

# College of Professional Studies – Continuing Education Annual Report 2007-08

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## Summary of CPS-CE Activities

**précis** • \prā-'sē, 'prā-(,)sē\ • *noun*

: a concise summary of essential points, statements, or facts

*"The table below is précis of the activities of the CPS-CE in 2007-08."*

|                  |  |
|------------------|--|
| <b>1089</b>      | 07-08 CPS-CE Enrollment (Undergraduate & Graduate)                               |
| <b>171</b>       | Courses & Independent Studies offered through CPS-CE                             |
| <b>\$696,841</b> | 07-08 Revenue  |
| <b>\$377,290</b> | 07-08 Instruction  |
| <b>\$104,940</b> | CPS-CE revenue shared with CPS & Departments - (course allocations) - approx 15% |
| <b>\$60,000</b>  | 07-08 CPS-CE Faculty Grants  |

**phantasmagoria** • \(\,)fan-,taz-mə-'gōr-ē-ə\ • *noun*

: a constantly shifting complex succession of things seen or imagined b: a scene that constantly changes

*"Life in the CPS-CE is a phantasmagoria!"*

07-08 has been about accessibility, visibility, and identity. We've been in our new location in CPS100 for a full year and have found that being on the first floor has been a very positive change. CPS-CE is often a first stop for visitors and students for information about the departments and programs in the CPS.

We moved to first floor to be more accessible to our audience, and in turn, the CPS faculty. It is clear that our goal has been met. Not only do we serve many students (graduate & undergraduate) on a daily basis, but we are also available for spontaneous meetings with faculty to discuss new ideas. This has resulted in the development of several new courses and programs, many of which are also a direct result of the CPS-CE Development Grants.

In Spring 08 we launched our new website ( [www.uwsp.edu/cps/conted](http://www.uwsp.edu/cps/conted) ) with a look and feel that aligns with the CPS web template. Our new site is visually more pleasant, and much easier to navigate. The photos incorporated into the header are of students in CPS-CE programs.

In addition to our new web appearance, we have developed a new marketing identity for our print materials. We've been revising the brochures for all of our programs. You may see some of the results in our literature rack outside the office on first floor. These marketing pieces professionally represent the adult audience that we serve.

This year we have been focusing on showing students how the courses and programs they are participating in can be lead to graduate degrees in the School of Education and Health Promotion & Human Development. This is accomplished by providing materials that demonstrate how they may easily make this transition from being a Continuing Education student to a candidate for a Master's degree.

**THE DETAILS:**

**agglomerate** • \ə-'glä-mə-,rät\ • *transitive verb*

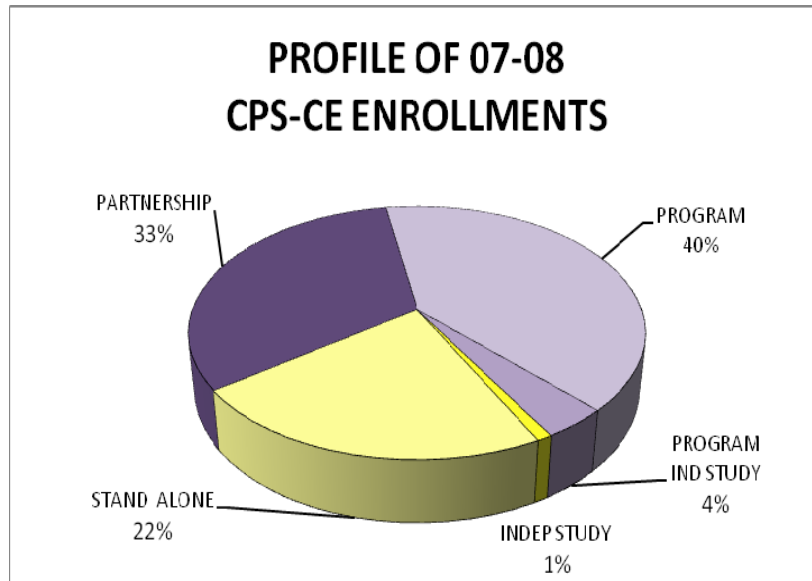
: to gather into a ball, mass, or cluster

*“The table and graphs below are agglomerations of the enrollments and activities of the CPS-CE in 2007-08.”*

