

A Brief Summary of WKU Winter Term 2010, Including:

- Course Enrollments
- College Data
- Course Section Information
- Marketing Efforts

www.wku.edu/winter

Winter Term 2010 Annual Report

Table of Contents

•	Mission, Definitions, AcknowledgementsPage 2	<u>)</u>
•	Winter HighlightsPage 3	
•	Student Count ComparisonsPage 4	ļ
•	Student Type, Enrollment by CollegePage 5	,)
•	Section Data, Delivery MethodsPage 6	;
•	Winter Tuition Comparison, Staff ConferencesPage 7	,
•	Winter Term Demographic ProfilePage 8	
•	College Data by DepartmentPages	9-10
•	AppendixPages	11-27



Mission:

The Office of Winter Term supports the overall mission of Western Kentucky University by providing academic opportunities that will benefit both students and faculty. We will work to maintain optimal enrollment during Winter Term, as we extend access to lifelong learners. We will address students' emerging needs in order to enhance student success at Western Kentucky University.

Definitions:

Sections: Courses may have multiple sections offered in the same session and each of the sections are counted

Enrollment: Registration in course sections

Head Count: Students registered for more than one course are counted only once during the session

Course: Courses are differential by subject and course number. For example, a single course would encompass 3 sections for ENG 100 taught by two instructors, one instructor teaching a single section and the other instructor teaching 2 sections that may have been combined.

Acknowledgements:

Many thanks go to Information Technology Division for supplying the data on enrollments and student counts for this report.

Division of Extended Learning and Outreach

Dr. Donald Swoboda, Dean

Office of Winter Term

Beth Laves, Director of Summer Sessions and Winter Term

Alicia Bingham, Administrative Asst/Summer Specialist

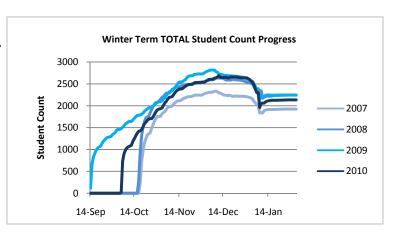
Jennifer Perry, Marketing Manager

Winter Term is almost here, so stand up and cheer!

Executive Summary

Highlights

- There were 2,129 students enrolled as of January 22, 2010; an increase of 34% from the first Winter Term in 2006, but a slight decrease of 5% over 2009.
- WKU students studied abroad on trips to Belize,
 China, Ecuador, Egypt, France, Kenya, and Australia.
- Online course enrollment represented over 57% of the overall Winter Term enrollment in 2010. Winter term online course enrollment grew 3% from 2009 to 2010 and has grown 124% since 2006.



Campus Participation

- There were 241 sections of 190 courses offered at the Bowling green campuses, Elizabethtown, Glasgow, and Owensboro campuses, as well as online, and study abroad. In 2006, Winter Term began with 175 sections in 124 different courses. The number of sections offered increased 38% from 2006, and 8% since 2009.
- All colleges participated in Winter Term 2010, including 189 faculty from 44 departments and two interdisciplinary programs (Leadership Studies and Women's Studies). In comparison, Winter Term 2006 had 129 faculty from 41 departments. The number of faculty participating in Winter Term has grown 47% since 2006 and 2% since 2009.
- Residence Life once again opened three residence halls (PFT, Northeast, and Southwest)
- The Winter Term office sponsored a Networking lunch for over 350 Winter Term students and faculty to further the sense of community on campus. The lunch was held at Fresh Food Company on January 14, 2010. Many faculty-student groups met and ate together at this event.

New Course Offerings

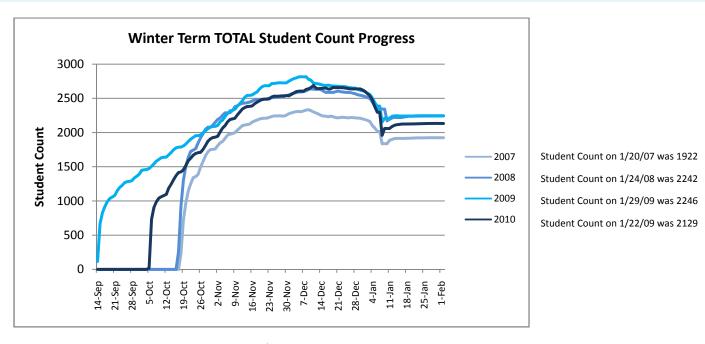
- Dance Appreciation (DANC 110) was offered for the first time as a Winter course in 2010. This year, there were two online sections taught by Professors Amanda Clark and Clifton Brown.
- Economics of Oceana (ECON 410) and International Sport Economics (ECON 410) were also new courses in Winter 2010. These courses were faculty-led study abroad trips to Australia led by Dr. Brian Strow and Dr. Dennis Wilson.
- Dr. Aaron Hughey offered International Student Services (CNS 581) as part of the new International Student Services
 (graduate) Certificate program. This was the second time the class has been offered during Winter Term and 25 graduate
 students took advantage of the offering in Winter 2010.
- Audiology (CD 482) taught by Dr. Joseph Etienne and Speech Science (CD 509) taught by Dr. Richard Dressler were both highly successful new courses offered in Winter 2010.

Summer/Winter Students

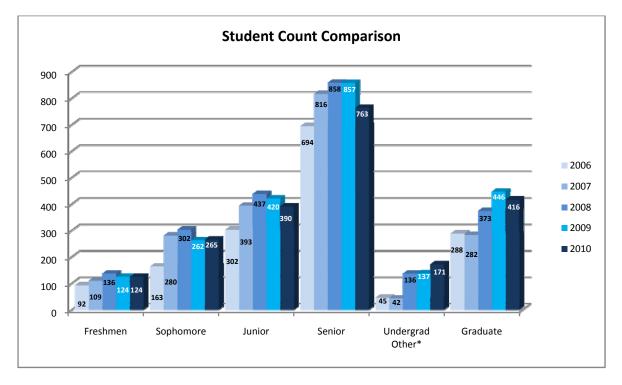
The following chart represents students taking classes in both Summer Sessions and Winter Term within the same year.

	2006	2007	2008	2009
Undergraduate	628	795	861	773
Graduate	190	179	222	269
Total	818	974	1083	1042

WKU Winter Term 2010



Winter Term registration began October 5th, 2009. We had our highest peak during Fall semester finals week with student count reaching 2,689. Once again, we had a significant drop for non-payment in Winter Term 2010. We dropped nearly 15% of our overall students. The number of students dropped for non-payment increased 43% from 2009 to 2010.



