

Western Kentucky University

TopSCHOLAR®

WKU Archives Records

WKU Archives

Winter 2011

UA42/1 WKU Winter Term

WKU Summer Sessions & Winter Term

Follow this and additional works at: https://digitalcommons.wku.edu/dlsc_ua_records



Part of the [Higher Education Administration Commons](#), [Marketing Commons](#), [Mass Communication Commons](#), and the [Public Relations and Advertising Commons](#)

This Report is brought to you for free and open access by TopSCHOLAR®. It has been accepted for inclusion in WKU Archives Records by an authorized administrator of TopSCHOLAR®. For more information, please contact topscholar@wku.edu.

WKU[®]

WKU Winter Term

Annual Report: A Brief Summary of WKU Winter Term 2011

(Course Enrollments, College Data, Course Section Information, and Marketing Efforts)



www.wku.edu/winter

WKU Winter Term is a unit of Extended Learning & Outreach - 3/11



WKU Winter Term 2011

Table of Contents

- Mission, Definitions, Acknowledgements.....Page 2
- Winter Highlights.....Page 3
- Study Abroad and Study Away.....Page 4
- Winter Term Demographic Profile.....Page 5
- Enrollment Trends.....Page 6-7
- Winter Data by College.....Page 8
- Stipend Data and Summer/Winter Data.....Page 9
- Winter Tuition Comparison and Marketing Plan.....Page 10
- Appendix.....Page 11-26

Winter Term 2011

WKU Winter Term
 2355 Nashville Rd
 Bowling Green, KY 42101
 (270) 745-2478
 winter.term@wku.edu
 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 three sections for ENG 100 taught by two instructors; one instructor teaching a single section and the other instructor teaching two 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.

Extended Learning and Outreach

Dr. Beth Laves, Assoc. Vice President

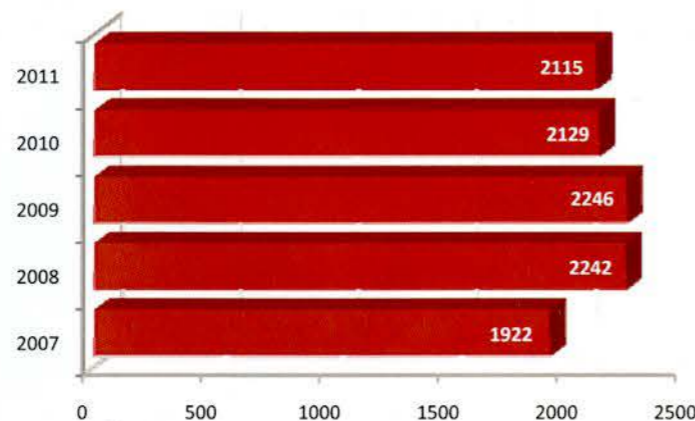
WKU Office of Summer Sessions and Winter Term

Alicia Bingham, Administrative Asst/Summer Specialist
 Jennifer Perry, Marketing Manager

Winter 2011 Highlights

Enrollment: There was a 2% increase in course enrollment from Winter Term 2010 to 2011. In 2010, course enrollment was 2,170; increasing to 2,214 in 2011. Student count dropped 0.7%, from 2,129 in 2010 to 2,115 in 2011. Student credit hour production also increased in 2011 to 6,219.00. There were 246 sections offered in Winter Term 2011 which was a 2.5% increase over 2010.

WKU Winter Term Head Count Comparison



New Classes: There were 15 new classes offered in Winter Term 2011 that had never been offered in previous Winter Terms.

