outreaching the university through formal, non-formal, and informal means.

### Basic Facts & Statistics

- Program launched August 1, 2011.
- We have:
  - 2 full-time ESL lecturers
  - 15 part-time ESL instructors
  - a full-time Academic Coordinator
  - a full-time Activities Coordinator (who also oversees airport shuttle and homestay)
- The program runs 6 terms of 7 weeks, as well as flexible summer programs
- We offer 9 levels of classes, with a focus on academic language preparation and
  - matriculation into SUU.
- We have developed a new experiential learning course which will align with the SUU EDGE program.
- The program has invested heavily in educational technologies: we have a SMART board as well as a fleet of 16 iPads.
- Average enrollment during the past year was 142 students per term

### Enrollments (duplicated)

Enrollments from August 1, 2011, to September 1, 2013.

	2011-2012	2012-2013
Saudi Arabia	275	239
Korea	13	15
China	5	17
Columbia	3	0
Mexico	3	0
Afghanistan	2	0
Spain	1	1
France	5	6

Mongolia	0	3
Brazil	0	1
<b>TOTAL</b>	307	282

### *Outlook for the Future*

Program actively recruiting in varied locations in order to increase student diversity. During Fall 2013, recruiting trips will be made to China, Russia, Ukraine, Georgia, Armenia, Azerbaijan, and Turkey. During Spring 2014, recruiting trips will be made to Korea, Brazil, and Chile.

An accreditation application will be submitted to CEA (Commission on English Language Accreditation) September 2013. ESL looks forward to continuing the accreditation process throughout the upcoming year.

The program will continue to uphold the high academic standards that are outlined in our new 9-level curriculum. For the 2013-2014 year, this means implementing a systematic program and course assessment system.

### **K12 Professional Development**

The SUU K-12 Professional Development program provides credit for in-service school teacher courses in Utah and Nevada. Most of the courses are taught by school districts and proposed to SCPS for 5000-level credit. Courses are divided into two categories: endorsement courses and general professional development courses, with the larger majority falling into the latter category.

#### *Endorsement Courses*

Endorsement courses are developed by qualified faculty at Southern Utah University, observing state of Utah requirements. School districts seeking to offer these courses must use and closely adhere to SUU syllabi and content. SUU credit is conferred only under these conditions.

Current endorsement offerings include *Gifted & Talented, Reading, Math, ESL & Dual Immersion, Dance/Film/Visual & Fine Arts/Music/Theater, Library Media, Science, Health/Physical Education, Computer Science & Technology* and *Special Education*.

#### *Professional Development*

Professional Development courses are developed and taught by the school district (or school) and offered in dozens of different topics, many of which are cutting edge.

#### *Enrollments (duplicated)*

2007-08	2008-09	2009-10	2010-11	2011-12	2012-13
11,517	9,641	7,747	8,974	7,665	6,681

### **Nevada Programs: Las Vegas**

In partnership with the SUU College of Education and Human Development, SCPS offers a Masters of Education program, and endorsement programs: Technical innovations in Teaching and Learning, Urban Studies, Teacher Leadership, Gifted and Talented, TESOL/Bi-Lingual Education and School Safety: Emergency Management in the Schools. All offerings are delivered online.

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.

Recruitment and some administrative operations are managed by SUU partner and Las Vegas organization, the Center for Teaching Excellence (CTE).

*Enrollments (duplicated)*

	2008-09	2009-10	2010-11	2011-12	2012-13
Masters of Education		97	269	0	31
Graduate Cohort	325	314	246	338	713

*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 marginal for both endorsement courses and the M.Ed cohort.

However, new partnerships are being explored with Nevada school districts other than Clark County. This may present the opportunity to combine enrollments into online classes, improving learner experience and maintaining the solvency of the programs.

**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 in adjunct sections taught by qualified high school teachers and online sections taught by SUU professors. 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.
- SUU Concurrent Enrollment services 9 Utah high schools, and offers selected online courses to the state.
- Beginning Spring 2013, the program implemented online admissions and registration, for the Fall 2013 term. This was a first in the programs history. This has greatly reduced paperwork for SCPS, Admission, and Registrar staff.

*Enrollments (duplicated)*

	Fall 10	Spring 11	Year Total	Fall 11	Spring 12	Year Total	Fall 12	Spring 13	Year Total
Online Concurrent	10	32	<b>42</b>	23	27	<b>50</b>	122	106	<b>228</b>
Success Acad. Online	222	119	<b>341</b>	270	69	<b>339</b>	95	65	<b>160</b>
Success Acad. Live	205	273	<b>478</b>	182	368	<b>550</b>	248	245	<b>493</b>

Cedar	274	83	<b>357</b>	261	65	<b>326</b>	375	53	<b>428</b>
Canyon View	154	83	<b>237</b>	235	94	<b>329</b>	311	141	<b>452</b>
Parowan	77	20	<b>97</b>	111	63	<b>174</b>	177	60	<b>237</b>
Beaver	48	4	<b>52</b>	16	26	<b>42</b>	27	11	<b>38</b>
North Sevier				18		<b>18</b>	24		<b>24</b>
Hunter				29	20	<b>49</b>	18	16	<b>34</b>
Taylorsville				13	13	<b>26</b>	8	10	<b>18</b>
Bryce Valley							20		<b>20</b>
Open High School							4		<b>4</b>
Delta							27		<b>27</b>
Panguitch							14		<b>14</b>
Escalante								1	<b>1</b>

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

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

2012-13
Total <b>2,154</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.

Furthermore, SUU is involved with the statewide effort to develop and deliver more TICE courses. As these courses are electronically delivered, regional boundaries do not apply, and SUU can partner with any high school seeking our courses. SUU is also seeking approval for new concurrent enrollment courses which will expand our offering and increase enrollments.