2006 Data as of 2/1/06 2007 Data as of 1/20/07 2008 Data as of 1/24/08 2009 Data as of 1/29/09 2010 Data as of 1/22/10

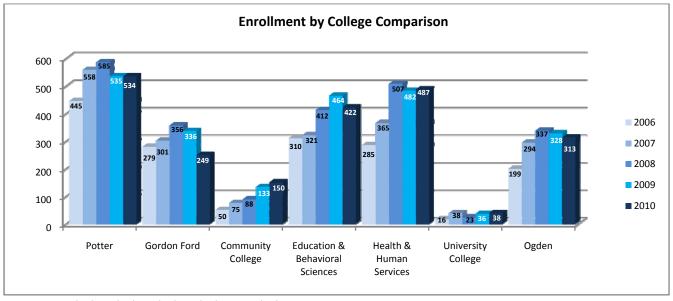
The freshmen and sophomore populations remained steady for Winter Term 2010. Once again, the graduate population accounted for over 19% of the total Winter Term student count in 2010 as it did in 2009.

Winter Term is almost here, so stand up and cheer!

Student Type Headcount Comparison

	2006		2007		2008		2009		2010
FR-Freshmen	93	17.2%	109	18.3%	129	-3.9%	124	0.0%	124
SO-Sophomore	162	72.8%	280	0.7%	282	-7.1%	262	1.1%	265
JR-Junior	301	30.6%	393	7.1%	421	-0.2%	420	-7.1%	390
SR-Senior SR-Senior	697	17.1%	816	10.4%	901	-4.9%	857	-11.0%	763
P1-Post Baccalaureate Degree Seeking	15	6.7%	16	12.5%	18	66.7%	30	100.0%	60
P2/3-Post Baccalaureate Certificate	6	0.0%	6	-16.7%	5	0.0%	5	0.0%	5
UN-Undergrad Non Degree Seeking	25	-20.0%	20	15.0%	23	13.0%	26	-11.5%	23
AJ-Academy Juniors	0	N/A	0	N/A	49	-2.0%	48	18.8%	57
AS-Academy Seniors	0	N/A	0	N/A	41	-31.7%	28	-7.1%	26
Total UG	1299	26.3%	1640	14.0%	1869	-3.7%	1800	-4.8%	1713
MA-Master's Degree	235	-5.1%	223	32.3%	295	18.6%	350	-6.0%	329
CD-Cooperative Doctorate	2	0.0%	2	150.0%	5	-80.0%	1	-100.0%	0
GS-Specialist Student	10	-10.0%	9	44.4%	13	-23.1%	10	-30.0%	7
GN-Grad Non Degree Seeking	14	7.1%	15	106.7%	31	48.4%	46	6.5%	49
R1-Rank I Student	14	71.4%	24	-8.3%	22	9.1%	24	-20.8%	19
R2-Rank II Student	13	-30.8%	9	-22.2%	7	71.4%	12	-83.3%	2
Total GR	288	-2.1%	282	32.3%	373	18.8%	443	-8.4%	406
DR-Doctoral Student	0	N/A	0	N/A	0	N/A	3	233.3%	10
Total DR	0	N/A	0	N/A	0	N/A	3	233.3%	10
WKU Total Student Headcount	1587	21.1%	1922	16.6%	2242	0.2%	2246	-5.2%	2129

The student type data demonstrate the growth of undergraduate populations such as sophomores and post baccalaureate degree seeking students. Even with a slight decrease in Winter Term 2010, the graduate population has shown significant growth compared to the first Winter Term at WKU.



Data collected 1/17/06, 1/24/07, 1/24/08, 1/29/09, and 1/22/10

The increase in BGCC was due to the fact that the Liberal Arts & Sciences division added a HIS 120C class and BIO 207C class. The increase in the college of Health & Human Services directly correlates with the Communication Disorders department offering courses for the first time in Winter Term.

Winter Data by College

	Co	urse Enr	ollmen	t	
College	2008		2009		2010
AR	585	-8.5%	535	-0.2%	534
BU	356	-5.6%	336	-25.9%	249
СС	88	51.1%	133	12.8%	150
ED	412	12.6%	464	-9.1%	422
НН	507	-4.9%	482	1.0%	487
UC	23	56.5%	36	5.6%	38
SC	337	-2.7%	328	-4.6%	313
Total	2308	0.3%	2314	-5.2%	2193

		Open S	ections		
College	2008		2009		2010
AR	53	0.0%	53	11.3%	59
BU	28	3.6%	29	3.4%	30
СС	CC 10		15	20.0%	18
ED	34	5.9%	36	5.6%	38
НН	49	6.1%	52	-7.7%	48
UC	6	16.7%	7	14.3%	8
SC	46	- 10.9%	41	-2.4%	40
Total	226	3.1%	233	3.4%	241

	Sections with Enrollment													
College	2008		2009		2010									
AR	53	-1.9%	52	7.7%	56									
BU	26	-15.4%	22	13.6%	25									
СС	10	50.0%	15	20.0%	18									
ED	34	5.9%	36	5.6%	38									
НН	49	2.0%	50	-10.0%	45									
UC	6	16.7%	7	14.3%	8									
SC	46	-10.9%	41	-4.9%	39									
Total	224	-0.4%	223	2.7%	229									

	Credit Hours by College												
College	2008		2009										
AR	1716.50	-6.5%	1605.00	-0.2%	1602.00								
BU	1068.00	-7.4%	988.50	- 24.4%	747.00								
СС	241.00	45.2%	350.00	16.0%	406.00								
ED	1208.00	12.5%	1359.00	- 14.2%	1166.00								
НН	1448.00	-9.3%	1313.00	3.2%	1354.50								
UC	50.50	78.2%	90.00	33.3%	120.00								
SC	879.00	-2.2%	860.00	-6.0%	808.00								
Total	6611.00	-0.7%	6565.50	-5.5%	6203.50								

Data was collected 1/24/08, 1/29/09, and 1/22/10. The data comes from ASA Report: CRS SEC ENROLL by College.

This data includes all campuses, study abroad, and Cohort courses.

Winter Delivery Method Comparison

time. James, y memou companies.															
		2006			2007			2008		2009			2010		
	UG	GR	Total												
BG Campus (Day)	674	102	776	897	47	944	839	62	901	757	79	836	547	41	588
BGCC South Campus (Day)	47	0	47	39	0	39	34	0	34	22	0	22	44	0	44
Evening Courses	14	31	45	20	38	58	0	34	34	16	30	46	56	12	68
Weekend Courses	8	0	8	0	72	72	0	60	60	9	103	112	3	71	74
Regional Campuses (Day)	42	18	60	47	24	71	53	8	61	30	2	32	31	3	34
Online Courses	433	127	560	594	107	701	908	197	1105	999	221	1220	988	268	1256
Study Abroad	93	5	98	66	1	67	99	14	113	35	11	46	95	11	106
Subtotals	1311	283	1504	1663	289	1052	1933	375	2200	1868	446	2214	1764	406	2170
Total Course Enrollment		1594			1952			2308			2314			2170	

Data was collected 1/17/06, 1/20/07, 1/24/08, 1/29/09, and 1/22/10. The data comes from ASA Report: CRS SEC ENROLL by College.

- Online course enrollment represented over 57% of the overall Winter Term enrollment in 2010.
- Winter Term online course enrollment grew 3% from 2009 to 2010 and has grown 124% since the first Winter Term in 2006.

^{*}Open Sections may have zero enrollment

Winter Term is almost here, so stand up and cheer!