15

New Courses
in 2011

- ART 106 – History of Art since 1300
- CHIN 101 – Elementary Chinese
- CNS 551 – Classroom Guidance
- DANC 360 – Dance in Culture
- EDU 524 – Educational Assessment
- EXED 515 – Educ Exep Child
- EXS 455 – Exercise and Aging
- JOUR 201 – Media and Society
- PE 101 – Line Dancing
- PE 122 – Foundations/Physical Ed
- PHYS 130 – Acoustics/Music/Speech
- PS 304 – State Government
- RELS 305 – Christian Religious Trad
- SOCL 100 – Introductory Sociology
- TCHL 500 – Foundations TCHR Leadership

Networking Lunch: Over 450 Winter Term faculty and students joined together over a hot meal on January 12th as the Winter Term office sponsored the annual Winter Term networking lunch. The lunch provides 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 Fresh Food Company in DUC.



Campus Participation:

- There were 246 sections of 205 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 40% from 2006, which was the first year of WKU Winter Term.
- All colleges participated in Winter Term 2011, including 193 faculty. The number of faculty participating in Winter Term has grown 49% since 2006 and 2% since 2010.
- Residence Life once again opened three residence halls for Winter Term (PFT, Northeast, and Southwest).

Study Abroad – Winter 2011

There were 114 students that studied abroad in Winter 2011, an increase of 12% over Winter Term 2010.

- 100 students went on a faculty-led trip
- 10 students went through the Cooperative Center for Study Abroad (CCSA)
- 2 students went through the College Consortium for International Studies (CCIS)
- 1 student went as an Independent Study
- 1 student went through Maderas Rainforest Conservancy

Locations for Winter Term 2011 included Belize, China, Costa Rica, Ecuador, Egypt, England, France, Kenya, and Nicaragua.



China



Egypt

Data provided by Study Abroad & Global Learning – www.wku.edu/studyabroad

Study Away – Winter 2011

Study Away provides off-campus for-credit learning opportunities. Focusing on partnerships in creative learning, Study Away extends the classroom beyond the campus borders to increase a sense of citizenship and enhance American cultural understanding. Study Away launched two classes this Winter Term

Pictured Right: Thirteen WKU students led by Professor Roger Dennis left Dec. 27th to travel to Pasadena, California to work on a float in the Rose Parade. The group was studying floral design and traveled two weeks visiting Pasadena, Yosemite, Napa, San Francisco, coastal California, and Hollywood.