**07-08 Enrollment Summary** (Summer '07, Fall '07 and Spring '08)

| <b>Dept.</b> | <b># Of Courses</b> | <b># of Independent Studies</b> | <b>Total Enrollment</b> |
|--------------|---------------------|---------------------------------|-------------------------|
| CLS/HS       | 3                   | 10                              | 44                      |
| COMD         | 5                   | 1                               | 44                      |
| HESA         | 15                  | 9                               | 144                     |
| HPHD         | 18                  | 23                              | 130                     |
| IA           | 1                   | 0                               | 7                       |
| SOE          | 69                  | 17                              | 720                     |
| <b>Total</b> | <b>111</b>          | <b>60</b>                       | <b>1089</b>             |

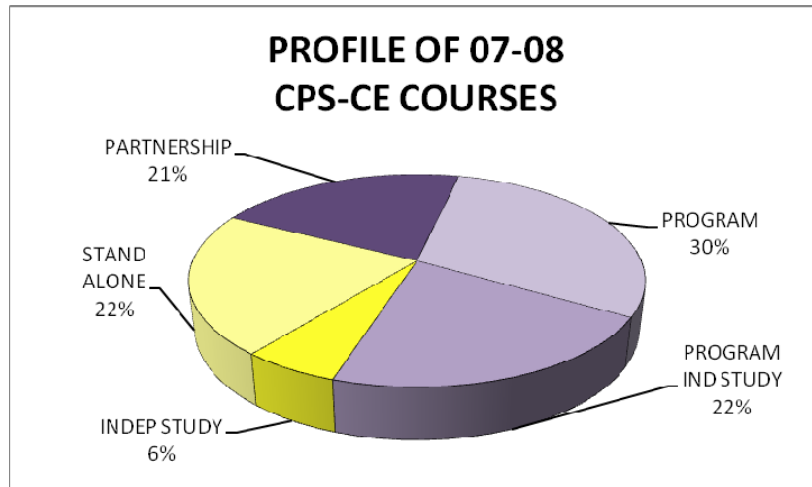
**07-08 Enrollment, Course, and Format Profiles:**



More than three-quarters of students enrolled in CPS-CE courses do so as part of a program or partnership – this points to the success of the CPS approach to continuing education.

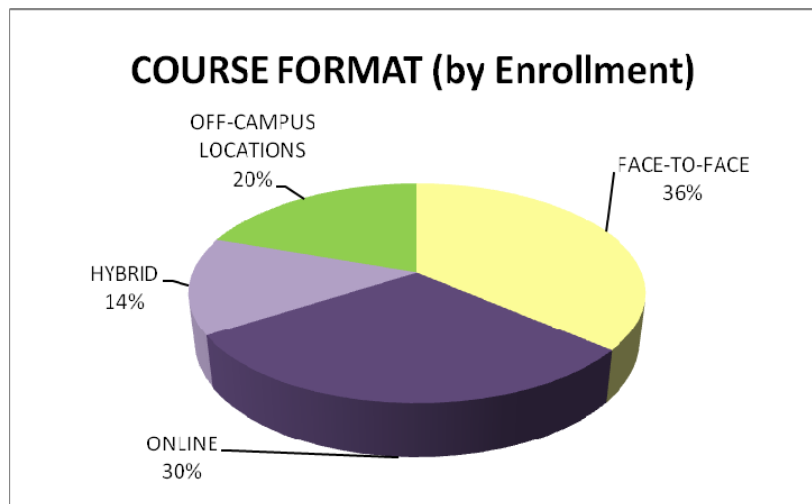
2006-07 = 70%

2007-08 = 77%



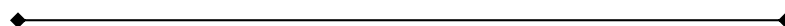
This chart displays the percentage of courses offered that support programs and partnerships. These range from credit offered in conjunction with conferences to large group certification programs.

2006-07 = 67%      2007-08 = 73%



The growing trend of the “on-demand consumer” now extends well to the education realm. Courses and programs offered in online or hybrid formats are becoming more popular every year.

2006-07 = 41%      2007-08 = 44%



## CPS-CE Development Grants

**munificent** • \myū-'ni-fə-sənt\ • **adjective**

: very liberal in giving or bestowing : lavish

**fecund** • \'fe-kənd, 'fē-\ • **adjective**

: intellectually productive or inventive to a marked degree

*"Thanks to the munificence of the CPS Cabinet, we have been able to provide support to the fecund CPS faculty."*

The CPS Continuing Education grant program is designed to encourage CPS instructors to develop new courses and programs that focus on opportunities for the non-traditional audience and follow a partnership, versus mass-marketing, model. This program has grown significantly since it began in 2004. In 07-08, the CPS-CE and the CPS Cabinet approved 16 grants totaling \$60,000 for the development of online and hybrid courses, programs, and certificates.