Tuition Rate Comparison

WKU Winter Term (Jan. 4 - Jan. 22)

UG Resident \$300

UG Non-Resident \$741

UG Tuition Incentive Program \$380

GR Resident \$396

GR Non-Resident (Domestic) \$435

GR Non-Resident (International) \$478

Distance Learning UG \$360

Distance Learning GR \$475

Other Kentucky Institutions with Winter Term

UK Winter Intersession (Dec. 21 - Jan. 12)

UG Resident (59 hours or less) \$322.50

UG Resident (60 hours or more) \$332

UG Non-Resident (59 hours or less) \$679.50

UG Non-Resident (60 hours or more) \$689

GR Resident \$459

GR Non-Resident \$977.50

NKU Winter Term (Dec. 21 – Jan. 8)

UG Resident \$283

UG Non-Resident \$533

UG Online \$313

GR Resident \$384

GR Non-Resident \$675

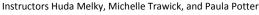
GR Online \$414

Winter Term Study Abroad

There were 101 WKU students who studied abroad in Winter Term 2010. Study Abroad enrollment was up 28% from 2009. Students went on trips to Belize, China, Ecuador, Egypt, France, Kenya, and Australia.

Twenty-eight students from the Gatton Academy of Mathematics and Science traveled to Greece during Winter 2010.



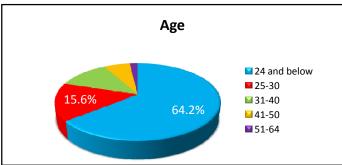


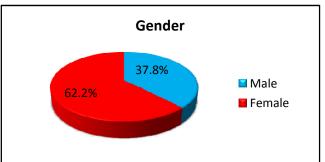


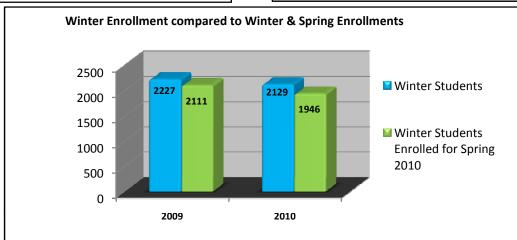
Photos by Barrett Dennison, student in MGT 410 – Desination Egypt

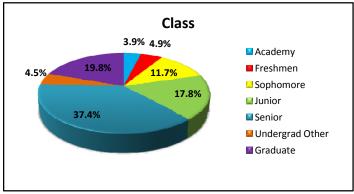
WKU Winter Term 2010

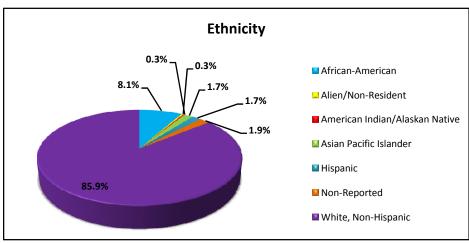
Winter Term Demographic Profile











Data for Winter Term demographic profile was provided by the Information Technology Division on January 29th, 2010.

Winter Term is almost here, so stand up and cheer!

College Data: Potter College of Arts & Letters

The following information compares enrollment by department.

	BG Campus/Web			Regio	onal Cam	puses	St	udy Abro	ad	Total				
Dept	2008	2009	2010	2008	2009	2010	2008	2009	2010	2008		2009		2010
ART	66	62	46	0	0	0	0	0	0	66	-6.1%	62	-25.8%	46
COMM	28	20	35	0	0	0	0	0	0	28	-28.6%	20	75.0%	35
ENG	91	62	63	3	1	0	4	1	4	98	-34.7%	64	4.7%	67
FLKA	21	20	15	0	0	0	0	2	0	21	4.8%	22	-31.8%	15
HIST	0	0	11	0	0	0	0	0	0	0	N/A	0	N/A	11
JOUR	41	23	27	0	0	0	2	0	1	43	-46.5%	23	21.7%	28
MLNG	53	53	60	0	0	16	24	0	0	77	-31.2%	53	43.4%	76
MUS	86	102	84	0	0	0	0	0	0	86	18.6%	102	-17.6%	84
PHIL	33	21	18	0	0	0	0	0	0	33	-36.4%	21	-14.3%	18
PS	48	62	70	0	0	0	7	2	1	55	16.4%	64	10.9%	71
SOCL	49	72	47	7	9	3	17	0	0	73	11.0%	81	-38.3%	50
THEA	0	16	26	5	5	7	0	2	0	5	360.0%	23	43.5%	33
College Total	516	513	502	15	15	26	54	7	6	585	-8.5%	535	-0.2%	534

College Data: Gordon Ford College of Business

The following information compares enrollment by department.

_	BG	Campus/	Web	Regional Campuses			Study Abroad			Total				
Dept	2008	2009	2010	2008	2009	2010	2008	2009	2010	2008		2009		2010
BA	0	13	0	0	0	0	9	4	3	9	88.9%	17	-82.4%	3
ECON	109	80	46	6	4	4	2	0	23	117	-28.2%	84	-13.1%	73
FIN	32	28	16	0	0	0	0	0	0	32	-12.5%	28	-42.9%	16
MGT	90	109	78	0	0	0	2	0	10	92	18.5%	109	-19.3%	88
MKT	96	93	69	0	0	0	5	5	0	101	-3.0%	98	-29.6%	69
College Total	327	323	209	6	4	4	18	9	36	351	-4.3%	336	-25.9%	249

College Data: Community College

The following information compares enrollment by department.

_	BG	Campus/\	Web	Total								
Dept	2008	08 2009 2010		2008 2009 2010 2008 20						2010		
AS	2	20	13	2	900.0%	20	-35.0%	13				
BUS	34	37	33	34	8.8%	37	-10.8%	33				
GS	29	27	60	29	-6.9%	27	122.2%	60				
HEAL	23	49	44	23	113.0%	49	-10.2%	44				
College Total	88	133	150	88	51.1%	133	12.8%	150				

^{*}Data was collected 1/24/08, 1/29/09, and 1/22/10

College Data: College of Education & Behavioral Sciences

The following information compares enrollment by department.

	BG Campus/Web			Regional Campuses			Study Abroad			Total				
Dept	2008	2009	2010	2008	2009	2010	2008	2009	2010	2008		2009		2010
CNSA	60	101	66	7	0	0	0	0	0	67	50.7%	101	-34.7%	66
EALR	21	34	27	0	0	0	0	0	0	21	61.9%	34	-20.6%	27
PSY	116	103	128	0	0	7	0	0	0	116	-11.2%	103	31.1%	135
TCH	208	224	171	0	0	0	0	2	0	208	8.7%	226	-24.3%	171
College Total	405	462	392	7	0	7	0	2	0	412	12.6%	464	-14.0%	399

College Data: College of Health & Human Services

The following information compares enrollment by department.