HORT 475 – Pasadena, CA

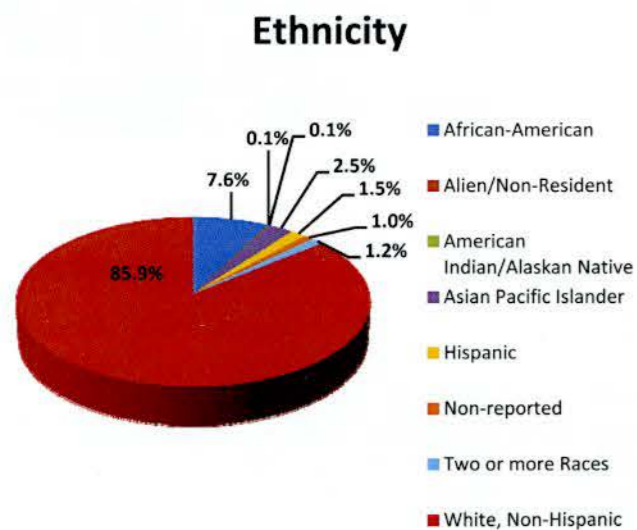
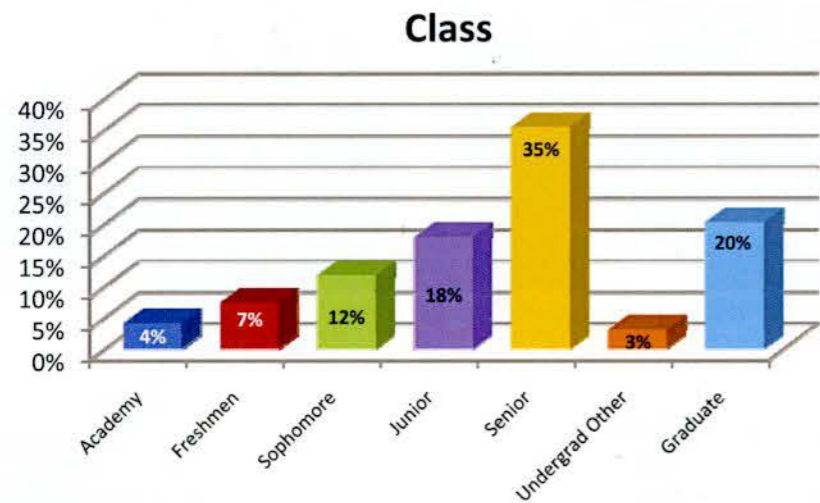
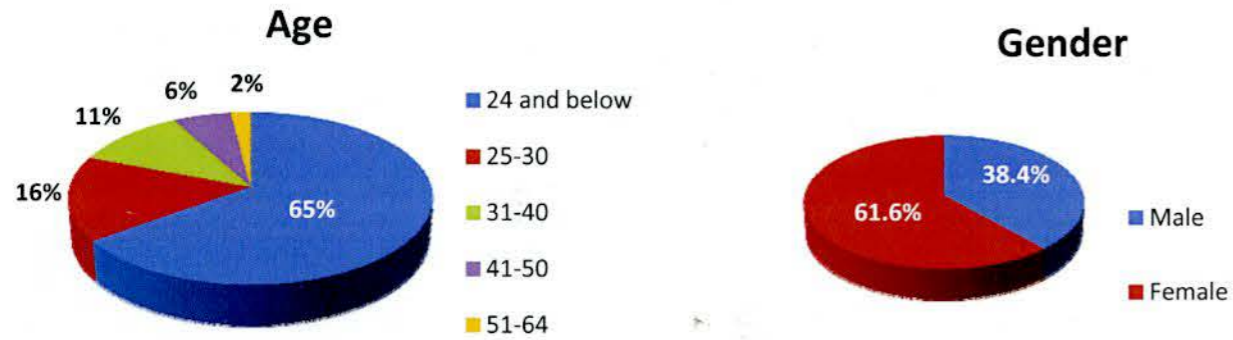


ECON 475/532 – San Francisco, CA

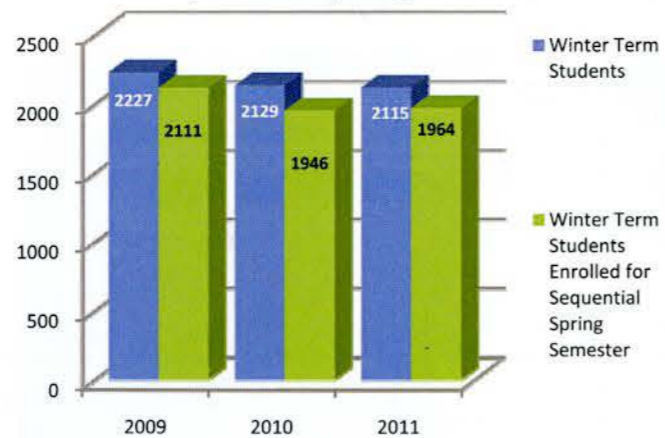
Pictured Left: Six undergraduate students and four graduate students led by Professors Brian Strow and Alex Lebedinsky traveled to the west coast to study Urban and Regional Economics this Winter Term. The group is pictured in front of the San Francisco Federal Reserve. The ECON group visited Las Vegas, the Grand Canyon, Hoover Dam, San Francisco, Napa, and Portland.

