

WKU[®]

Winter Term

Annual Report 2013

A brief summary of WKU Winter Term 2013
Course Enrollments, College Data, Course Section Information
& Marketing Efforts





WKU Winter Term 2013

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Winter Term 2013

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www.wku.edu/winter



Message from the Associate Vice President

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 work to maintain optimal enrollment during Winter Term as we extend access to lifelong learners. We 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 term

Course – courses are differentiated by subject and course number. For example, a single course could encompass 3 sections for ENG 200 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 the Information Technology Division for supplying the data on enrollments and student counts for this report.

WKU Extended Learning & Outreach

Dr. Beth Laves, Assoc. Vice President

Academic Outreach

Laura Ricke, Director

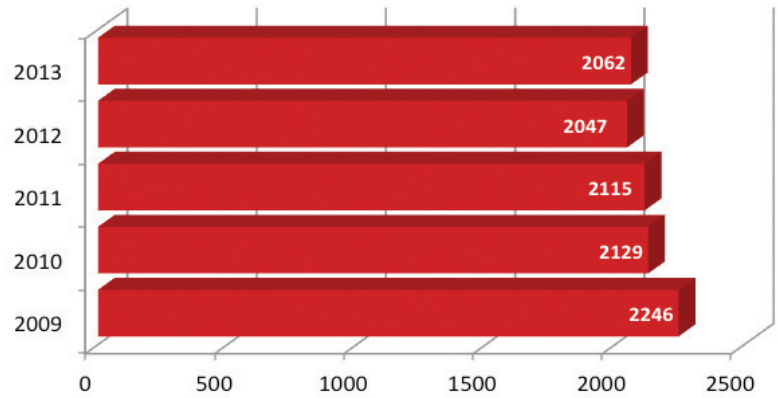
Office of Summer Sessions & Winter Term

Alicia Bingham, Coordinator

Winter 2013 Highlights

Enrollment: Undergraduate enrollment was up over 2% from 2012. There was a slight decrease in graduate enrollment, but overall WKU's total student head count increased from 2012 to 2013. In 2012, course enrollment was 2,110; increasing to 2,154 (2% increase) in 2013. Student credit hour production also increased in 2013 over 1% and remained over 6,000 credit hours. There were 274 sections offered in 2013, which was a 7.5% increase over 2012.

WKU Winter Term Head Count Comparison



New Classes: There were 23 new classes offered in Winter Term 2013 that had never been offered in previous Winter Terms.

- AGRI 108: Rural Sociology
- AMS 310: Work Design/Ergonomics
- AMS 371: Quality Assurance
- BIOL 231: Adv Human Anat & Physiol
- CNS 653: Brief Counseling
- CNS 710: Leadership/Stress Management
- ECON 300: Money & Banking
- EXS 324: Evaluation of Phys Ed
- GEOG 100: Intro/Physical Environment
- GEOG 121: Meteorology
- GEOG 316: Fundamentals of GIS
- HIST 370: Mod South Asia/Empires – Nations
- LME 318: Children's Literature
- LME 550: Emerging Tech in Education
- MKT 321: Consumer Behavior
- NURS 102: Intro to Professional Nursing
- PHIL 102: The Good and the Beautiful
- RUSS 201: Intermediate Russian I
- SOC 100C: Intro to Sociology
- SPM 310: Sport Ethics & Morals
- TCHL 530: Curriculum Development
- TCHL 550: Assess I: Fundamentals
- TCHL 554: Assess II: Standard Testing

**23
New
Courses in
2013**



Networking Lunch: Over 240 Winter Term faculty and students joined together over a hot meal on January 10th as the Winter Term office sponsored the annual Winter Term networking lunch. The lunch provided both students and faculty the chance to further the sense of community on campus during Winter Term. This year's networking lunch was held at the Topper Café.

Campus Participation:

There were 274 sections of 221 courses offered at the Bowling Green, Elizabethtown, and Owensboro campuses, as well as online, through Study Abroad, and Study Away. The number of sections offered increased 56% from 2006, which was the first year of WKU Winter Term.

All colleges participated in Winter Term 2013, including 219 faculty. The number of faculty participating in Winter Term has grown 90% since 2006 and 5% since 2012.

Residence Life once again opened residence halls for Winter Term (Northeast and Southwest).



Study Away – Winter 2013

WKU offered three Study Away courses in Winter Term 2013

In another course, “New Orleans to Houston: Humans, Hurricanes and Darwin Awards,” students visited areas along the Gulf Coast devastated by hurricanes. Students studied the role politics plays in catastrophic coastal storm response, impacts of severe storms on society and the economy and approaches to building disaster-resistant communities.



“Floral Design at the Rose Bowl Parade” took horticulture students to California where they visited area botanical gardens, cut flower operations and national forests and parks. Students also gained hands-on experience in designing floral arrangements for floats in the Tournament of Roses Parade in Pasadena.

Data provided by Study Abroad and Study Away - wku.edu/studyaway

Study Abroad – Winter 2013

There were 137 students that studied abroad during Winter 2013.

- 114 students went on a faculty-led trip
- 21 students went through Consortia
- One student went through a third party organization

Locations for faculty-led trips during Winter Term 2013 included Argentina, Belize, Costa Rica, Cuba, Ecuador, England, France, Kenya, Mexico, and Peru



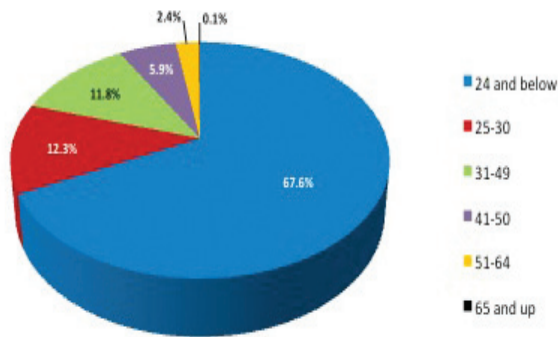
Data provided by Study Abroad and Study Away - wku.edu/studyabroad



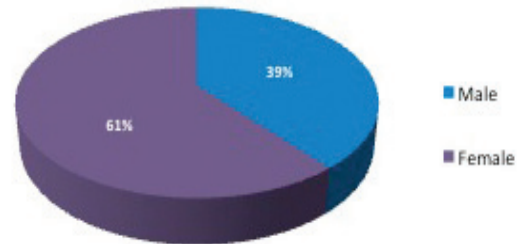
Nicole Coomer, a Journalism & Broadcasting major from Bowling Green, took the course “NYC Religion and Broadway” in New York City. Coomer described it as “the experience of a lifetime.” Over eight days, Coomer and fellow students explored The Big Apple, attended eight Broadway shows and even met Tony Award-winning actors and Broadway playwrights and musical directors. “I came away from the class with so many new friends that I shared the experience with,” said Coomer. “I recommend study away/abroad to any student here at WKU.”