	BG	Campus/\	Veb	Regio	onal Cam	puses	Study Abroad			Total				
Dept	2008	2009	2010	2008	2009	2010	2008	2009	2010	2008		2009		2010
ALHL	14	19	14	0	0	0	3	2	1	17	23.5%	21	-28.6%	15
CD	0	0	60	0	0	0	0	0	0	0	N/A	0	N/A	60
CFS	82	94	67	0	0	0	0	0	0	82	14.6%	94	-28.7%	67
NURS	15	24	14	7	0	0	2	7	9	24	29.2%	31	-25.8%	23
PHY	189	190	191	0	0	0	0	0	0	189	0.5%	190	0.5%	191
PUBH	118	84	77	0	5	0	0	5	3	118	-20.3%	94	-14.9%	80
SWRK	77	52	51	0	0	0	0	0	0	77	-32.5%	52	-1.9%	51
College Total	495	463	474	7	5	0	5	14	13	507	-4.9%	482	1.0%	487

College Data: University College

The following information compares enrollment by department.

	3										
	BG Campus/Web			St	tudy Abro	Abroad Total					
Dept	2008	2009	2010	2008	2009	2010	2008		2009		2010
IS	0	0	0	0	0	16	0	N/A	0	N/A	16
HON	13	2	1	0	0	0	13	-84.6%	2	-50.0%	1
LEAD	5	19	13	0	0	0	5	280.0%	19	-31.6%	13
UE	0	7	3	0	0	0	0	N/A	7	-57.1%	3
WOMN	10	8	4	0	0	1	10	-20.0%	8	-37.5%	5
College Total	28	36	21	0	0	17	28	28.6%	36	5.6%	38

College Data: Ogden College of Science & Engineering

The following information compares enrollment by department.

									-					
	BG	Campus/	Web	Regio	onal Cam	puses	St	udy Abro	ad	Total				
Dept	2008	2009	2010	2008	2009	2010	2008	2009	2010	2008		2009		2010
AGRI	31	19	14	0	0	0	10	0	12	41	-53.7%	19	36.8%	26
AMS	8	14	35	17	17	0	0	0	0	25	24.0%	31	12.9%	35
BIOL	108	141	121	0	0	0	0	13	10	108	42.6%	154	-14.9%	131
CHEM	18	17	16	0	0	0	0	0	0	18	-5.6%	17	-5.9%	16
ENGR	27	29	47	0	0	0	0	0	0	27	7.4%	29	62.1%	47
GEO	32	47	27	8	0	0	26	1	12	66	-27.3%	48	-18.8%	39
MACS	38	15	6	1	0	0	0	0	0	39	-61.5%	15	-60.0%	6
PHYA	13	15	13	0	0	0	0	0	0	13	15.4%	15	-13.3%	13
College Total	275	297	279	26	17	0	36	14	34	337	-2.7%	328	-4.6%	313

^{*}Data was collected 1/24/08, 1/29/09, and 1/22/10

Winter Term is almost here, so stand up and cheer!

Appendix

- I. Post-Winter Term Surveys
- II. Winter Term eSignature SIA
- III. Winter Term Weekly Summary
- IV. 2009 Winter Term Marketing Plan
- V. Course List

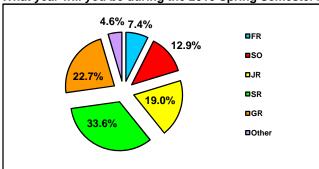
Post-Winter Term 2010 Survey

www.wku.edu/winter

Student Survey

This online survey was sent via email to 2135 Winter Term students January 26, 2010. Of these students, 459 (21.5%) responded, presenting us with the following information.

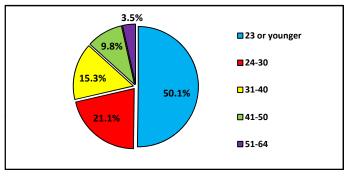
1 What year will you be during the 2010 Spring Semester?



Of the 459 students who responded to the survey, over half were Juniors and Seniors at WKU.

2 What is your current age?

For this survey, traditional is characterized by those 23 years of age and younger. Those 24 and older are considered non-traditional. 50.1% of this survey's respondents are traditional students.



3 What is your major?

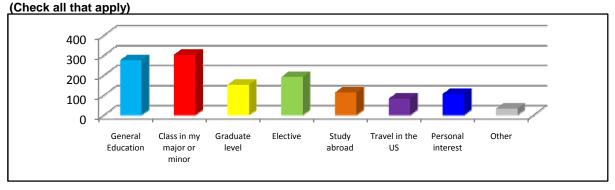
The following represents the departments that had the largest number of students participate in the Winter Term Survey

Elementary Education	28	6.1%	Communication Disorders	15	3.3%
Biology	26	5.7%	Family & Consumer Sciences	12	2.6%
Business Administration	24	5.2%	Psychology	11	2.4%
Nursing	24	5.2%	Undeclared	11	2.4%
Social Work	16	3.5%	Exceptional Education	9	2.0%
What type of class did you	take duri	ng Winter Terr	n 2010?		

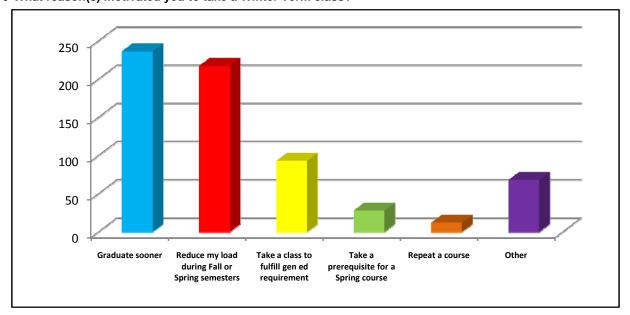
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General Education	122	26.6%	Study abroad	21	4.6%
Class in my major or minor	203	44.2%	Travel in the US	1	0.2%
Graduate level	91	19.8%	Personal interest	16	3.5%
Elective	59	12.9%	Other	12	2.6%

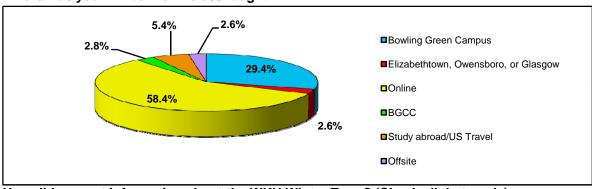
5 Which type of class would you recommend WKU to offer during Winter Term in the future?



6 What reason(s) motivated you to take a Winter Term class?



7 Where was your Winter Term class taught?



8 How did you get information about the WKU Winter Term? (Check all that apply)

109	23.7%
167	36.4%
68	14.8%
31	6.8%
7	1.5%
238	51.9%
127	27.7%
102	22.2%
76	16.6%
4	0.9%
16	3.5%
	167 68 31 7 238 127 102 76 4

9 Did you take a class during 2009 Summer Sessions?

Yes 40.5% No 58.6%

10 Do you plan on taking a class during the 2010 Summer Sessions?

Yes 53.2% No 28.3% Undecided 17.9%

11 With 1 being the lowest and 5 the highest,	how did your 2010 Winter	Term class compare
to your expectations?		

Average Rank

Met your expectations?

1 2 3 4 5

(4.3)

12 With 1 being the lowest and 5 the highest, how would you rate your Winter Term learning experience compared to Fall or Spring semester classes?

