

# **Administrative and Educational Support Report**

**Center for Distance Learning**

**Annual Action Plan  
Annual Assessment Report**

**June 2004 – May 2005**



# Annual Action Plan: June 1, 2004–May 31, 2005

Unit: **Center for Distance Learning**

**UTPA Mission:** The University of Texas-Pan American (UTPA) serves the higher education needs of a rapidly growing, international, multicultural population in the South Texas Region. The University preserves, transmits and creates knowledge to serve the cultural, civic, and economic advancement of the region and the state. The University provides students advanced instruction in academic programs offered through innovative delivery systems that lead to professional certification, and baccalaureate, master's and doctoral degrees. Through teaching, research, creative activity and public service, UTPA prepares students for lifelong learning and leadership roles in the state, nation and world community.

Division: **Academic Affairs**

Unit Head: **Dr. Wendy Lawrence Fowler**

**Unit Mission:** The Center for Distance Learning (CDL), a component of the Division of Academic Affairs, supports and fulfills the mission of the University of Texas-Pan American by providing services and facilities that promote, support, and integrate the best known pedagogic principles, using appropriately applied technologies and multimedia in learning, teaching and research to provide a unified structure to coordinate various digitally-based efforts to enhance the traditional classroom environment and support web-based learning offerings at the University of Texas-Pan American.

**Unit Goal:** Promote and support the use of technology.

- Link to UTPA Goal(s):**
- 1: Ensure undergraduate student access and success
  - 2: Enhance graduate education and research
  - 3: Improve UTPA's organizational effectiveness

| Unit Objective<br>(Action Priority: #1 is highest) | Link to UTPA Objective | Expected Outcome for Unit Objective (AA-Measurable Objective)  | Strategy(ies) to Achieve Expected Outcomes   | Assessment Criteria, Evaluation Methods for Expected Outcome  | New Resources Needed in FY05 |
|--|------------------------|--|--|---|------------------------------|
| Increase interactions with the faculty (1)         | 2, 4, 7                | Provide faculty support by increasing contact opportunities between faculty and the Center for Distance Learning by 15%. | <p>Participate in the orientation of new tenure track faculty members.</p> <p>Provide pamphlets, posters, web sites, and other means to market the services of the center to all faculty members.</p> <p>Conduct organized meetings with academic departments to explain the function of the Center and market its services to them.</p> | In August 2005, the Director of the CDL will determine the percentage of increase by comparing the number of contact opportunities in AY 2004-2005 and in AY 2003-2004. | None                         |

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|--|------------------------|---|--|--|--------------------------------------|
|  |                        |   | <p>Provide direct face-to-face orientation meetings to faculty and administrators.</p> <p>Continue the “Technology Innovations in Higher Education” faculty symposia.</p> <p>Provide additional technology sources for faculty.</p> <p>Provide additional media sources.</p> <p>Create training teams to assist academic departments in using Oracle for departmental web sites.</p> <p>Maintain record of contacts.</p> |  | <p>Server</p> <p>Oracle training</p> |
| Promote student success (2)                        | 2                      | Support efforts to improve the teacher certification pass rate by providing online access to the TExES review programs.   | <p>Provide continued support for the existing online TExES review program.</p> <p>Collect data on the number of review sessions, the number of online sessions, and pass rates.</p>  | By the end of August 2005, the director of the CDL will compare the pass rates of those taking the review online versus traditional delivery mechanisms. | None                                 |
|  |                        | Support efforts to improve student access and success by increasing the number of totally online courses by 10% and the number of reduced seat-time courses by 15%. | <p>Promote the development of web-based courses.</p> <p>Provide greater access to classes using web-based courses.</p> <p>Increase access to online</p>  | The Director of the CDL will compare the number of courses offered in AY 2004-2005 to those offered in AY 2003-2004.                                     | None                                 |

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|--|------------------------|--|--|--|------------------------------|
|  |                        |  | courses by ensuring courses are ADA and Section 508 compliant. |  |                              |
| Increase usage of services (3)                     | 2, 4                   | Increase the number of WebCT users from 5,411 to 8,000 by the end of AY 2004-2005. | Maintain record of number of users.                            | In August 2005, the Director will compute usage in AY 2004-05 and compare it to usage in AY 2003-04. | None                         |

**Unit Goal:**

Recruit qualified staff.

**Link to UTPA Goal(s):**

3: Improve UTPA's organizational effectiveness

| Unit Objective<br>(Action Priority: #1 is highest) | Link to UTPA Objective | Expected Outcome for Unit Objective (AA-Measurable Objective)   | Strategy(ies) to Achieve Expected Outcomes                   | Assessment Criteria, Evaluation Methods for Expected Outcome                               | New Resources Needed in FY05 |
|--|------------------------|---|--|--|------------------------------|
| Provide job opportunities for the disabled (4)     | 7                      | Hire at least one disabled person(s) qualified to work on CDL projects from home as a part-time employee. | Actively seek employable handicapped persons for employment. | The Director of the CDL will hire one disabled person on a part-time basis by spring 2005. | None                         |



# Annual Assessment Report: June 1, 2004–May 31, 2005

Unit: **Center for Distance Learning**

**UTPA Mission:** The University of Texas-Pan American (UTPA) serves the higher education needs of a rapidly growing, international, multicultural population in the South Texas Region. The University preserves, transmits and creates knowledge to serve the cultural, civic, and economic advancement of the region and the state. The University provides students advanced instruction in academic programs offered through innovative delivery systems that lead to professional certification, and baccalaureate, master's and doctoral degrees. Through teaching, research, creative activity and public service, UTPA prepares students for lifelong learning and leadership roles in the state, nation and world community.