### **OCTOBER 2007**

| <b>RECIPIENT</b> | <b>PURPOSE</b>   | <b>AMOUNT</b> |
|------------------|--|---------------|
| Tom Brown        | New Course - IA315 Sustainable Design                      | 3,000         |
| Julie Keller     | Course Redesign - HD666 Guidance of Children & Adolescents | 3,000         |
| Perry Cook       | Course Redesign - ED705 Basic Statistical Methods          | 3,000         |

### **JANUARY 2008**

| <b>RECIPIENT</b>  | <b>PURPOSE</b>  | <b>AMOUNT</b> |
|-------------------|---|---------------|
| Abbott, Anne      | Course Redesign-HCR700 Collab Leadership in Comm Devt (w/Aittama) | 1,500         |
| Aittama, Terry    | Course Redesign-HCR700 Collab Leadership in Comm Devt (w/Abbott)  | 1,500         |
| Bardon, Lisa      | Course Redesign-ED782 Seminar: Problems in Except Ed              | 3,000         |
| Katzmarek, JoAnne | Course Redesign - ED740 Improvement in Reading                    | 3,000         |
| Loy, Marty        | New Course - HCR 710 Organization & Program Mgmt (w/co-Instr)     | 1,500         |
| Co-Instr          | New Course - HCR 710 Organization & Program Mgmt (w/Loy)          | 1,500         |
| Marinac, Pat      | Course Redesign - EDUC 500/600/761 Series Revisions               | 3,000         |
| Pope, Deb         | New Course - ED370/570 Response to Intervention (RTI)             | 3,000         |
| Wall, Sterling    | Course Redesign - HD 572 Consumer Economics                       | 3,000         |

### **APRIL 2008**

| <b>RECIPIENT</b> | <b>PURPOSE</b>  | <b>AMOUNT</b> |
|------------------|---|---------------|
| Keller, Julie    | Course Redesign-FCS594 Princ of Career&Tech Ed, & FCS596 Coop Occup Ed Prog | 3,000         |
| Larson, Marsha   | FN706 Nutrition and Food Preparation for Healthy Living                     | 3,000         |
| Meyers, Marty    | Program Devt - Wausau/UWMC collab in Business (w/Milani)                    | 3,000         |
| Mihm, Barbara    | Course Redesign - BUS 320 Principals of Marketing (for CDP)                 | 3,000         |
| Milani, Hamid    | Program Devt - Wausau/UWMC collab in Business (w/Meyers)                    | 3,000         |
| Osborne, Charlie | COMD 797 Management of Fluency Disorders w/the Older Child                  | 3,000         |
| Plonsker, Leslie | COMD 797 Using Lit to Understand Individ w/Disab & Differences              | 3,000         |
| Scovill, Sallie  | HCR 720 Outcome Based Program Evaluation (w/Wetter)                         | 1,500         |
| Stanley, Quinn   | Course Redesign - ED569 C&M for Tchg Students w/Ex Needs II                 | 3,000         |
| Wall, Sterling   | Course Redesign - HCR 740 Grants & Funding for Small Projects               | 3,000         |
| Wetter, Annie    | HCR 720 Outcome Based Program Evaluation (w/Scovill)                        | 1,500         |



## **07-08 HIGHLIGHTS:**

**accomplishment** • \ə-ˈkäm-plish-mənt, -ˈkəm-əl • *noun*

: a successful result brought about by hard work

**compendious** • \kəm-ˈpen-dē-əs\ • *adjective*

: marked by brief expression of a comprehensive matter

*“The following is a compendious list of the accomplishments of CPS-Continuing Education and the schools and departments they work with.”*

### **General**

- New website – developed in collaboration with UWSP Web & Media
- New marketing image – developed in collaboration with UWSP DesignCenter
- Web Registration – The CPS-CE has used the web registration system for a full year. This has resulted in efficiencies for the students, the registrar’s office and CPS-CE. An effort to utilize additional web registration resources is in process.

