MEMORANDUM

TO: Institutional Effectiveness Council

FROM: Dr. Martha Hocutt

DATE: January 24, 2013

RE: Executive Summary of Planning and Assessment Documents and Priorities for the Division of Online Programs

Accomplishments 2011-2012

- 95% of students indicated satisfaction with their experience in online programs.
- Two professional development sessions were held for online faculty. The first was training for NBC Learn and the second, a two-day faculty meeting where a variety of professional development opportunities were available from which faculty could choose.
- A new Faculty-Orientation Blackboard shell was developed and distributed to all instructors who teach online.
- The DOP organized a College Goal Sunday event in which area high school seniors came to UWA and completed the FASFA application.

Items Needing Action (Listed in Order of Priority)

1. Continue to offer Smarthinking Tutoring and expand services to select graduate courses.
   **Cost:** $15,000

2. Expand UWA Military Scholarships to include veterans.
   **Cost:** $50,000

3. Hire recruiter for increasing enrollment of Turkish students
   **Cost:** $45,000 (Salary) + $15,000 (printing, exhibiting, and travel)

4. Host graduation reception for online staff and faculty
   **Cost:** $1,000

5. Provide funds for each advisor to attend one professional conference related to online advising and recruitment and participate in a webinar about online advising.
   **Cost:** $3,000

**Total Cost:** $129,000