Average Rank

Experience Compared to Fall/Spring?

1 2 3 4 5

(4.1)

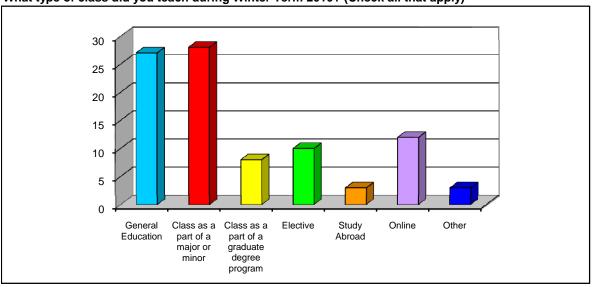
Post-Winter Term 2010 Survey

www.wku.edu/winter

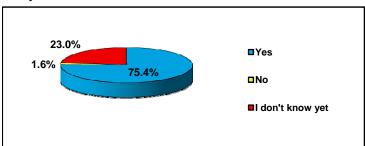
Faculty Survey

An online survey was also sent via email to WKU faculty teaching during Winter Term. Of the 188 Faculty, 61 responded, presenting us with the following information.

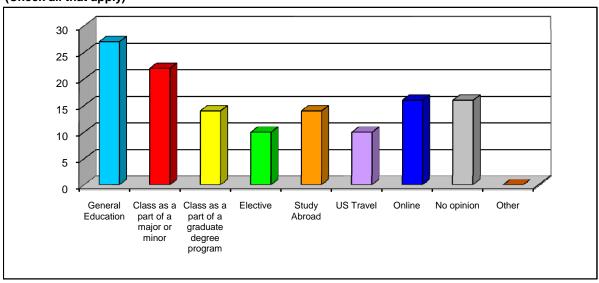
What type of class did you teach during Winter Term 2010? (Check all that apply)



Will you offer this class in a future winter term?



What type of classes would you recommend WKU offers more of in the future winter terms? (Check all that apply)



Term:		Form Instan	ice:			Prepare	ed by (WKUID	0)	ļ	Date
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faculty tead Number ca	s form is to be comp ching in summer. De an be reported on e corted on each indivi	o NOT comp ach individua	lete this forr	m unless a sti _l	pend is being	g paid fo	r the assignr	nent. On	ly ONE B a	anner Index
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				Course Info	ormation					
	On which campus will the courses listed below be taught?									
								_	_	
			Whic	ch Term?	*					
	NOTE: If cours broadcast.	ses listed bel	ow are web	-based or IVS,	select the lo	cation fro	om which the	course i	S	
	Course Subject	, Prev	,	Credi	t Part	of		evel, Sal	ary	Projected
CRN	Number& Section	Taugl		Load Hours		IVVE	eb Class?	or Emeritu		Stipend*
									*	
	Course Title:			Cob	ort or Dual C	no dit.		Comp		
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	Donortmont									
	Department:									
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	Course Title: Cohort or Dual Credit: Campus:									
Department:										
	I certify that this	employee h	as the crede	entials needed	to teach this	course.				
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,	Course Title:		1	Coh	ort or Dual C	redit:	1	Campı	JS:	
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	Department:									

/24/2010	O Special Instructional Assignments (Win								
	I certify that this em	nployee has the credential	ls needed to t	each this co	urse.				
	ĭ		1			<u> </u>			
	Course Title:		Cohort o	r Dual Credi	it:	Campus:			
	Department:								
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Banner Index from which the courses listed will be paid:									
Make (general comments in the	e space below and/or prov	vide an explan	ation for any	/amount listed	I in the "Adjustme	ent" field above:		
Total amount paid for this Special Instructional Assignment:									
reaching a		represents the projected a f 15 undergraduates or 11 dule attached.							
Kentucky U	Iniversity. I understand th	each the classes(es) indic hat the class(es) may be h sites or other designated	neld, at the Un						
enrollment		nrollments are below mini e. If more students enroll							
		rtify that the above named	individual is fu	ılly qualified	to teach the co	nurse(s) assigne	d If the faculty		
		bove, then enrollment mu		any quannou		e to be offered.	a. II the labalty		
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Terms of Employment

- 1. The instructor agrees to abide by the rules and policies of the academic unit and the University set forth in official publications or announced by the Dean's office or the Provost and Vice President for Academic Affairs.
- 2. The instructor affirms that he/she is fully qualified and prepared to teach the courses assigned and that all representations in his/her vita, resume, or credentials are accurate.
- 3. The instructor agrees to meet each scheduled class at the time and place assigned by the Dean or Department Head and to administer the final course examinations and any required course evaluations as scheduled. In the event of an unavoidable absence, the instructor will notify the Department Head in time to arrange a substitute or to cancel the class. The instructor agrees to make arrangements with students so that work missed due to class cancellations may be made up.
- 4. For Part-Time Faculty: The instructor agrees to meet, as needed, before classes begin with the Department for orientation (including discussion of guidelines and syllabus preparation, selection and use of textbooks and materials, examination schedules, and specific requirements). Students are to be provided a complete copy of the class syllabus, course requirements and basis for grading during the first week of classes, and to be given written notice of all subsequent changes in the syllabus, course requirements, and basis for grading. The instructor also agrees to post the syllabus on TopNet. The University reserves the right to terminate part or all of the agreement (i.e., one or more courses) at any time with prorated payment for classes already met by the instructor. Reasons for termination of this contract include, but are now limited to: insufficient enrollment, failure to adhere to academic unit and University policies, or unsatisfactory performance. An instructor may appeal employment termination or take grievances regarding unfair conditions to the Department Head for review. Such appeals or grievances are subject to final review by the Dean of the academic unit or his/her designee. In non-departmentalized colleges, the initial review shall be by the Dean with final review by the Provost and Vice President for Academic Affairs. This contract confers no credit toward tenure or any right of reemployment. This contract represents the entire agreement between the parties regarding this teaching assignment and supersedes all other understandings, written, or oral.

I understand that by addressing this eSignature form to another party affiliated with WKU and clicking the Send button, I am providing my electronic signature to this document.

This table is based on a 3-credit course for faculty who opt to teach low- or high- enrolled courses. Full-time and Emeritus faculty rates will max according to 8% of base salary or a cap of \$4000 plus incentives for higher enrolled classes. Part-time faculty rates will max according to the part-time faculty pay schedule.