### **Division of Interior Architecture**

In 07-08 the CPS-CE collaborated with Interior Architecture and UWSP-CE to offer the NCIDQ Exam Prep course to Central and Northern Wisconsin interior architecture professionals. This offering was modestly attended but is helping to build the case for UWSP to potentially becoming an NCIDQ exam site.

### **School of Communicative Disorders**

In 07-08 the CPS-CE supported and collaborated with the School of Communicative Disorders on the and UWSP-CE to offer credit in conjunction with the Augmentative & Alternative Communication (AAC) conferences in Stevens Point and Waukesha last August. This collaboration went so well that UWSP has been asked to coordinate the AAC conferences again this year in Madison & Eau Claire.

### **Department of Health Sciences**

In 07-08 the CPS-CE supported and collaborated with the Department of Health Sciences in offering CLS100 “Health Occupations” a partnership with the Stevens Point School District: CLS100 is a 2-credit online course offered each semester during the academic year in conjunction with SPASH’s Family & Consumer Sciences “Health Occupations” course. In 07-08 eleven SPASH junior & seniors received dual credit while learning about career possibilities in the healthcare field. Looking at last year’s numbers, of the 40 students who took this course in 06-07, *NINE* are now UWSP students (a 23% return!!)

### **School of Education**

In 07-08 the CPS-CE supported and collaborated with the School of Education on the following:

- In Summer 2007, 21 teachers in the Wausau/Northwoods area completed all of the necessary coursework and practicum experience for the 316 certification.
- CPS-CE continued to collaborate with school districts and CESA’s to create customized, topic-specific course offerings, including COSTAR courses in five districts (93 new teachers). In addition, CPS-CE collaborated with DC Everest School district with their Summer teacher training/in-service program; offering UWSP credit in conjunction with their teacher professional development courses.
- CPS-CE and School of Education faculty are currently working with the Stevens Point School District to develop a New Teacher Program tailored specifically for the district.
- The CPS-CE continued to participate in PK-18 Council activities. This group helps UWSP stay connected with Central Wisconsin representatives from higher-education, public and private school district administration, education organizations, and practicing professional K-12 teachers.

### **School of Health, Exercise Science and Athletics**

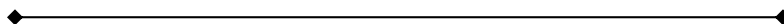
In 07-08 the CPS-CE collaborated with Health, Exercise Science and Athletics on the following programs.

- 910 Add-on Certification in Health Education: This 12-credit program was offered annually over a 10-month time period. All four graduate level courses that make up this sequence have been converted from face-to-face delivery to a hybrid offering utilizing D2L. Thirteen practicing teachers completed the add-on licensure requirements in December 2007. A new delivery schedule was created in 07-08 spreading the 12-credit offering over two summers. The next cohort will begin in Summer 2008 with an enrollment of 18 teachers.
- 860 Add-on Certification in Adapted Physical Education: This six-credit program is offered over a 2-summer cycle with a practicum during the academic year. Six practicing teachers completed the add-on licensure requirements in 07-08. Twelve new teachers are joining this program in Summer 07.
- DPI Best Practices in Physical Education and Health Workshop: This annual workshop offered on the UWSP campus is an excellent example of collaboration between the DPI, HESA, UWSP Continuing Education Conferences, and the College of Professional Studies-Continuing Education Office. The UWSP-CE Conferences office coordinates the workshop offering under the direction of the DPI and Scott Frazier. CPS-CE offers add-on credit that is advertised on our website and in our summer catalog. These efforts resulted in 98 individuals attending the summer 2007 conference and 24 of those taking add-on credit.

### **School of Health Promotion and Human Development**

In 07-08 the CPS-CE collaborated with Health Promotion and Human Development on the following programs.

- Master's in Human and Community Resources:
  - Worked closely with the graduate executive committee to redesign the program, moving from a 9-credit core to a 15-credit core that is tagged "Leadership in Family and Community Wellness" and targets the needs of the human services sector.
  - Worked closely with the graduate office assistant and met regularly as a member of the executive graduate committee to improve consistency in protocol/procedures. Worked on the redesign and ongoing implementation of the HCR graduate database. Worked to increase program exposure in the form of open houses, conference displays and website development. Six students graduated.
- Master's in Nutritional Sciences: Continued to offer courses while exploring design changes that will increase enrollment.
- Family and Consumer Science Graduate Certification Program: Worked with HPHD and SOE to develop an FCS graduate-level certification program designed for licensed teachers. This program will be equivalent to our current undergraduate offering in terms of DPI content standards. It will be designed in a cohort format that is attractive and beneficial to practicing professionals – both teachers and four-year degree holders - while using technology to aid in effective communication and efficiency of content delivery. The proposal was prepared and approved verbally by the DPI. Written approval is forthcoming. The program start date is Summer 2008 with 19 enrolled.