Winter Term 2013 Student Demographic Profile

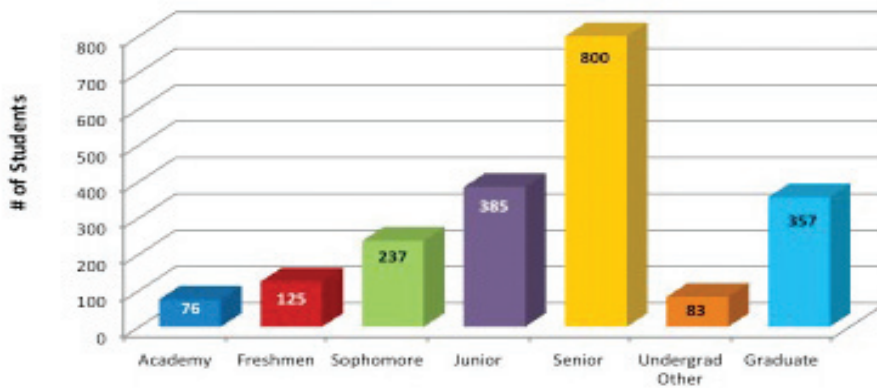
Age



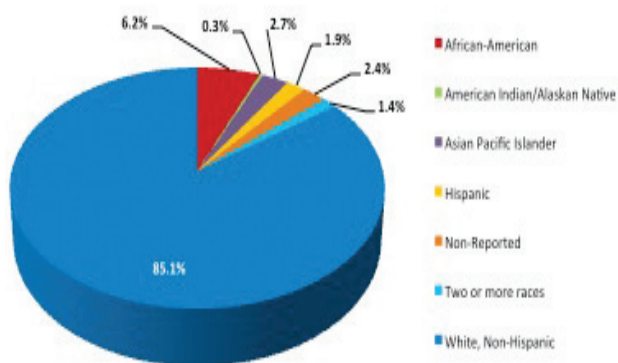
Gender



Class



Ethnicity



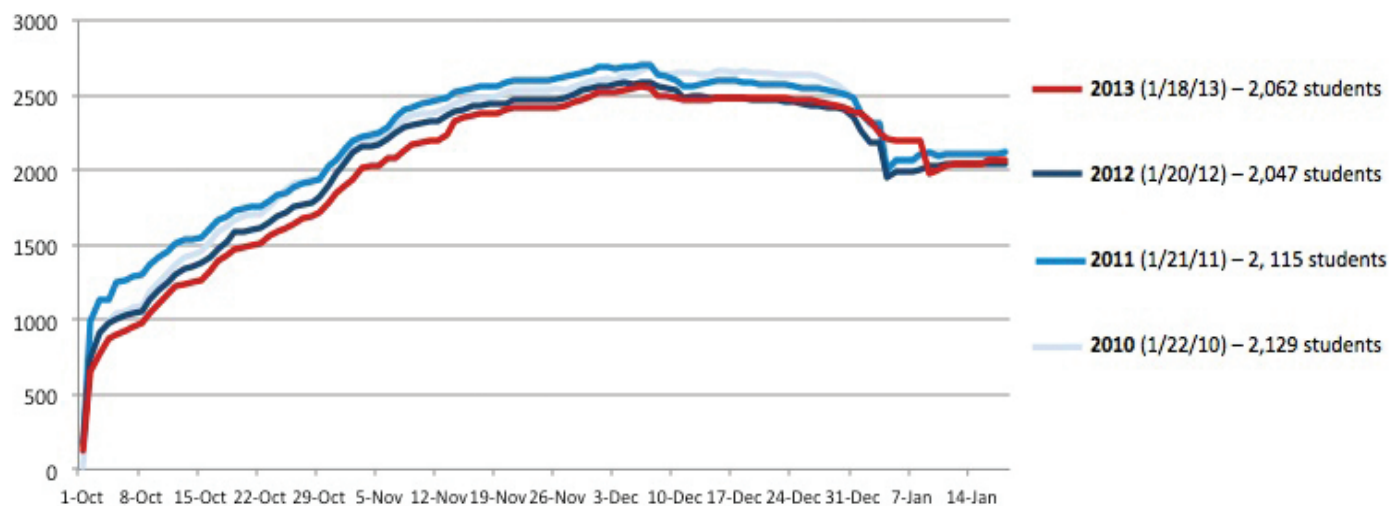
Students enrolled in Winter Term versus Students enrolled in BOTH Winter and the following Spring Semester



Data for Winter Term demographic profile was collected on 1/18/13 from Infoview Report: DELO-Enrolled Students Bio-demo Stats

Enrollment Trends

Total Winter Term Student Count Progress



Winter Term registration began on October 1, 2012. Once again, the highest student head count peak (2,559) occurred on December 6 – the week before Fall semester finals. The highest peak for Winter Term 2012 was 2,588 on December 8. The number of students dropped for nonpayment was the lowest in 5 years. We lost 220 students initially, but many students were reinstated.

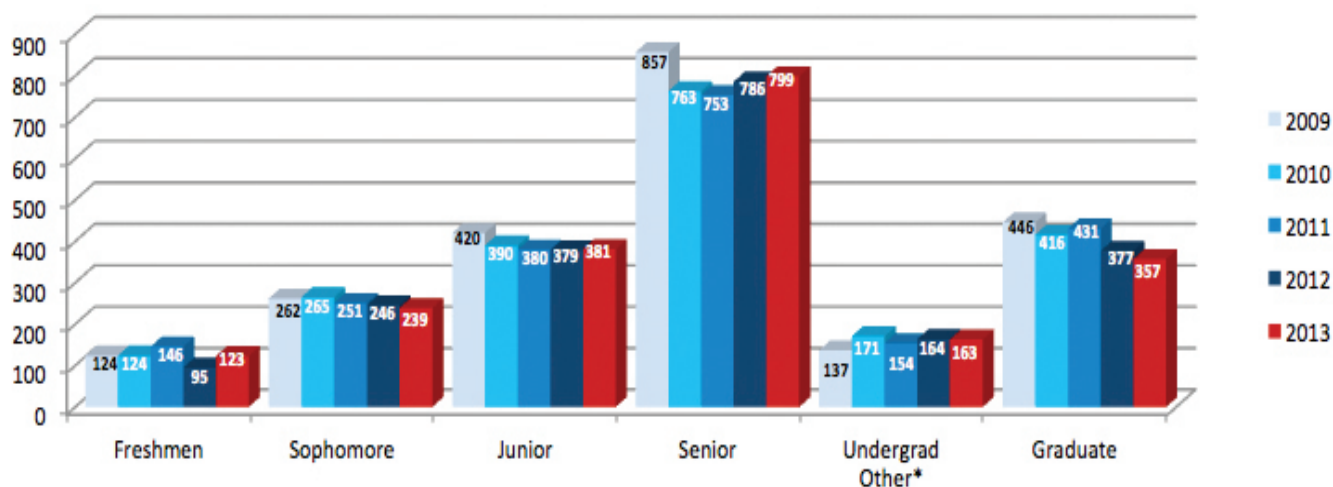
Winter Term Delivery Method Comparison

	2009			2010			2011			2012			2013		
	UG	GR	Total	UG	GR	Total	UG	GR	Total	UG	GR	Total	UG	GR	Total
BG Campus	779	79	858	591	41	632	677	65	742	550	68	618	527	39	566
Online	999	221	1,220	988	268	1,256	935	295	1,230	993	230	1,223	1,079	240	1,319
Regional Campus	30	2	32	31	3	34	6	1	7	24	8	32	23	0	23
Evening	16	30	46	56	12	68	36	11	47	17	14	31	12	0	12
Weekend	9	103	112	3	71	74	0	59	59	0	35	35	0	37	37
Study Abroad	35	11	46	95	11	106	78	7	85	121	21	142	105	29	134
Study Away	0	0	0	0	0	0	19	4	23	23	0	23	34	2	36
Spec. Location	0	0	0	0	0	0	21	0	21	5	1	6	0	27	27
Subtotals	1,868	446	2,314	1,764	406	2,170	1,772	442	2,214	1,733	377	2,110	1,780	374	2,154
Total Course Enrollment			2,314			2,170			2,214			2,110			2,154

*Data collected 1/29/09, 1/22/10, 1/21/11, 1/20/12, and 1/18/13. The data comes from Infoview Report: CRS SEC ENROLL by College

Online course enrollment represented over 60% of the overall winter term course enrollment in 2013. Online course enrollment has grown 135% since the first Winter Term in 2006. University college and Ogden college had increases in course enrollment from Bowling Green campus classes.

Student Type Head Count Comparison



Data collected from Infoview Report: CPE Enrollment Summary on 1/29/09, 1/22/10, 1/21/11, 1/20/12, and 1/18/13.
 *Undergrad Other encompasses post-baccalaureate, non-degree seeking, high school, and academy students.

Student Type in Detail

	2009		2010		2011		2012		2013
FR-Freshmen	124	0.0%	124	17.7%	146	-34.9%	95	29.5%	123
SO-Sophomore	262	1.1%	265	-5.3%	251	-2.0%	246	-2.8%	239
JR-Junior	420	-7.1%	390	-2.6%	380	-0.3%	379	0.5%	381
SR-Senior	857	-11.0%	763	-1.3%	753	4.4%	786	1.7%	799
P1-Post Baccalaureate Degree Seeking	30	100.0%	60	-41.7%	35	17.1%	41	2.4%	42
P2/3-Post Baccalaureate Certificate	5	0.0%	5	0.0%	5	0.0%	5	-80.0%	1
UN-Undergrad Non Degree Seeking	26	-11.5%	23	13.0%	26	46.2%	38	15.8%	44
AJ-Academy Juniors	48	18.8%	57	-29.8%	40	30.0%	52	-25.0%	39
AS-Academy Seniors	28	-7.1%	26	84.6%	48	-41.7%	28	32.1%	37
Total UG	1800	-4.8%	1713	-1.7%	1684	-0.8%	1670	2.1%	1705
MA-Master's Degree	350	-6.0%	329	5.8%	348	-9.2%	316	-31.6%	216
CD-Cooperative Doctorate	1	-100.0%	0	N/A	0	N/A	0	N/A	0
GS-Specialist Student	10	-30.0%	7	14.3%	8	-12.5%	7	14.3%	8
GN-Grad Non Degree Seeking	46	6.5%	49	-49.0%	25	52.0%	38	136.8%	90
R1-Rank I Student	24	-20.8%	19	-36.8%	12	0.0%	12	-25.0%	9
R2-Rank II Student	12	-83.3%	2	300.0%	8	-50.0%	4	-75.0%	1
DR-Doctoral Student	3	233.3%	10	200.0%	30	-100.0%	0	N/A	33
Total GR	446	-6.7%	416	3.6%	431	-12.5%	377	-5.3%	357
WKU Total Student Headcount	2246	-5.2%	2129	-0.7%	2115	-3.2%	2047	0.7%	2062