For more information on Study Away, please contact Jerry Barnaby at (270)745-2231 or visit www.wku.edu/studyaway

Winter Term 2011 Student Demographic Profile



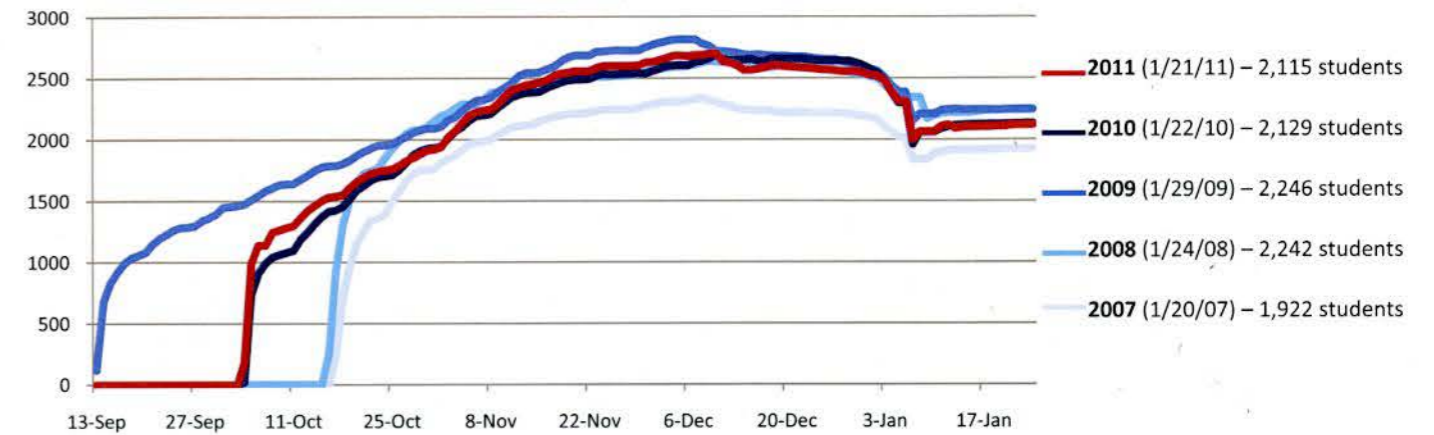
Students enrolled in Winter Term v. Students enrolled in BOTH Winter and sequential Spring Semester



Data for Winter Term demographic profile was collected on 1/21/11 from ASA Report: DELO-Enrolled Students Bio-demo Stats

Enrollment Trends

Total Winter Term Student Count Progress



Winter Term registration began October 4th, 2010. We had our highest student head count peak (2,702) on December 10th – the week before Fall semester finals. The highest peak for Winter Term 2010 was 2,689 on December 11th. Once again, we had a significant drop (13%) for non-payment this year. We lost 310 students initially, but some students were reinstated. More Winter Term students received financial aid this year than any other Winter Term!

Winter Term Delivery Method Comparison

	2007			2008			2009			2010			2011		
	UG	GR	Total	UG	GR	Total	UG	GR	Total	UG	GR	Total	UG	GR	Total
Bowling Green Campuses	936	47	983	873	62	935	779	79	858	591	41	632	677	65	742
Online	594	107	701	908	197	1,105	999	221	1,220	988	268	1,256	935	295	1,230
Regional Campus	47	24	71	53	8	61	30	2	32	31	3	34	6	1	7
Evening	20	38	58	0	34	34	16	30	46	56	12	68	36	11	47
Weekend	0	72	72	0	60	60	9	103	112	3	71	74	0	59	59
Study Abroad	66	1	67	99	14	113	35	11	46	95	11	106	78	7	85
Study Away	0	0	0	0	0	0	0	0	0	0	0	0	19	4	23
Spec. Locations	0	0	0	0	0	0	0	0	0	0	0	0	21	0	21
Subtotals	1,663	289	1,952	1,933	375	2,308	1,868	446	2,314	1,764	406	2,170	1,772	442	2,214
Total Course Enrollment															