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# Undergraduate Enrollmen	nts Stipend	# Graduate Enrollments	Stipend
1	350	1	350
2	700	2	700
3	1000	3	1350
4	1250	4	1800
5	1500	5	2200
6	1750	6	2700
7	2000	7	3000
8	2250	8	3250
9	2500	9	3500
10	2750	10	3750
11	3000	11	4000
12	3250	12-15	4000
13	3500	16-20	4300
14	3750	21-25	4600
15-20	4000	26 >	4900
21-25	4300		
26-30	4600		
31 >	4900		



Winter 2010 Weekly Report

Winter Term Enrollment, Head Count, and Credit Hour Summary

1/25/2010

College	Course Enrollments	Credit Hours		
Potter	534	1602.00		
Gordon Ford	249	747.00		
Community College	150	406.00		
Education	422	1166.00		
Health & Human Services	488	1357.50		
University College	38	120.00		
Ogden	313	808.00		
Totals	2194	6206.50		

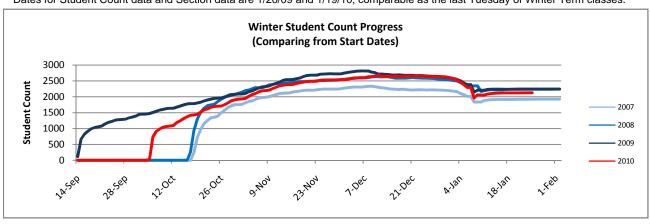
Student Profile Information	Course Enrollments	Credit Hours
Online	1290	3726.00
Study Abroad	77	231.00

Head Count by Student Type		2009	2010	Diffe	rence
	FRESHMEN	125	124	-1	-0.8%
	SOPHOMORES	261	265	4	1.5%
	JUNIORS	420	389	-31	-7.4%
	SENIORS	857	765	-92	-10.7%
UG	P1-POST BACCALAUREATE DEGREE SEEKING	30	60	30	100.0%
UG	P2-3	5	5	0	0.0%
	UN-UNDERGRADUATE NON DEGREE SEEKING	26	24	-2	-7.7%
	AJ-ACADEMY JUNIORS	48	57	9	18.8%
	AS-ACADEMY SENIORS	28	26	-2	-7.1%
	UG Total	1800	1715	-85	-4.7%
	MASTERS DEGREE	350	329	-21	-6.0%
	GS-SPECIALIST STUDENT	10	7	-3	-30.0%
	GN - GRADUATE NON DEGREE SEEKING	46	49	3	6.5%
GR	RANK 1	24	19	-5	-20.8%
	RANK 2	12	2	-10	-83.3%
	DOCTORAL STUDENT	4	10	6	150.0%
	GR Total	446	416	-30	-6.7%
Total Head Count		2246	2131	-115	-5.1%

*These Student Type numbers are head count numbers, not course enrollments.

# Sections Offered by College	2009	2010	Diffe	rence
Potter College	52	59	7	13.5%
College of Business	22	30	8	36.4%
Community College	15	18	3	20.0%
College of Education	36	38	2	5.6%
College of Health & Human Services	50	48	-2	-4.0%
University College	7	8	1	14.3%
Ogden College	41	41	0	0.0%
Total Sections	223	242	19	8.5%

**Dates for Student Count data and Section data are 1/20/09 and 1/19/10; comparable as the last Tuesday of Winter Term classes.



Winter Term DELO ab,bl



Marketing Objective:

Increase awareness of Winter Term features and benefits among faculty, staff & students in order to reach an enrollment increase of 5% over 2009 enrollment.

Important Dates:

September 1: Tentative Class schedule published on Winter Term website

September 2: Welcome Back Western

Mid-September: Classes available on TopNet for student review October 5: Registration Begins with outdoor Registration Rally

January 4 - 22: Winter Term classes

January 5: Last day to drop w/ refund – ALL payment due

January 12 – Last day to receive a 'W' January 12 or 13: Networking Lunch

January 18: MLK Day

Goals, Strategies and Tactics

A. Goal:

Increase enrollment numbers for the 2010 Winter Term to 2,360.

B. Goal:

Develop a marketing plan designed to pique interest of students and faculty in Winter Term courses in order to offer desirable classes and to reach the enrollment goal.

- 1. Strategy: Create a theme/tagline and creative marketing materials to attract student and faculty attention.
 - **a. Tactic:** Use theme "Video theme" & "Winter's almost here, so stand up and cheer!" on all print materials, on the website and other promotional items
 - **b. Tactic:** Big Red to again be the "face" of Winter Term
 - **c.** Tactic: Add Financial Aid statement to all print pieces
- 2. Strategy: Launch the 2010 Winter Term website to promote all important information and update frequently as more information becomes available. (8/13)

- a. Tactic: Drupal Page
- **b.** Tactic: Include Important Dates to Remember
- **c. Tactic:** Tentative Class List
- **d. Tactic:** Winter Term Survey to assess student interest and what classes would be more desirable.
- e. Tactic: Info on Financial Aid availability, housing and meal plans

3. Strategy: Launch 2010 WKU Fight Song Video Contest

- **a.** Tactic: Create creative material to draw participation
- b. Tactic: Set up at Welcome Back WKU
- **c. Tactic:** Set up at Registration Rally
- 4. Strategy: Participate in campus events involving students and/or faculty such as the Deans & Department Heads Work Day (8/12), the new faculty orientation fair (8/17), Welcome Back Western (9/2) and Focus on Western (???).
 - **a.** Tactic: Use large banner display sign and prize wheel when appropriate to garner attention
 - **b.** Tactic: Publish tentative class list to use as handout
 - c. Tactic: Use Winter Term t-shirts, pens, sunscreen, etc. as prizes
 - d. Tactic: Set up Video contest filming area for Reg. Rally and Kick-off
- 5. Strategy: Utilize creative print, radio and web advertisements (ALWAYS mention payment and F.A. deadlines Target students by major)
 - **a.** Tactic: Advertise in the College Heights Herald print version
 - i. Be watching for Winter Term registration ads to begin on 9/29
 - ii. Winter Term registration now available ads to begin 10/6
 - iii. Reminder ads to begin on 11/14
 - **b. Tactic:** Display over-sized awareness banners in prominent locations around campus (9/25) *Note: Alicia to pull class list on or around 9/18*
 - i. Garrett Food Court
 - ii. FAC
 - iii. Grise Hall 4th Floor
 - iv. Cherry Hall
 - v. South Campus
 - vi. Regional Campuses
 - **c. Tactic:** Distribute awareness flyers to residence halls to display on each floor's bulletin board (9/21)
 - **d.** Tactic: Google AdWords Advertisements
 - e. Tactic: Shuttle Bus Advertisements (September '09)

- **f. Tactic:** Send direct mail piece to the parents/guardians of traditional freshmen and sophomores to make them aware of the benefits of Winter Term classes for their child(ren) (10/12)
- **g.** Tactic: Send a postcard reminder to sign up for Winter Term classes (target audience: juniors, seniors, grad students) (11/20)
- **h. Tactic:** Advertise on Facebook (set up group?) (Sept, Oct, Nov)
- **i. Tactic:** Send :30 radio spot to WKYU (to run Sept 1-30)
- **j. Tactic:** Editorial in Herald (may need to send fact sheet focus Video Contest)
- **k. Tactic:** Send press release to Tommy Newton (9/15)