Student Frequencies

	2011	2012	2013
Students who took 1 course:	2,044 or 94.94%	1,972 or 95.45%	1,982 or 94.74%
Students who took 2 courses:	106 or 4.92%	93 or 4.50%	109 or 5.21%
Students who took 3 courses:	3 or 0.14%	1 or 0.05%	1 or 0.05%
Overall Average	1.05 courses/student	1.03 courses/student	1.04 courses/student

Winter Data by College

Course Enrollment					
College	2011		2012		2013
AR	576	0.5%	579	-3.3%	560
BU	241	0.0%	241	-6.6%	225
ED	463	-13.8%	399	-9.0%	363
HH	443	-1.6%	436	-3.4%	421
UC	141	-39.0%	86	77.9%	153
SC	350	5.4%	369	17.1%	432
Total	2214	-4.7%	2110	2.1%	2154

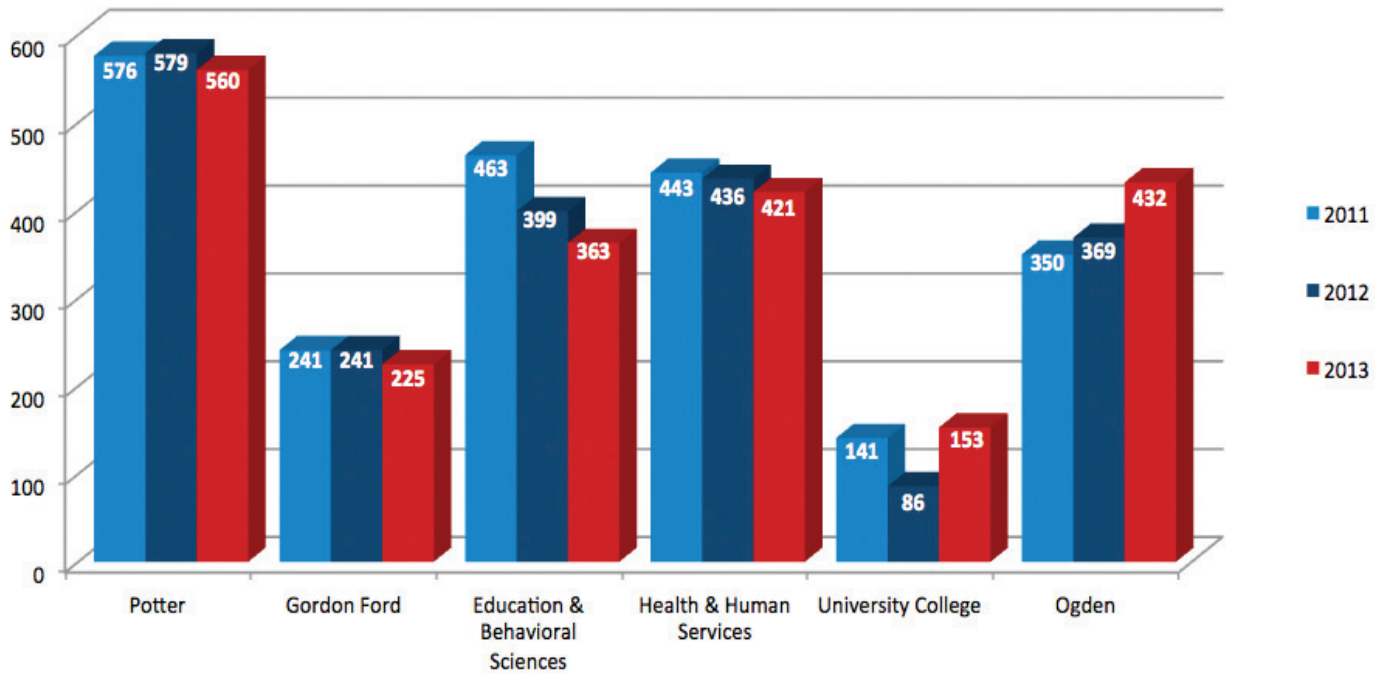
Open Sections					
College	2011		2012		2013
AR	54	14.8%	62	14.5%	71
BU	30	-6.7%	28	-21.4%	22
ED	51	7.8%	55	-10.9%	49
HH	51	5.9%	54	7.4%	58
UC	21	-28.6%	15	60.0%	24
SC	39	17.9%	46	8.7%	50
Total	246	5.7%	260	5.4%	274

Sections with Enrollment					
College	2011		2012		2013
AR	50	24.0%	62	12.9%	70
BU	25	-8.0%	23	-4.3%	22
ED	51	7.8%	55	-10.9%	49
HH	47	12.8%	53	9.4%	58
UC	19	-21.1%	15	60.0%	24
SC	38	15.8%	44	9.1%	48
Total	230	9.6%	252	7.5%	271

Credit Hours by College					
College	2011		2012		2013
AR	1723.50	0.7%	1735.00	-3.4%	1676.00
BU	723.00	0.0%	723.00	-6.9%	673.00
ED	1317.00	-12.7%	1150.00	-10.7%	1027.00
HH	1211.50	-5.1%	1150.00	-4.2%	1101.50
UC	363.00	-28.9%	258.00	81.4%	468.00
SC	881.00	12.3%	989.00	14.9%	1136.00
Total	6219.00	-3.4%	6005.00	1.3%	6081.50

Data collected 1/21/11, 1/20/12, and 1/18/13 from Infoview Report: CRS SEC ENROLL by College.

*Open sections may have zero enrollment. This data includes all campuses, study abroad, and cohort courses.



Ogden college saw significant growth once again in Winter 2013. Ogden accounted for 7 of the 23 new courses offered in 2013, which contributed to their growth in course enrollment. University college also saw an increase in Winter 2013 with Academic Support, Honors, Leadership, and Interdisciplinary Studies all growing in enrollment compared to Winter 2012.