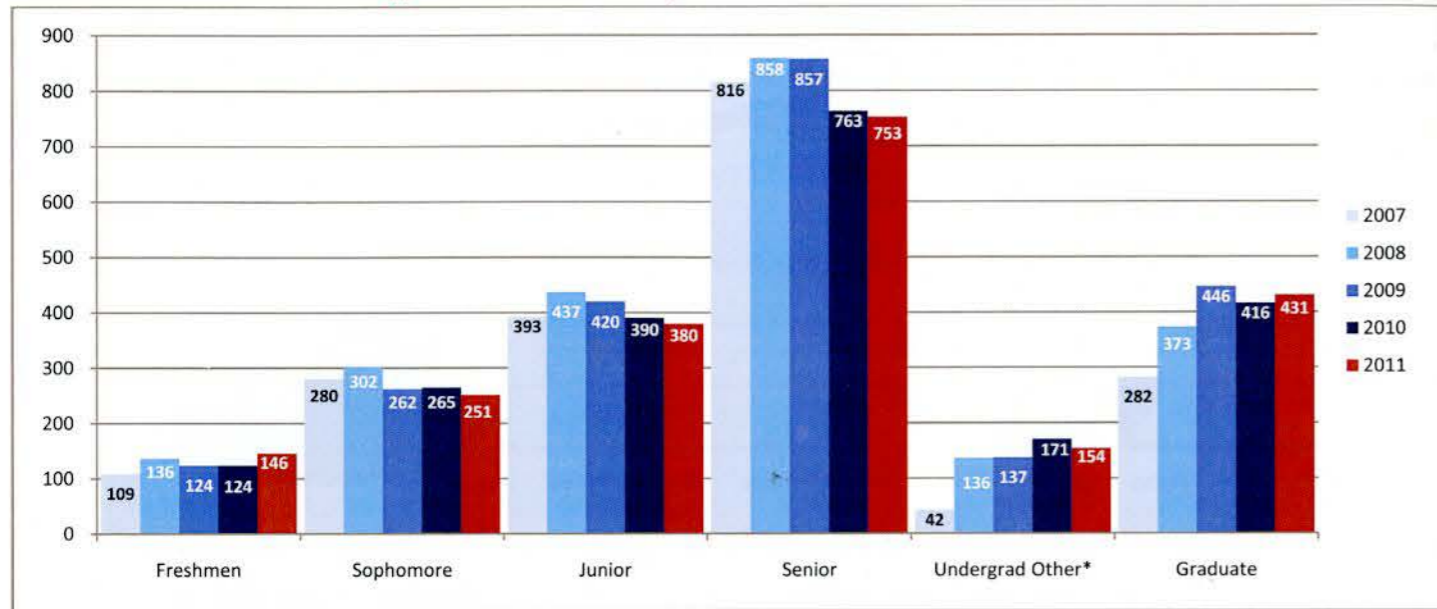
*Data was collected 1/20/07, 1/24/08, 1/29/09, 1/22/10, and 1/21/11. The data comes from ASA Report: CRS SEC ENROLL by College.

Online courses represented over 55% of the overall Winter Term course enrollment in 2011. Online course enrollment has grown 120% since the first Winter Term in 2006. Potter College, Ogden College, and the College of Education and Behavioral Sciences all had increases in course enrollment from Bowling Green campus classes.

Course enrollment increased both in undergraduate and graduate. The graduate course enrollment grew over 8% as well as graduate student head count. The undergraduate student head count fell in 2011; however, the course enrollment increased 0.4% from 2010 to 2011.



WKU Winter Term Student Type Head Count Comparison



Data collected from ASA Report: CPE Enrollment Summary on 1/20/07, 1/24/08, 1/29/09, 1/22/10, and 1/21/11.

*Undergrad Other encompasses Post-Baccalaureate, Non-Degree Seeking, High School, and Academy students.