## **07-08 PARTNERSHIPS:**

### **Professional Partners:**

The CPS-CE staff continues to facilitate the activities of the CPS departments and the following school districts and professional organizations to improve outreach course delivery for the entire college:

#### School of Education

- Adams-Friendship Area School District
- Central Wisconsin PK-18 Council
- Central Wisconsin Reading Council
- CESA 5
- CESA 9
- DC Everest School District
- Shawano School District
- Stevens Point Area School District
- UW-System
- Wausau School District
- Wisconsin Department of Public Instruction
- Wisconsin Rapids Public Schools
- Wisconsin State Reading Association
- Youth in College

#### Communicative Disorders

- Wisconsin Department of Health & Family Services/Pathways to Independence

#### Health, Exercise Science, and Athletics

- Stonehearth Open Learning Opportunities/Outdoor Edventures
- UWSP Athletic Camps
- Wisconsin Association for Health, Physical Education, Recreation, & Dance
- Wisconsin Coaches Association Clinic
- Wisconsin Department of Public Instruction
- Wisconsin State Special Olympics Meet
- Wood County Unified Services

#### Health Promotion and Human Development

- Camp Hope
- CESA 5, WFCE Advisory Council
- National Wellness Institute
- Wisconsin Adventure in Outdoor Education Workshop
- Wisconsin Department of Public Instruction
- Wisconsin Family & Consumer Educators
- Yoga Community Connection, Inc.

### **Marketing Partnerships:**

The CPS-CE targets its audience; therefore, we work to identify conferences, websites, list-servs and other vehicles of communication that allow us to spend marketing dollars wisely. The following are venues where the CPS-CE had a marketing presence in FY 07-08.

- Central Wisconsin Educators' Convention
- Central Wisconsin PK-18 Council
- Central Wisconsin Reading Council
- CESA 5
- International Interior Design Association
- National Wellness Institute
- Wisconsin Association for Health, Physical Education, Recreation, & Dance
- Wisconsin Department of Public Instruction website and content listservs
- Wisconsin Coaches Association
- Wisconsin Family & Consumer Educators
- Wisconsin Speech & Hearing Association
- Wisconsin State Reading Association

### **Traditional Marketing:**

- Summer 2008 CPS-CE Catalog was mailed to over 13,000 K-12 educators in CESAs 5, 6, 7, 8, & 9.
- Flyers were created and distributed in small quantities for targeted groups on a case-by-case basis.

## **07-08 STAFF ACTIVITIES:**

### **Barbara Grover**

- PK-18 Council Meetings
- Centergy Open Forum
- Web Grading Demo
- College of Professional Studies Listening/Learning Session
- Central Wisconsin Educators Conference
- Expression Web Training
- Statewide Meeting for Graduate Coordinators
- State of Academic Affairs Address
- Second Life in Higher Ed (Presentation)
- Program Manager's Professional Development workshop

### **Laurie Kallstrom**

- Centergy Open Forum
- Web Grading Demo
- College of Professional Studies Listening/Learning Session
- Central Wisconsin Educators Conference
- Statewide Meeting for UW Graduate Coordinators
- State of Academic Affairs Address
- UW Ext. Program Manager's Professional Development workshop
- CESA 5 WFCE Advisory Meeting
- Expression Web Training

### **Karen Zach**

- Web Grading Demo
- Central Wisconsin Educators Conference
- Expression Web Training
- Excel 2007 Training

**Reminder:** CPS Faculty and Staff are welcome to use the CPS display for conferences, workshops and presentations. Please contact [Barbara Grover](#) or [Laurie Kallstrom](#) to make a reservation.



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## **THE WORDS:**

**logophile** • \lɒ'gu-fil\" • *noun*  
: a lover of words.

**diurnal** • \dī-'ər-n̩əl\" • *adjective*  
: recurring every day <diurnal tasks>

*The staff in CPS-CE are all logophiles. Please join our fun - stop by and view the diurnal posting of new words and definitions!*