Faculty Stipend Data by College

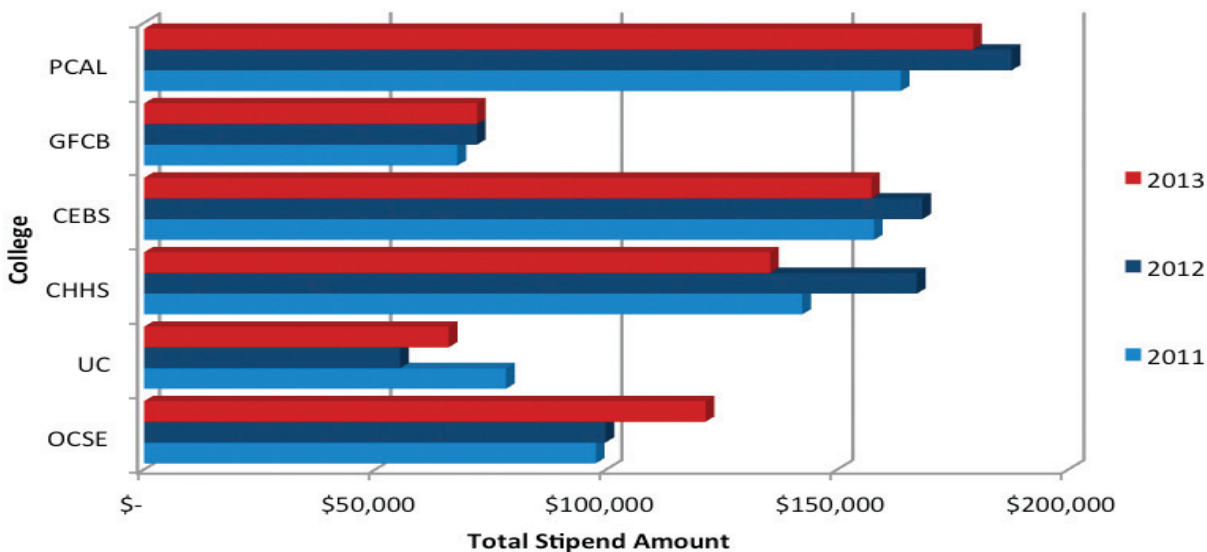
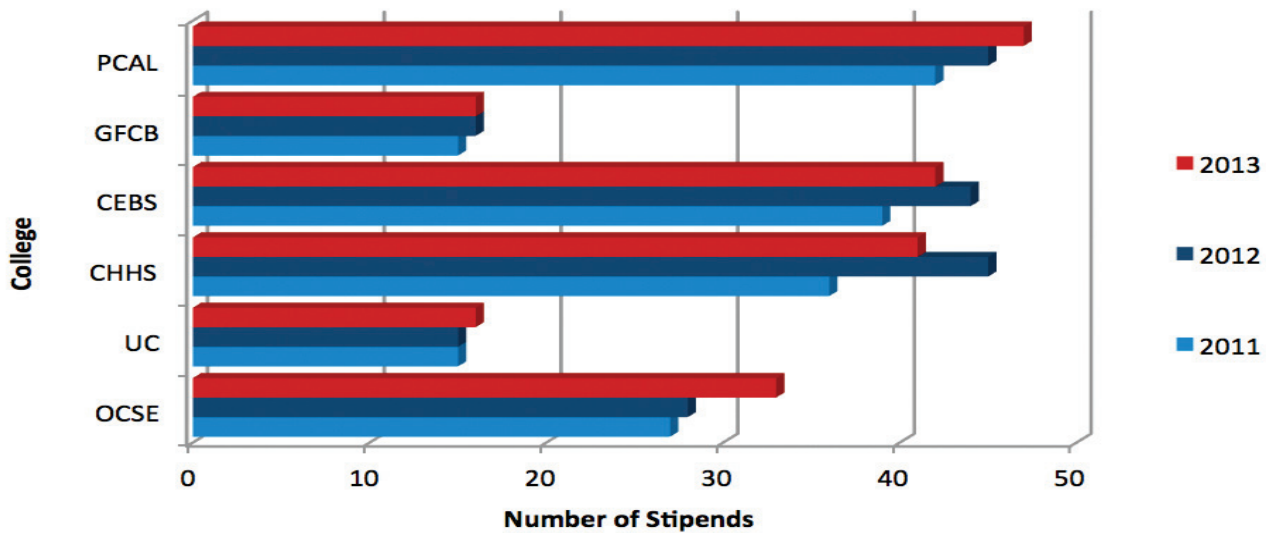
Full-time faculty rates remained the same in 2013 as in 2012. The stipend for a full-time faculty member was \$1,500 per credit hour or \$4,500 for a three credit-hour class.

Part-time faculty rates, which increased in 2011, remained the same in 2013. The amount for a three credit-hour course in Winter Term for a part-time faculty is as follows:

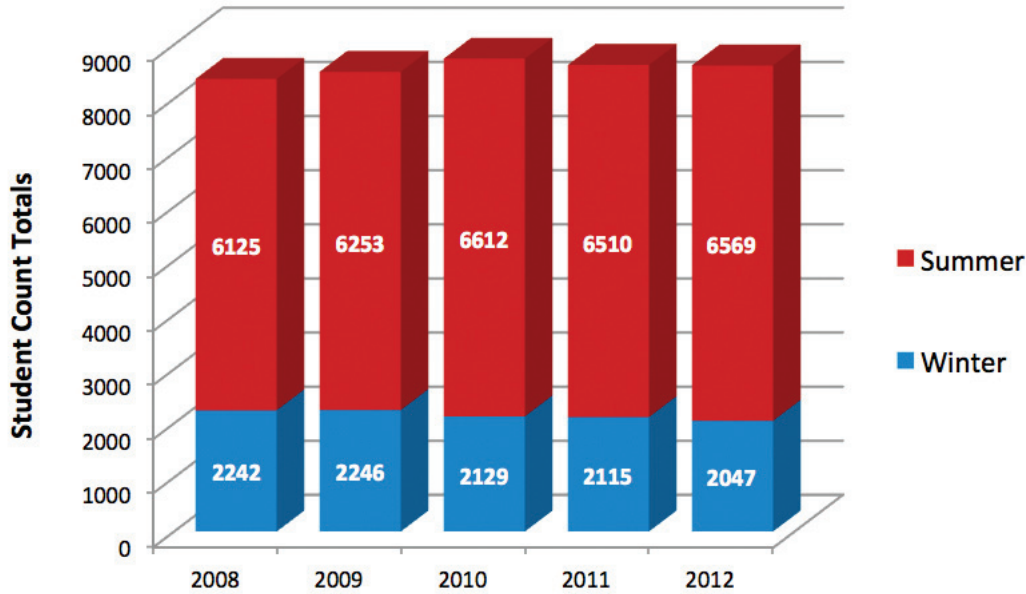
- Level 1 \$1,692
- Level 2 \$1,840
- Level 3 \$2,136
- Level 4 \$2,280

For Winter 2013, there were 43 stipends adjusted down due to low enrollment. The high enrollment incentive was changed to 31 enrollments or above, so one instructor received additional compensation for high enrollment.

Stipend data generated 1/18/13 and included information from Regional Campuses. Fringe benefits are NOT included in these amounts.



Summer/Winter Data



WKU has seen a 3% increase in student count yearly totals from 2008 to 2012. Many students are taking both summer and winter courses in order to graduate sooner. In fact, 45% of the winter 2012 students enrolled in classes this summer!

Institutional Research confirmed that 80% of students who graduated from WKU in 4 years, took at least one summer or winter term course.

WKU Winter Term (Jan. 2-18)

UG Resident	\$353
UG Non-Resident	\$875
UG Tuition Incentive	\$459
UG Online	\$424
GR Resident	\$467
GR Non-Res Domestic	\$583
GR Non-Res International	\$962
GR Online	\$560

Other Kentucky Institutions with Winter Term

UK Winter Intersession (Dec. 17 - Jan. 8)

UG Resident (Lower Div)	\$389
UG Resident (Upper Div)	\$400
UG Non-Res (Lower Div)	\$813
UG Non-Res (Upper Div)	\$824
GR Resident	\$552
GR Non-Resident	\$1,168

NKU Winter Term (Dec. 17 - Jan. 8)

UG Resident	\$328
UG Non-Resident	\$656
UG Online	\$363
GR Resident	\$452
GR Non-Resident	\$765
GR Online	\$492

Marketing Plan

Tactics Included (but were not limited to):

- Booth at Welcome Back WKU with prize wheel
- Registrsation Rallies with hot chocolate stands in various academic halls the week registration opened
- Print and Online Herald ads
- Posters for Bowling Green and Regional campuses
- Mass email messages and direct mail pieces to current and potential students
- Advertising on campus plasma screens



Appendix

Post-Winter Student Survey Results

Winter Term Weekly Progress Report

Special Instructional Assignment Form

Correction Form

2013 Winter Term Marketing Plan

2013 Winter Term Courses

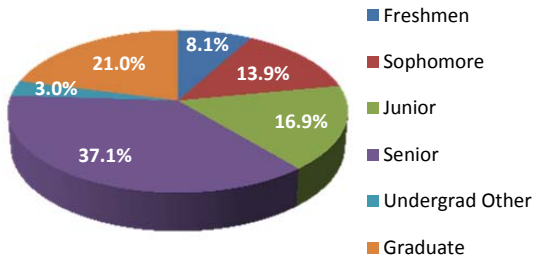
Post-Winter Term 2013 Survey

www.wku.edu/winter

Student Survey

This online survey was sent via email to 2,062 Winter Term students January 23, 2013. Of these students, 396 responded (19%) presenting us with the following information.

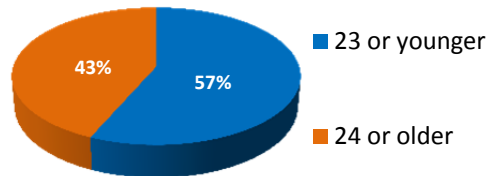
1. What year are you as of the 2013 Spring Semester?



Of the students who responded to the survey, 54% were juniors and seniors at WKU.

2. What is your current age?

For this survey, “traditional” students are characterized by being 23 years of age and younger. Those 24 and older are considered “non-traditional”. This year, the majority of survey participants were “traditional”, whereas, in years past, the survey participants have been more “non-traditional”.