Student Type in Detail

	2007		2008		2009		2010		2011
FR-Freshmen	109	18.3%	129	-3.9%	124	0.0%	124	17.7%	146
SO-Sophomore	280	0.7%	282	-7.1%	262	1.1%	265	-5.3%	251
JR-Junior	393	7.1%	421	-0.2%	420	-7.1%	390	-2.6%	380
SR-Senior	816	10.4%	901	-4.9%	857	-11.0%	763	-1.3%	753
P1-Post Baccalaureate Degree Seeking	16	12.5%	18	66.7%	30	100.0%	60	-41.7%	35
P2/3-Post Baccalaureate Certificate	6	-16.7%	5	0.0%	5	0.0%	5	0.0%	5
UN-Undergrad Non Degree Seeking	20	15.0%	23	13.0%	26	-11.5%	23	13.0%	26
AJ-Academy Juniors	0	N/A	49	-2.0%	48	18.8%	57	-29.8%	40
AS-Academy Seniors	0	N/A	41	-31.7%	28	-7.1%	26	84.6%	48
Total UG	1640	14.0%	1869	-3.7%	1800	-4.8%	1713	-1.7%	1684
MA-Master's Degree	223	32.3%	295	18.6%	350	-6.0%	329	5.8%	348
CD-Cooperative Doctorate	2	150.0%	5	-80.0%	1	-100.0%	0	N/A	0
GS-Specialist Student	9	44.4%	13	-23.1%	10	-30.0%	7	14.3%	8
GN-Grad Non Degree Seeking	15	106.7%	31	48.4%	46	6.5%	49	-49.0%	25
R1-Rank I Student	24	-8.3%	22	9.1%	24	-20.8%	19	-36.8%	12
R2-Rank II Student	9	-22.2%	7	71.4%	12	-83.3%	2	300.0%	8
DR-Doctoral Student	0	N/A	0	N/A	3	233.3%	10	200.0%	30
Total GR	282	N/A	373	N/A	446	-6.7%	416	3.6%	431
WKU Total Student Headcount	1922	16.6%	2242	0.2%	2246	-5.2%	2129	-0.7%	2115

Student Frequencies

	2010	2011
Students who took 1 course:	2,066 or 96.59%	2,044 or 94.94%
Students who took 2 courses:	72 or 3.37%	106 or 4.92%
Students who took 3 courses:	3 or 0.04%	3 or 0.14%
Overall Average	1.02 courses/student	1.05 courses/student

Winter Data by College

Course Enrollment				
College	2009		2010	2011
PCAL	535	-0.2%	534	7.9%
GFCB	336	-25.9%	249	-3.2%
CEBS	464	-14.0%	399	16.0%
CHHS	482	1.0%	487	-9.0%
UC	169	11.2%	188	-25.0%
OCSE	328	-4.6%	313	11.8%
Total	2314	-6.2%	2170	2.0%

Open Sections*				
College	2009		2010	2011
PCAL	53	11.3%	59	-8.5%
GFCB	29	3.4%	30	0.0%
CEBS	36	5.6%	38	34.2%
CHHS	52	-7.7%	48	6.3%
UC	22	18.2%	26	-19.2%
OCSE	41	-2.4%	40	-2.5%
Total	233	3.4%	241	2.1%

Sections with Enrollment				
College	2009		2010	2011
PCAL	52	7.7%	56	-10.7%
GFCB	22	13.6%	25	0.0%
CEBS	36	5.6%	38	34.2%
CHHS	50	-10.0%	45	4.4%
UC	22	18.2%	26	-26.9%
OCSE	41	-4.9%	39	-2.6%
Total	223	2.7%	229	0.4%