6. Strategy: Send e-mail reminders to faculty and students who have expressed an interest in Winter Term

- **a. Tactic:** Mass e-mail all students with general information about Winter Term features and benefits, important dates, etc. (9/14)
- **b. Tactic:** Mass e-mail to students on Winter Term opening day for registration (10/5)
- **c.** Tactic: Online survey to students that asks about both Summer and Winter. Capture e-mail addresses to use for next tactic
- d.
- **e.** Tactic: Send targeted e-mails to students who expressed interest in Winter Term through the print and online survey. To include Meal Plan info, financial aid info, dates of registration, new classes added to list, etc.
- **f. Tactic:** Send reminder e-mails to department heads with specific information for their department, timelines, etc. (Sept, Oct, Dec)
- **g.** Tactic: Send targeted e-mails to faculty who are teaching Winter Term courses to include specific information for their department, timelines, stipends, etc.
- **h. Tactic:** E-mail to registered students reminding them to purchase their books before they leave for Christmas break, low-enrolled classes drop date, Networking lunch date, class start date, MLK day (12/3)

Potter College of Arts & Letters

Course	Title	Instructor(s)			
AFAM 190	African Amer Experience	Foster, Lloren			
ART 100	Art Appreciation	Tullis, Matthew			
ART 105	Art Survey	Jordan, Guy			
ART 240	Drawing	Nichols, Michael			
COMM 161	Business & Prof Speaking	Waltz, Sheri			
COMM 240	Critical Listening	Renaud, Donna			
COMM 263	Fund/scom & Culture	Caillouet, Larry			
COMM 343	Speech Anal/speech Writ	Lewis, Jenifer			
ENG 200	Introduction Literature	Hunley, Thomas	Ganze, Alison	Waters, Marya	
ENG 307	Technical Writing	Szerdahelyi, Judit	h		
ENG 399	Topic Eng: Literary London	Rutledge, Jerry			
ENG 480	Literature Of British Raj	Logan, Deborah			
ENG 599	Thesis Research/writing	Hunley, Thomas			
FLK 280	Cultural Diversity In Us	Antonsen, Christo	pher		
HIST 120	Western Civ Since 1648	Serafini, David			
BCOM 271	Intro To Cinema	Demarse, Ronald			
BCOM 325	Writing/tv/radio	Carter, Ami			
BCOM 369	Co-Op Brdcst Comm	White, Stephen			
BCOM 491	Internship	White, Stephen			
JOUR 355	Public Relations	Payne, Kenneth			
JOUR 481	Special Topics:advertising/pr	Ryan, Jo-Anne			
GERM 101	German I: Fund Communication	Straubel, Timothy			
SPAN 101	Elem Spanish I	Maestre, Eder			
SPAN 102	Elem Spanish li	Obeso, Gustavo	Davis, Susann	Casana, Alfonso	Deckard, Lane
MUS 119	Jazz Appreciation	Scott, Marshall	Martin, John		
MUS 120	Music Appreciation	Bright, Jeffrey			
MUS 277	Intro To World Music	Cipolla, John			
MUS 314	Comp Arts Elem Teach	Swanson, Robyn			
PHIL 320	Ethics	Pinnick, Cassandi	a		
RELS 102	Intro Rel St	Mukonyora, Isabe	I		
PS 110	American National Govt	Lasley, Scott			
PS 210	State Government	Turner, Joel			
PS 250	International Politics	Kiasatpour, Solein	nan		
PS 460	Sel Tpcs Comparative Politics	,			
PS 546	Sem/public Policy Eval	Chappell, James			
PS 580	Ind Directed Study	Murphy, Roger			
PS 598	Intern/public Admin	Chappell, James			
SOCL 300	Using Statistics In Sociology	Faine, John			
SOCL 324	Sociology Of Sport	Kanan, James			
SOCL 345	Sociology Of Popular Music	Groce, Stephen			
SOCL 438	Victimology	Owsley, Wanda			
SOCL 547	Life-Course Criminology	Daday, Gerhard			
DANC 110	Dance Appreciation: Web	Clark, Amanda	Brown, Clifton		
THEA 151	Theatre Appreciation	Beard, Jeffrey	Brock, Robert		
	Total # Courses	44			

Gordon Ford College of Business

Course	Title	Instructor(s)	
BA 592	Special Topics - Egypt	Melky, Huda	Capps, H.
ECON 150	Intro Economics	Lile, Stephen	
ECON 202	Prin Economics-Micro	Borland, Melvin	
ECON 203	Prin Economics-Macro	Carey, Mary	
ECON 206	Statistics	Lebedinsky, Alexander	
ECON 410	International Sports Economics	Wilson, Dennis	Strow, Brian
ECON 414	Managerial Economics	Howsen, Roy	
ECON 598	Economic Thought	Strow, Brian	
FIN 350	Risk Mgt/insurance	Chhachhi, Indudeep	
MGT 200	Legal Environment Of Business	Sullivan, Brian	
MGT 210	Organization And Management	Creasy, Richard	
MGT 305	Critical Thinking In Mgt	Spiller, Michael	
MGT 311	Human Resource Management	Coder, LeAnne	
MGT 361	Business Comm Fundamentals	Mcdonald, Michael	
MGT 410	Destination Egypt	Melky, Huda	
MKT 220	Basic Marketing Concepts	Martin, Craig	
MKT 323	Services Marketing	Forbes, Lukas	
MKT 329	Business To Business Marketing	Todd, Patricia	
MKT 420	Design Winning Presentation	Derry, Christopher	
	Total # Courses	19	

Bowling Green Community College

Course	Title	Instructor(s)
DENG 055C	Fundamentals Of Composition	Gibson, Martina
DMA 055C	Basic Algebra Skills	Kimeu, Joseph
ENGL 100C	Intro To College Writing	Samson, Vicki L.
BUS 214C	Basic Bus Communications	Mays, Freda
BUS 257C	Mgt Human Resources	Mitchell, Ronald
CSCI 145C	Intro To Computing	Kontos, George
ECO 203C	Prin Economics-Macro	Staynings, Mark
OST 220C	Word Processing	Todd, Linda
HIM 290C	Medical Terminology	Hunt-Shepherd, Janice
NUR 230C	Nursing Roles & Responsi	Green, Mary
BIO 207C	Gen Microbiology	Patterson, Rhonda
CFSC 111C	Human Nutrition	Graham, Christabell
COMN 145C	Fund Of Public Speaking	Cunningham, Kimberly
COMN 161C	Bus & Professional Speaking	Strode, Heather
HIS 120C	Western Civ Since 1648	Word, Jonathan
PSYC 199C	Development Psychology	Jensson, Laura
	Total # Courses	16

University College

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Course	Title	Instructor(s)
CHNF 110	Chin Lang Practicum I	Chen, Liping
HON 403	Honors Thesis/project	Jennings, Audra
LEAD 200	Intro To Leadership Studies	Baker, John
LEAD 500	Effective Leadership Studies	Coleman, Phillip
LEAD 600	Capstone Leadership Experience	Baker, John
UC 499	Gen Studies Capstone Exper	George, Dennis
WOMN 200	Intro Women's Studies	Kerby, Molly
WOMN 590	Directed Study In Ws	Kerby, Molly
	Total # Courses	8