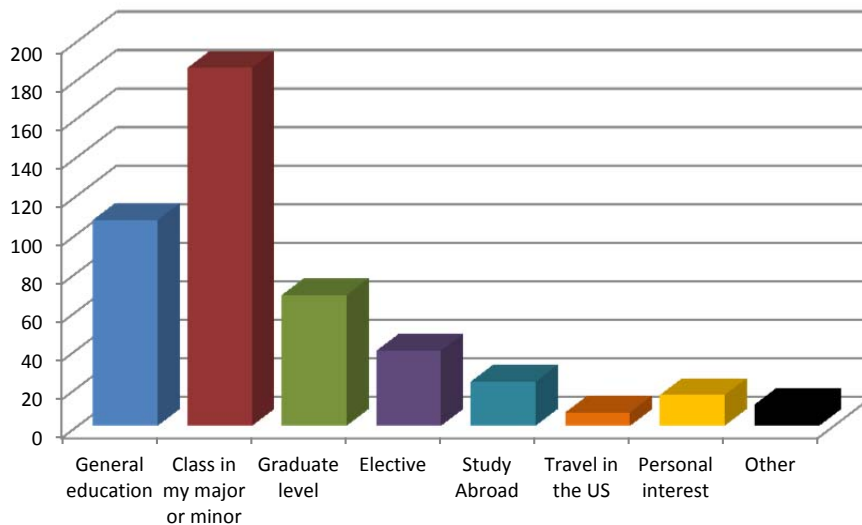


3. What is your major?

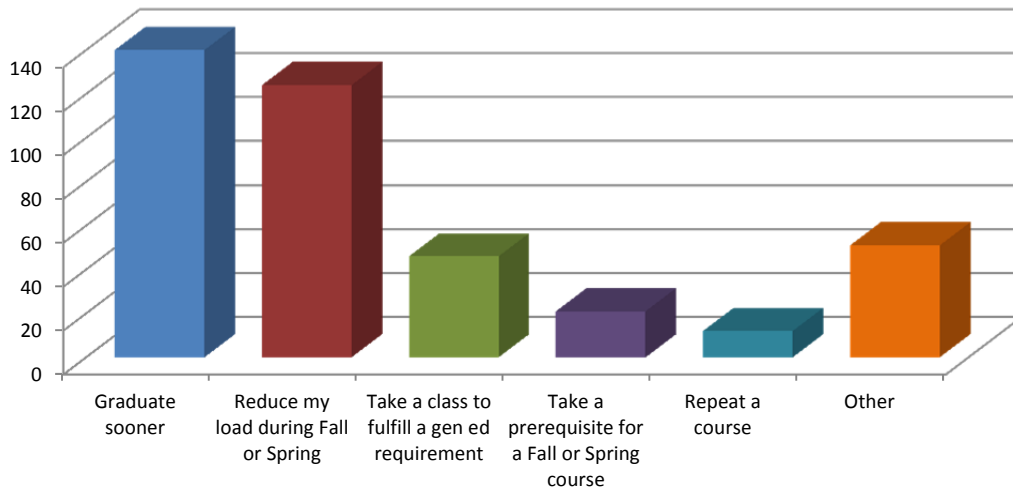
The following represents the departments that had the largest number of students participate in the survey:

Nursing	36	9%	Exercise Science	19	5%
Elementary Education	24	6%	Interdisciplinary Studies	19	5%
Biology	19	5%	Psychology	16	4%

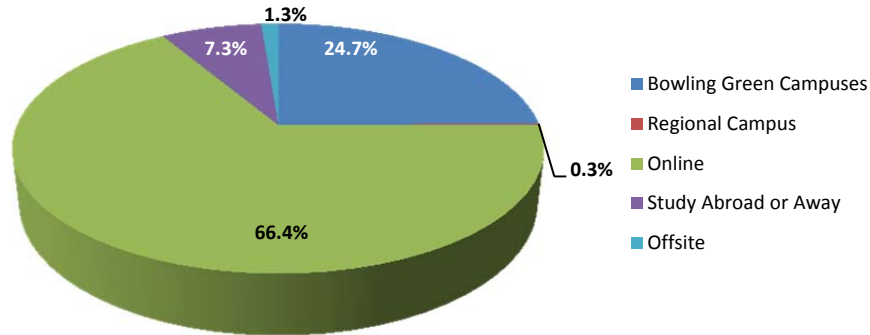
4. What type of class did you take during Winter Term 2013?



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



6. Where was your Winter Term class taught?



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

Topnet/Schedule of Classes	189	48%
Email	177	45%
Academic Advisor	118	30%
Winter Term Website	102	26%
Posters/Flyers	66	17%
Family/Friends	52	13%
Instructor	48	12%
Direct Mail	19	5%
Other	13	3%
The Herald	6	2%
Facebook	2	1%

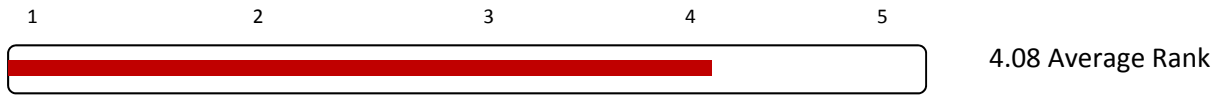
8. Did you take a class during the 2012 Summer Sessions?

Yes	42%
No	58%

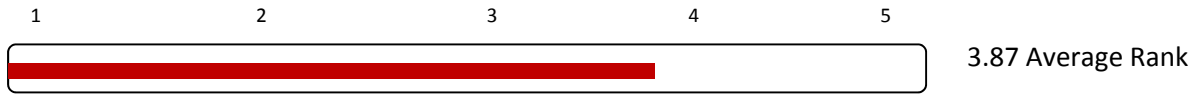
9. Do you plan on taking a class during the 2013 Summer Sessions?

Yes	46%
No	33%
Undecided	20%

10. With 1 being the lowest and 5 the highest, how did your 2013 Winter Term class compare to your expectations?



11. 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?



Winter 2013 Weekly Report

Winter Term Enrollment, Head Count, and Credit Hour Summary

1/18/2013

College	Course Enrollments		Credit Hours	
	2012	2013	2012	2013
Potter College	579	560	1735.00	1676.00
College of Business	241	225	723.00	673.00
College of Education	399	363	1150.00	1027.00
College of Health & Human Services	436	421	1150.00	1101.50
University College	86	153	258.00	468.00
Ogden College	369	432	989.00	1136.00
Totals	2110	2154	6005.00	6081.50

Student Profile Information	Course Enrollments		Credit Hours	
	2012	2013	2012	2013
Online	1229	1313	3649.00	3764.00
Study Abroad	142	134	426.00	402.00

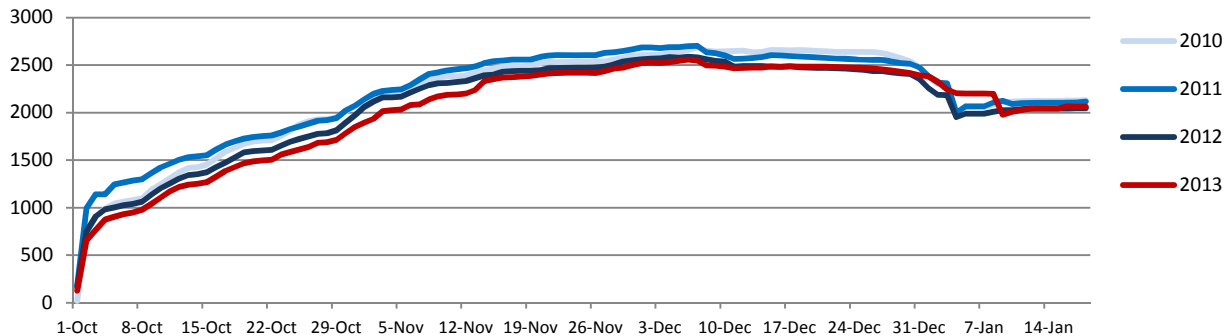
Head Count by Student Type	2012	2013	Difference		
UG	FRESHMEN	95	123	28	29.5%
	SOPHOMORES	246	239	-7	-2.8%
	JUNIORS	379	381	2	0.5%
	SENIORS	786	799	13	1.7%
	P1-POST BACCALAUREATE DEGREE SEEKING	41	42	1	2.4%
	P2-3	5	1	-4	-80.0%
	UN-UNDERGRADUATE NON DEGREE SEEKING	38	43	5	13.2%
	HIGH SCHOOL	0	1	1	#DIV/0!
	AJ-ACADEMY JUNIORS	52	39	-13	-25.0%
	AS-ACADEMY SENIORS	28	37	9	32.1%
UG Total	1670	1705	35	2.1%	
GR	MASTERS DEGREE	316	216	-100	-31.6%
	GS-SPECIALIST STUDENT	7	8	1	14.3%
	GN - GRADUATE NON DEGREE SEEKING	38	90	52	136.8%
	RANK 1	12	9	-3	-25.0%
	RANK 2	4	1	-3	-75.0%
	DOCTORAL STUDENT	0	33	33	N/A
GR Total	377	357	-20	-5.3%	
Total Head Count	2047	2062	15	0.73%	