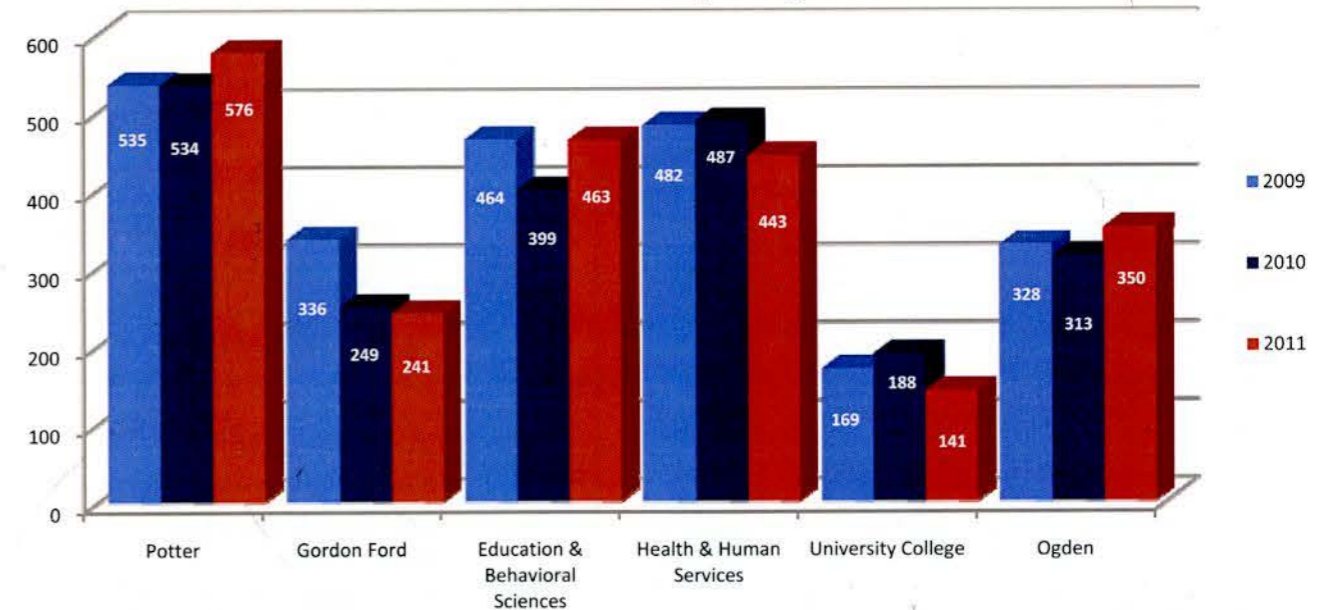
Credit Hours by College				
College	2009		2010	2011
PCAL	1605.00	-0.2%	1602.00	7.6%
GFCB	988.50	-24.4%	747.00	-3.2%
CEBS	1359.00	-14.2%	1166.00	13.0%
CHHS	1313.00	3.2%	1354.50	-10.6%
UC	440.00	19.5%	526.00	-31.0%
OCSE	860.00	-6.0%	808.00	9.0%
Total	6565.50	-5.5%	6203.50	0.2%

Data collected 1/29/09, 1/22/10, and 1/21/11 from ASA Report: CRS SEC ENROLL by College.

*Open sections may have zero enrollment

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

Course Enrollment by College



The growth in the College of Education and Behavioral Sciences correlates to the growth in graduate enrollment for Winter Term 2011. Potter College accounted for 7 of the 15 new courses offered in 2011, which contributed to their 7% growth in course enrollment.

Faculty Stipend Data by College

Full-time faculty stipend rates increased for 2011 so that the same amounts were used in both Summer and Winter Terms. The stipend for a 3 credit hour course was 9% of the annual base salary with a cap of \$4,500.