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- 1: Ensure undergraduate student access and success
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  - 3: Improve UTPA's organizational effectiveness

| Unit Objective<br>(Priority: #1 is highest)   | Link to UTPA Objective | Expected Outcome   | Assessment Criteria, Evaluation Methods   | Assessment Results<br>(Use actual data to describe annual performance)  | Use of Results<br>(What change was made?)  |
|---|------------------------|--|---|---|--|
| Increase interactions with the faculty<br>(1) | 2, 4, 7                | Provide faculty support by increasing contact opportunities between faculty and the Center for Distance Learning by 15%. | In August 2005, the Director of the CDL will determine the percentage of increase by comparing the number of contact opportunities in AY 2004-2005 and in AY 2003-2004. | During Fall 2004, interactions increased by 15% over the previous fall.<br><br>During the spring, interactions involving new faculty participants in CDL decreased due to the retirement and the transfer of two key personnel.<br><br>Continued to host workshops and held two campus wide lunch | Advertisements were placed and a search was conducted for a new Director and a new assistant director/lead instructional designer. The lead instructional designer/assistant director has been hired and will begin work on July 1 with an emphasis placed on faculty interactions and support for faculty integrating technology into |

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|---|------------------------------|---|--|---|---|
|   |                              |   |  | <p>seminars focusing on faculty development and the use of alternative delivery models.</p> <p>In addition to participation in new faculty orientation, a special luncheon series was hosted for new faculty to introduce them to the services of the Center, the Library and Research Administration.</p>  | <p>their teaching – particularly leading to blended learning situation.</p> <p>Due to poor response, the search for a director has been continued. Meanwhile the founding director of the center serves as the interim director and is involved in strategic planning with associate deans for the integration of technology.</p> |
| Promote student success (2)                 | 2                            | Support efforts to improve the teacher certification pass rate by providing online access to the TExES review programs.   | By the end of August 2005, the director of the CDL will compare the pass rates of those taking the review online versus traditional delivery mechanisms. | This task was not completed.  | This task has been tabled until a permanent and fully dedicated director is positioned in the CDL. However, the training materials are part of a continual improvement process to assure increasing quality of instructions and knowledge transfer.   |
|   |                              | Support efforts to improve student access and success by increasing the number of totally online courses by 10% and the number of reduced seat-time courses by 15%. | The Director CDL will compare the number of courses offered in AY 2004-2005 to those offered in AY 2003-2004.  | The number of totally online courses offered in Spring 2004 was 28, in Fall 04 was 26, and in Spring 05 was 30. While the numbers did not increase by 10%, the nature of the offerings is moving towards clustering of courses in disciplines. This suggests that more faculty members within departments are becoming comfortable with using online delivery | <p>To increase a focus on hybrid courses, a lead instructional designer/assistant director with expertise in the area was hired. A campus wide seminar was hosted that introduced the concepts to faculty.</p> <p>Special efforts were made to ensure that new faculty members were familiar with the services provided.</p>      |

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|---|------------------------|------------------|--|---|--|
|   |                        |                  |  | models.<br><br>Number of reduced seat time courses increased.                   |  |
| Increase usage of services (3)              | 2, 4                   |                  | In August 2005, the Director will compute usage in AY 2004-05 and compare it to usage in AY 2003-04. | The number of unique users of WebCT as of May 2005 was 9340, with 13,902 seats. | The Center continues to expand its role and outreach to faculty. |

**Unit Goal:**

Recruit qualified staff.

**Link to UTPA Goal(s):**

3: Improve UTPA's organizational effectiveness

| Unit Objective<br>(Priority: #1 is highest)    | Link to UTPA Objective | Expected Outcome  | Assessment Criteria, Evaluation Methods   | Assessment Results<br>(Use actual data to describe annual performance)   | Use of Results<br>(What change was made?)  |
|--|------------------------|---|---|--|--|
| Provide job opportunities for the disabled (4) | 7                      | Hire at least one disabled person(s) qualified to work on CDL projects from home as a part-time employee. | The Director of the Center for Distance Learning will hire one disabled person on a part-time basis by spring 2005. | Efforts for hires have focused on replacing the Director and Assistant Director. The Center continues to work with the rehabilitation center in supporting and encouraging the use of assistive learning technologies. | Upon arrival of the Assistant Director/.Lead Instructional Designer in July, renewed efforts will be made to hire a person with disabilities to assist with addressing access to web and media-based learning materials. |

**Additional Resources Needed (if any) that were requested for FY06 during the budget cycle:** 2 new positions; funds to replace/upgrade equipment and software