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


# Sections Offered by College	2012	2013	Difference	
Potter College	62	71	9	14.5%
College of Business	23	22	-1	-4.3%
College of Education	55	49	-6	-10.9%
College of Health & Human Services	54	58	4	7.4%
University College	15	24	9	60.0%
Ogden College	46	50	4	8.7%
Total Sections	255	274	19	7.5%

**Dates for data are 1/20/12 and 1/18/13 (the census date for each Winter Term).

Winter Student Head Count Progress



Winter Term
DELO
ab

Term:		Form Instance:			Prepared by (WKUID)	Date
Pay ID	Amount	Index	Account	Campus Location	Name:	
					Phone:	
					Office of the Provost and Vice-President for Academic Affairs	
NOTE: This form is to be completed for all PT Faculty Instructional Assignments and for FT Faculty Instructional Assignments for FT faculty teaching in summer. Do NOT complete this form unless a stipend is being paid for the assignment. Only ONE Banner Index Number can be reported on each individual form. Only ONE Location can be reported on each individual form. Only ONE Part of Term can be reported on each individual form.						

Employee Information					
WKUID		Employee Name			
Home Address			City	State	Zip Code
Home Phone		Background Check Completed?			KTRS Retiree? <input type="checkbox"/>

Course Information								
On which campus will the courses listed below be taught? <input type="checkbox"/>								
Which Term? <input type="checkbox"/> Part of Term <input type="checkbox"/>								
NOTE: If courses listed below are web-based or IVS, select the location from which the course is broadcast.								
CRN	Course Subject, Number & Section	Prev. Taught	Work Load	Credit Hours	Part of Term	Web Class?	Level, Salary or Emeritus	Projected Stipend*
	Course Title:		Cohort or Dual Credit:			Campus:		
	Department:							
	<input type="checkbox"/> I certify that this employee has the credentials needed to teach this course.							
	Course Title:		Cohort or Dual Credit:			Campus:		
	Department:							
	<input type="checkbox"/> I certify that this employee has the credentials needed to teach this course.							
	Course Title:		Cohort or Dual Credit:			Campus:		
	Department:							
	<input type="checkbox"/> I certify that this employee has the credentials needed to teach this course.							
	Course Title:		Cohort or Dual Credit:			Campus:		
	Department:							
	<input type="checkbox"/> I certify that this employee has the credentials needed to teach this course.							
Banner Index from which the courses listed will be paid:						Adjustment to the amount paid:		
Make general comments in the space below and/or provide an explanation for any amount listed in the "Adjustment" field above:								
Total amount paid for this Special Instructional Assignment:								

INSTRUCTORS: This is to certify my agreement to teach the classes(es) indicated above according to the conditions and expectations of Western Kentucky University. I understand that the class(es) may be held, at the University's discretion, on Main Campus, at the South Campus and/or Regional Campus sites or other designated locations.

*I agree to teach this course with the understanding that my stipend will be set according to the enrollment based stipend schedule as determined by my college. If more students enroll by the last add date, I understand that my stipend may be increased. If fewer students enroll by the last add date than the required minimum set by my college, I understand my stipend may be pro-rated.

DEPARTMENT HEADS: PLEASE READ and CERTIFY: I certify that the above named individual is fully qualified to teach the course(s) assigned. Enrollment must be at least for the course to be offered.

Get Data

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. Normally, University full-time staff members are permitted to teach only one 3 credit hour class per term. Instructors who are retirees from Kentucky Teachers Retirement System (KTRS) shall not be employed to teach more than 12 semester hours per fiscal year (July 1 – June 30). Questions about the 12 hour teaching limit for KTRS retirees should be directed to the retirement section in the Department of Human Resources.
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). Instructors shall not be employed to teach more than 12 semester hours at the undergraduate level or 6 hours at the graduate level (with the exception of KTRS retirees).
5. 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 not 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 re-employment. 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.

Enrollment Based Stipend Schedule

For courses with high enrollment (31 or more students on the day after drop for non-payment), an additional \$200 per credit hour will be paid to the instructor.

WKU eSignature Forms	
Main Saved Forms Sent Forms Sent Forms Archive Received Forms Received Forms Archive Email List Log Off	
Send to email address	And <input type="text"/>
NOTE: Email addresses must include @wku.edu or @topper.wku.edu at the end.	
Comment	<input type="text"/>
<input type="button" value="Send"/> <input type="button" value="Save"/>	

Term:		Part of Term:			Prepared by (WKUID)	Form #
Pay ID	Amount	Index	Account	Campus Location	Name:	
					Phone:	Date:
					Office of the Provost and Vice-President for Academic Affairs	
Terms of Employment for Special Instructional Assignments CORRECTION FORM <i>(Use this form to cancel stipends or make any changes to stipends already submitted on an SIA form)</i>						

Employee Information			
WKUID		Employee Name	
Home Address	City	State	Zip Code
Home Phone	Email Address		

Course Information	
Which Term?	Part of Term:
Location:	Banner Index:
CRN:	
In the space below, provide an explanation of the correction that needs to be made:	
<input style="width: 100%; height: 20px;" type="text"/>	

WKU eSignature Forms	
Main Saved Forms Sent Forms Sent Forms Archive Received Forms Received Forms Archive Email List Log Off	
Send to email address	And
NOTE: Email addresses must include @wku.edu or @topper.wku.edu at the end.	
Comment	
<input type="button" value="Send"/> <input type="button" value="Save"/>	

WINTER MARKETING 2013

1. Mission Statement:

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 work to maintain optimal enrollment during Winter Term as we extend access to lifelong learners. We address students' emerging needs in order to enhance student success at Western Kentucky University.

2. Target Audiences (in priority order):

1. Current undergraduate students
2. Freshman parents
3. Graduate students
4. Faculty & Advisors
5. Summer scholarship recipients
6. Potential students

3. Brand Attributes:

- a. Speed up degree attainment
- b. The strong WKU Brand
- c. Breadth of courses
- d. Intensive course schedule

4. Target Geographies:

- a. Students within a 45 mile radius (for f2f)
- b. Out-of-State for online options

5. Marketing Goals:

- a. Increase student count numbers for 2013 Winter Term to 2% over 2012
- b. Increase Graduate student enrollment by 5% over 2012
- c. Increase # of lowerclassmen students who take a course in Winter by 7% over 2012

6. Budgeting

- a. \$20,000 (70/20/10 rule – 70% tried-and-true methods, 20% new but proven, 10% experimental)

7. Action Items

- a. **Goal A:** Increase student count numbers for 2013 Winter Term to 2% over 2012
 - i. **Tactics:**
 1. Create Theme/Tagline
 2. Launch Winter Website
 - a. Content for winter site
 - b. Website Important Dates to Remember
 - c. Website Tentative Class List
 - d. Registration Rally WebAds
 - e. Registration Now Available Ad on Website
 - f. Reminder Ads on Website
 - g. Facebook, twitter on Winter Site
 - h. Info on parking, housing, meal plans on Site
 3. New Faculty Orientation (to increase faculty teaching and therefore course offerings)
 - a. New faculty Rack Card
 - b. Coffee Mugs, Bags
 - c. Large Banner Display
 4. Welcome Back WKU
 - a. T-shirts for WBW
 - b. Headbands for WBW
 - c. Wheel Inserts for WBW
 - d. Photos
 - e. Flat Bottle for WBW
 - f. Flyer for WBW
 - g. Large Sandwich Boards for WBW
 5. Majors & Minors Fair