College of Education & Behavioral Sciences

Course	Title	Instructor(s)		
CNS 553	Comm Resources In Cns	Sheeley, Vernon		
CNS 554	Group Counseling	Nims, Donald		
CNS 568	Counseling Children/adoles	Stickle, Fred		
CNS 581	International Student Services	Hughey, Aaron		
CNS 666	Legal Ethical Iss In Cns	Duba, Jill		
EDAD 690	Principalship	Wagner, Christopher		
EDAD 798	Int/admn & Supervision	Chon, Kyong		
PSY 100	Intro Psy	Graves, Mark	Clayton, Krisstal	Reece, Thomas
PSY 199	Development Psy	Pack, Shana		
PSY 310	Educational Psy	White, Margaret		
PSY 345	Psychology Of Sexuality	Steele, Angela		
PSY 350	Social Psychology	Pope-Tarrence, Jacqueline		
PSY 423	Psy Adult/aging	Mienaltowski, Andrew		
PSY 510	Advanced Ed Psy	Derryberry, Pitt		
PSY 511	Psy Of Learning	Buckles, Adrian		
PSY 541	Profession Issues/ethics	Myers, Carl	Grieve, Frederick	
EDU 250	Intro To Teach Ed	Pierce, Judy		
EDU 49	Practicum Teacher Candidates	Gandy, Stephanie		
EDU 501	Prof Dev Plan Mae/rk li	Moore, John	Davison, Judy	
EDU 544	Classroom Teach Strategy	Day, Martha		
EDU 596	Sem Port Dev Prof Growth	Moore, John		
ELED 345	Teach Strat I	Jukes, Pamela		
EXED 330	Intro Sp Ed Diversity Learning	Copas, Kelly	Randolph, Jo	
EXED 516	Except Child: Perspect/ Issue	Boman, Martha		
EXED 533	Curr For Learn/behav Disorders	Whetstone, Patti		
EXED 630	Special Educ Law & Finance	Atwell, Nedra		
LME 501	Program Organization & Admin	Smith, Robert		
LME 535	Survey Of Ed Tech Practices	Maxwell, Margaret		
LTCY 518	Ltcy Learning And Technology	Petty, Pamela		
	Total # Courses	29		

College of Health & Human Services

College of Fleatiff & Fluffall Get Vices					
Course	Title	Instructor(s)			
DH 115	Independent Clinical Study	Dean, Terry			
DH 360	Int Comm Health & Serv Learn	Carter, Daniel			
GERO 100	Intro To The Aging Experience	Bradley, Dana			
CD 482	Audiology	Etienne, Joseph			
CD 509	Speech Science	Dressler, Richard			
CFS 111	Human Nutrition	Lee, Julie			
CFS 310	Mgt Of Family Resources	Sikora, Doris			
CFS 311	Family Relations	Croxall, Kathy			
CFS 494	Parenting Strategies	Haynes-Lawrence, Darbi			
DMT 346	Architecture & Culture	Flener, Sheila			
PE 100	Life Fitness/wellness	Deere, Randall			
PE 101	Weight Training/Scuba	Lane, Tracy Sackett, Jonathan			
PE 311	Exercise Physiology	Navalta, James			
PE 313	Motor Development	Esslinger, Keri			
PE 343	Baseball Coaching	Murrie, Joel			
PE 354	P E /elem Schools	Whitlock, Sharon			
PE 521	Critical Analysis Prof Lit	Schafer, Mark			
REC 220	Intro Nonprofit Service Org	Poff, Raymond			
REC 426	Facility Planning & Design	Gibson, Fred			
REC 482	Recreation Workshop- Wfr	Spencer, Steven			
REC 494	Am Humanics Mgt Institute	Poff, Raymond			
SPM 200	Intro To Sport Management	Larson, Bruce			
ENV 280	Intro/environmental Sci	Golla, Vijay			
HCA 347	International Health Care	Mkanta, William			
PH 100	Personal Health	Gardner, Marilyn			
PH 165	Drug Abuse	Watkins, Cecilia			
PH 383	Biostatistics/health Sci	Lartey, Grace			
PH 456	Belize Intern Hs Learning	Taylor, Ritchie			
PH 530	Belize Intern Hs Learning	Taylor, Ritchie			
NURS 317	Intl Comm Hlth & Serv Learning	Wright, Dawn			
NURS 451	Gerontological Nursing	Abell, Cathy			
NURS 590	Intl Comm Hlth & Serv Learning	Main, Maria			
SWRK 671	Social Work And The Law	Gabbard, Wesley			
SWRK 675	Expressive Therapies	Starks, Saundra			
SWRK 695	Substance Abuse	Cappiccie, Amy			
	Total # Courses	35			

Ogden College of Science & Engineering

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Course	Title	Instructor(s)	
AGED 475	Lowlands Coastal Ecuador Agric	Coffey, David	
AGMC 172	Lawn/garden Equip	Scudder, Cris	
AGMC 173	Lawn/garden Equip Lab	Scudder, Cris	
AMS 329	Foundations Of Industrial, Voc	Askins, Kenneth	
AMS 389	Cooperative Work Experience	Arbuckle, Gregory	
AMS 430	Technology Mgt/team Building	Arbuckle, Gregory	
CM 227	Applied Statics	Palmquist, Shane	
BIOL 113	General Biology	Mcdaniel, Kerrie	
BIOL 114	General Biology Lab	Mcdaniel, Kerrie	
BIOL 120	Biol Conc Cells Metab Genetics	Smith, Michael	
BIOL 122	Biol Conc Evol Div Ecol	Grubbs, Scott	
BIOL 123	Lab Biol Conc Evol Div Ecol	Grubbs, Scott	
BIOL 131	Human Anatomy & Physiol	Do Amaral, Jose Pedro	
BIOL 207	Gen Microbiology	Sharma, Nilesh	
BIOL 475	Fire Ecology	Meier, Albert	
BIOL 485	Hon: Kenyan Medicine	Rice, Nancy	
BIOL 519	Intl Wildlife Mgmt	Stokes, Michael	
BIOL 599	Thesis Research/writing	Schulte, Bruce	
CHEM 116	Intro To College Chemistry	Pesterfield, Lester	
CHEM 399	Lab Research Prob/chem	Webb, Cathleen	
CHEM 447	Lab Biochemistry	Williams, Kevin	
CE 300	Floodplain Management	Campbell, Warren	
EE 400	Ee Design Iv	Wilson, Stacy	
EM 222	Wku Statics	Palmquist, Shane	
ME 494	Wku Me Selected Topics	Schmaltz, Kevin	
ME 495	Wku Me Selected Projects	Moore, Christopher	
GEOG 110	World Regional Geography	Dobler, Scott	Kreitzer, Debra
GEOG 360	Geography/n America	Blackburn, William	
GEOL 475	Geology Of The Bahamas	Siewers, Fredrick	
GEOS 510	Cave Geology Reading	Polk, Jason	
GEOS 599	Thesis Writing & Research	Keeling, David	
MATH 211	Math/elem Tchr I	Ayers, Robin	
MATH 212	Math/elem Tchr Ii	Ayers, Robin	
ASTR 108	Descriptive Astronomy	Tyler, Rico	
	Total # Courses	34	