- a. Flyers (same as WBW)
 - b. Chapsticks
 - c. Water Bottles (same as WBW)
- 6. Registration Rallies
 - a. Rally Info Tables Around Campus
 - b. Re-order Shirts
 - c. Rally Table Signs
 - d. Order hot Coco for Rallies
 - e. Info Flyer for Rally
 - f. Put Rallies on Campus Events Calendar
- 7. WKYU spot about Winter
- 8. Facebook ads for Winter
- 9. Plasma Screens/Campus Monitors about Registration
- 10. Current Student Page Web Ad
- 11. Herald Ads
 - a. Online Ads – Oct/Nov
 - b. Herald ad: Watch for registration
 - c. Herald Ad: Registration going on now
 - d. Herald Ad: Register Reminder
- 12. Oversized Banners for Campus
- 13. Google AdWords
- 14. Shuttle Bus Ads
- 15. Scholarship Recipient Piece
- 16. Email Campaigns
 - a. Follow-up Summer scholar email
 - b. Summer Scholar email
 - c. Student-all General email
 - d. General Student Email 2
 - e. Faculty Email
 - f. Registered Students email follow-up
 - g. May Faculty Email
 - h. Follow-up may faculty email
- 17. MasterPlan T-shirt sponsorship
- 18. MasterPlan promo item for dorms
- b. **Goal B:** Increase Graduate student enrollment by 5% over 2012
 - i. **Tactics:**
 - 1. Postcard to Graduate Education Students
 - 2. Unique Landing Page for Grad Students
 - 3. Ad in the DailyNews directed at those in the field of Education
 - 4. Ad in Know U Didn't publication to non-trad students who might be interested in beginning their Masters degree
 - 5. Special email to WKU alumni in teacher education who haven't started their graduate course work yet
- c. **Goal C:** Increase # of lowerclassmen students who take a course in Winter by 7% over 2012
 - i. **Tactics:**
 - 1. Letter to Freshman Parents
 - 2. Magnet sent to freshmen homes
 - 3. Reminder Postcard to Freshmen Parents
 - 4. Final Parent Reminder Enveloped Rackcard
 - 5. ATP's
 - a. Chapsticks
 - b. Flyers
 - 6. Focus on WKU
 - a. Handout to distribute
 - b. Megaphones

Potter College of Arts & Letters

Course	Title	Instructor(s)			
ART 100	Art Appreciation	Lubbers, Jacqueline			
ART 106	History Of Art Since 1300	Jordan, Guy			
ART 240	Drawing	Nichols, Michael			
ART 330	Graphic Design	Tullis, Matthew			
ART 334	Graph Design Survey	Cartwright, Ingrid			
ART 438	Adv Computer Graphics	Tullis, Matthew			
ART 490G	Special Problems	Cartwright, Ingrid			
COMM 145	Fund Speaking/communication	Waltz, Sheri	Schiess, Donna		
COMM 161	Business & Prof Speaking	Mcclanahan, Jessica			
COMM 263	Fund/scom & Culture	Ishii, Kumi			
ENG 200	Introduction Literature	Hays, Debra	Reames, Kelly	Turley, Marya	
ENG 302	Language/communication	Poole, Alexander			
ENG 306	Business Writing	Szerdahelyi, Judith			
ENG 399	Hon: Top Eng- Cuban Lit & cultr	Rutledge, Jerry			
FLK 280	Cultural Diversity In Us	Antonsen, Christopher			
HIST 120	Western Civ Since 1648	Serafini, David			
HIST 241	United States Since 1865	Lucas, Marion			
HIST 370	Mod South Asia/empires-Nations	Dietle, Robert			
HIST 590	Ind Adv Indiv Study	Sanderfer, Selena			
BCOM 369	Co-Op Brdcast Comm	White, Stephen			
JOUR 201	Media And Society	Payne, Kenneth			
JOUR 355	Public Relations	Bagwell, Vicki			
JOUR 481	Study Abaroad Sport Branding	Bagwell, Vicki			
GERM 101	German I: Fund Communication	Straubel, Timothy			
GERM 389	Internship In German	Mcgee, Laura			
RUSS 201	Intermediate Russian I	Myakshina, Ekaterina			
SPAN 101	Elem Spanish I	Eagle, Susan			
SPAN 102	Elem Spanish Ii	Davis, Susann	Maestre, Eder	Zapata, Michelangelo	Amador Medina, Melba
MUS 119	Jazz Appreciation	Scott, Marshall			
MUS 120	Music Appreciation	Bright, Jeffrey	Martin, John		
MUS 277	Intro To World Music	Cipolla, John			
MUS 314	Comp Arts Elem Teach	Swanson, Robyn			
PHIL 102	The Good And The Beautiful	Anton, Audrey			
PHIL 215	Elementary Logic	Schnee, Ian			
PHIL 322	Biomedical Ethics	Bain-Selbo, Eric			
RELS 401	Religion & Broadway-Study Away	Trafton, Joseph			
PS 250	International Politics	Kiasatpour, Soleiman			
PS 304	State Government	Turner, Joel			
PS 435	Am Political Thought	Kash, Jeffrey			
PS 499	Senior Sem In Gov	Ardrey, Sandra			
PS 546	Sem/public Policy Eval	Chappell, James			
SOCL 100	Introductory Sociology	Musalia, John			
SOCL 300	Using Statistics In Sociology	Faine, John			
SOCL 304	Sociological Theory	Taylor, Craig			
SOCL 324	Sociology Of Sport	Kanan, James			
SOCL 330	Criminology	Daday, Gerhard			
SOCL 342	Aging In Society	Krull, Amy			
SOCL 345	Sociology Of Popular Music	Groce, Stephen			
SOCL 499	Senior Seminar	Smith, Douglas			
DANC 110	Dance Appreciation: Web	Brown, Clifton			
DANC 360	Dance In Culture: Web	Clark, Amanda			
THEA 354	Hist Drama To 1640: Britain	Young, David			
THEA 371	Directing I	Stroot, Richard			
Total # Courses		53			

Gordon Ford College of Business

Course	Title	Instructor(s)
ECON 150	Intro Economics	Strow, Brian
ECON 202	Prin Economics-Micro	Wilson, Dennis
ECON 203	Prin Economics-Macro	Strow, Claudia
ECON 206	Statistics	Lebedinsky, Alexander
ECON 300	Money & Banking	Beckworth, David
ECON 499	Senior Assessment-Econ	Carey, Mary
FIN 350	Risk Mgt/insurance	Chhachhi, Indudeep
MGT 200	Legal Environment Of Business	Sullivan, Brian
MGT 210	Organization And Management	Potter, Paula
MGT 303	Int'l Business - Study Abroad	Mohamed, Zubair
MGT 305	Critical Thinking In Mgt	Spiller, Michael
MGT 311	Human Resource Management	Coder, LeAnne
MGT 313	Decision Modeling	Mohamed, Zubair
MGT 361	Business Comm Fundamentals	Mcdonald, Michael
MGT 410	Mgt - Study Abroad	Mohamed, Zubair
MGT 490	Internship In Management	Mohamed, Zubair
MKT 220	Basic Marketing Concepts	Martin, Craig
MKT 321	Consumer Behavior	Melancon, Kathryn
MKT 323	Services Marketing	Gardner, Mary
MKT 325	Personal Selling	Forbes, Lukas
MKT 329	Business To Business Marketing	Todd, Patricia
MKT 491	Marketing Study Abroad	Shannon, James
Total # Courses		22

University College

Course	Title	Instructor(s)
GERO 100	Intro To The Aging Experience	Bradley, Dana
DMA 096C	Intermediate Algebra	Hollis, Michelle
ENGL 100C	Intro To College Writing	Heintzman, Anne
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
AFAM 190	African Amer Experience	Foster, Lloren
AFAM 480	Ind Study/african Amer	Ardrey, Saundra
GWS 470	Amazon: Community Place	Olmsted, Jane
ICSR 570	Amazon: Community Place	Olmsted, Jane
ICSR 599	Thesis Research/writing	Kerby, Molly
CHM 101C	Intro Chemistry	Skipworth, Carnetta
FCS 111C	Human Nutrition	Graham, Christabell
HIS 119C	Western Civ To 1648	Borders, Charles
SOC 100C	Intro To Sociology	Asare, James
SPN 102C	Elementary Spanish Ii	Sunkin, Francesca
HON 300	Hon: Colloquium	Schell, John Dizgun, John Coffey, David
IDST 399	Religion And Broadway	Trafton, Paula
LEAD 200	Intro To Leadership Studies	Baker, John
LEAD 500	Effective Leadership Studies	Gonzales, Linda
Total # Courses		21

College of Education and Behavioral Sciences

Course	Title	Instructor(s)		
CNS 553	Comm Resources In Cns	Sheeley, Vernon		
CNS 581	International Student Services	Hughey, Aaron		
CNS 653	Brief Counseling	Sauerheber, Jill Duba		
CNS 666	Legal Ethical Iss In Cns	Mason, Cynthia		
CNS 669	Expressive Art In Counseling	Bratton, Imelda		
CNS 710	Leadership/stress Management	Stickle, Fred		
ADED 510	Intro To Adult Education	Berger, James		
EDAD 590	Adm Of School Personnel	Millay, John		
EDAD 696	Adv Org Theory	Houchens, Gary		
EDLD 796	International Ed Leadership	Gandy, Stephanie	Keeling, David	Capps, H.
EDLD 798	Int/admin & Supervision	Burch, Barbara	Norman, Antony	
PSY 100	Intro Psy	Clayton, Krisstal	Shake, Matthew	
PSY 199	Development Psy	Pfohl, Virginia		
PSY 250	Adjustment And Personal Growth	Graves, Mark		
PSY 310	Educational Psy	White, Margaret		
PSY 350	Social Psychology	Wichman, Aaron	Reece, Thomas	
PSY 361	Psy Measurement	Brown, Reagan		
PSY 423	Psy Adult/aging	Mienaltowski, Andrew		
PSY 430	Psy Of Women	Brausch, Amy		
PSY 510	Advanced Ed Psy	Derryberry, Pitt		
PSY 541	Profession Issues/ethics	Myers, Carl	Grieve, Frederick	
PSY 590	Rdgs/resrch Psy	Shoenfelt, Elizabeth		
PSY 662	Practicum In Psy	Myers, Carl		
EDU 250	Intro To Teach Ed	Pierce, Judy		
EDU 491	Practicum Teacher Candidates	Gandy, Stephanie		
ELED 345	Teach Strat I	West, Andrew		
IECE 423G	Inter Low Incid Disabilities	Adams, Henrietta		
LME 318	Children's Literature	Paganelli, Andrea		
LME 407	Literature/young Adults	Fiehn, Barbara		
LME 550	Emerging Tech In Education	Maxwell, Margaret		
LTCY 518	Ltcy Learning And Technology	Suzuki, Tadayuki		
SPED 330	Intro Excep Educ Div In Lrng	Copas, Kelly		
SPED 516	Except Child: Perspect/issue	Boman, Martha		
SPED 532	Families, Prof & Exceptional I	Applin, Janet		
SPED 533	Curr For Learn Beh Disorders	Kirby, Elizabeth		
SPED 630	Special Educ Law & Finance	Atwell, Nedra		
TCHL 500	Foundations Tchr Leadership	Jukes, Pamela		
TCHL 520	Principles Action Research	Pereira, Nielsen		
TCHL 530	Curriculum Development	Huss, Jeanine		
TCHL 550	Assess I: Fundamentals	Stobaugh, Rebecca		
TCHL 554	Assess li: Standard Testing	Stobaugh, Rebecca		
	Total # Courses	41		

College of Health & Human Services

Course	Title	Instructor(s)		
AH 290	Medical Terminology	Hunt-Shepherd, Janice	Whitley, Kenneth	
DH 115	Independent Clinical Study	Dean, Terry		
DH 360	Int Comm Health & Serv Learn	Evans, Joseph		
CD 589	Spec Tpcs Comm Dis	Sandidge, Janice		
FACS 111	Human Nutrition	Lee, Julie		
FACS 311	Family Relations	Croxall, Kathy		
FACS 494	Parenting Strategies	Haynes-Lawrence, Darbi		
IDFM 431	Clothing & Human Behavior	Shivel, Deborah		
EXS 122	Foundations Of Kinesiology	Esslinger, Keri		
EXS 223	Health Rel Fitness-Exer Sci	Hey, Donna		
EXS 313	Motor Learning And Control	Arnett, Scott		
EXS 324	Evaluationof Phys Ed	Evans, Gina		
PE 100	Life Fitness/wellness	Deere, Randall		
PE 101	Weight Training/Walking/Line Dancing	Lane, Tracy	Stenger-Ramsey, Tammie	
PE 310	Kinesiology	Esslinger, F.		
PE 311	Exercise Physiology	Lyons, Thomas		
PE 341	Basketball Coaching	Hey, William		
PE 354	P E /elem Schools	Whitlock, Sharon		
PE 521	Critical Analysis Prof Lit	Schafer, Mark		
REC 220	Understanding Nonprofit Sector	Poff, Raymond		
REC 426	Facility Planning & Design	Gibson, Fred		
REC 482	Recreation Workshop- Wfr	Spencer, Steven		
REC 494	Nonprofit Admin Conference	Poff, Raymond		
RSA 599	Thesis Research/writing	Hey, William		
SPM 310	Sport Ethics & Morals	Upright, Paula		
ENV 280	Intro/environmental Sci	Golla, Vijay		
HCA 347	International Health Care	Mkanta, William		
HCA 401	Fund Health Financial Mgt	Ellis-Griffith, Gregory		
PH 165	Drug Abuse	Watkins, Cecilia		
PH 383	Biostatistics/health Sci	Lartey, Grace		
PH 456	Belize Intern Hs Learning	Iyegbuniwe, Emmanuel	Ellis-Griffith, Gregory	
PH 520	Biostatistics	Ibrahimou, Boubakari		
NUR 104	Calculations For Nursing	Moore, Lora		
NUR 150	Lpn To Rn Transition	Green, Mary		
NURS 102	Intro To Professional Nursing	Bormann, Lorraine		
NURS 317	Study Abroad - London/dublin	Jones, Myra	Redick, Susan	
NURS 415	Complementary Health Care	Wright, Dawn		
NURS 451	Gerontological Nursing	Abell, Cathy		
SWRK 101	Fndtns Of Hum Svcs	Peeler, Janelle		
SWRK 490	Addictions & Mental Health Dis	Mallinger, Gayle	Peeler, Janelle	Owens, Larry
SWRK 572	Fam Violence:swrk Practice	Miller, Merry		
SWRK 675	Expressive Therapies	Starks, Sandra		
SWRK 695	Inter Hlth Comm Ser	Owens, Larry	Peeler, Janelle	
Total # Courses		43		

Ogden College of Science & Engineering

Course	Title	Instructor(s)
AGMC 172	Lawn/garden Equip	Scudder, Cris
AGMC 173	Lawn/garden Equip Lab	Scudder, Cris
AGRI 108	Rural Sociology	Kingery, Thomas
AGRI 475	Amazonian & Galapagos Ecuador	Coffey, David
AGRI 675	Dev. Issues In Amazonian & Gal	Coffey, David
HORT 475	Floral Design At The Rose Para	Dennis, Roger
HORT 675	Floral Design At The Rose Para	Dennis, Roger
AMS 310	Work Design/ergonomics	Leach, Laura
AMS 329	Foundations Of Industrial, Voc	Askins, Kenneth
AMS 371	Quality Assurance	Jackson, Daniel
AMS 390	Project Management	Khalafallah, Ahmed
AMS 398	Internship I	Sylvester, Keith
AMS 430	Technology Mgt/team Building	Arbuckle, Gregory
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	Tewell, Kevin
BIOL 131	Human Anatomy & Physiol	Collyer, Petra
BIOL 207	Gen Microbiology	Sharma, Nilesh
BIOL 224	Animal Biology And Diversity	Lienesch, Philip
BIOL 225	Lab Animal Biol And Diversity	Lienesch, Philip
BIOL 231	Adv Human Anat & Physiol	Mason, Wayne
BIOL 399	Hon: Research Prob/biology	Schulte, Bruce
BIOL 485	Medicine In Kenya/Costa Rican Studies	Rice, Nancy Philips, Thomas
CHEM 101	Intro Chemistry	Burris, Stuart
CHEM 116	Intro To College Chemistry	Snyder, Chad
CHEM 120	College Chemistry I	Dahl, Darwin
CHEM 570	Lab Lecture/dem Tech	Webb, Cathleen
CE 475	Hurricanes And Humans	Campbell, Warren
EM 222	Wku Statics	Palmquist, Shane
GEOG 100	Intro/physical Environment	Groves, Christopher
GEOG 110	World Regional Geography	Yan, Jun
GEOG 121	Meteorology	Durkee, Joshua
GEOG 316	Fundamentals Of Gis	Kreitzer, Debra
GEOG 360	Geography/n America	Blackburn, William
GEOG 451	Geography Of Kentucky	Nemon, Amy
GEOG 475	Maya-Mexico, Past & Present	Dizgun, John
GEOS 510	Maya Mexico, Past & Present	Keeling, David
ASTR 108	Descriptive Astronomy	Tyler, Rico
PHYS 130	Acoustics/music/speech	Kintzel, Edward
Total # Courses		41

WKU
Winter Term

February 2013
wku.edu/winter - (270) 745-2478