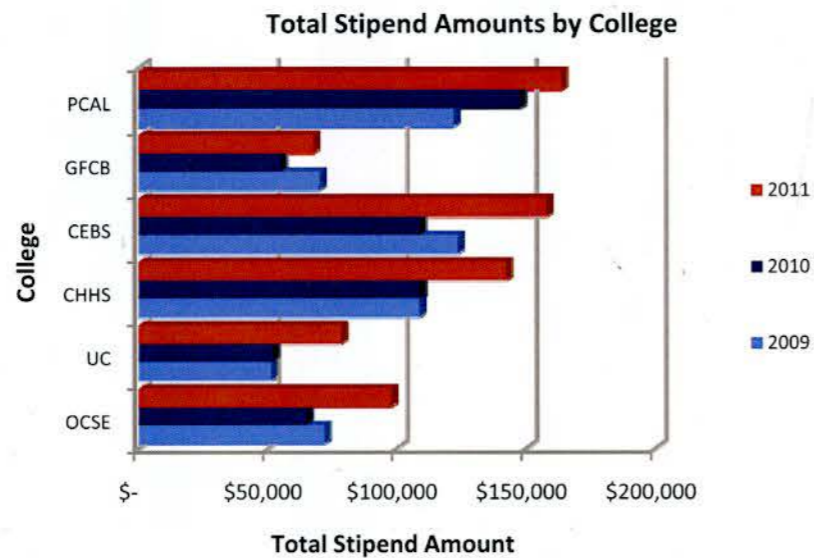
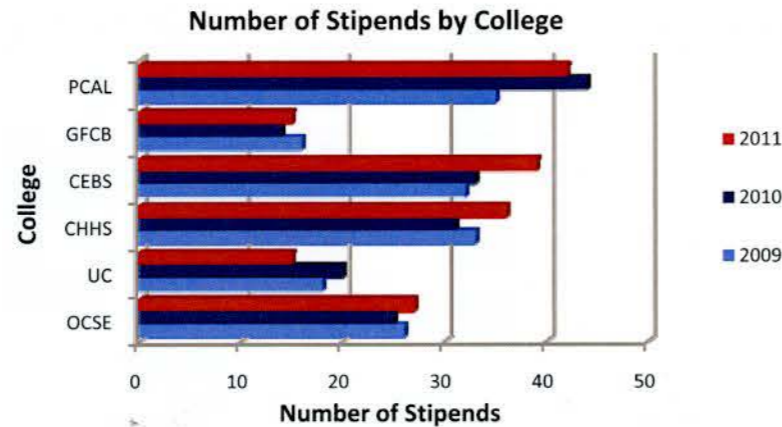
Part-time faculty rates also increased for 2011. The amount for a 3 credit hour course in Winter 2011 was as follows:

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

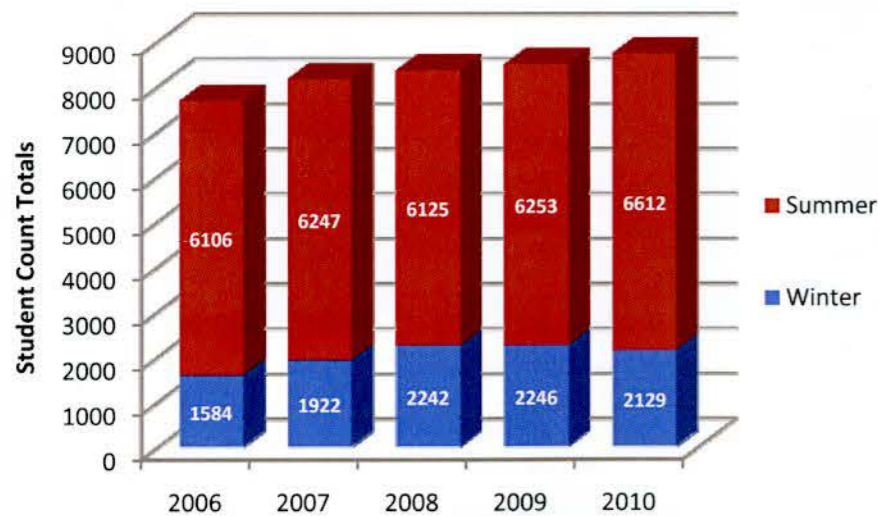
Winter Term 2011 was the first time eSignature correction forms were utilized to adjust for enrollment-based stipends.

For Winter 2011, there were 5 faculty who received additional stipends for high enrolled classes and 7 faculty whose stipends were adjusted down for low enrollment.

Stipend data generated 1/21/11 and includes information from Regional Campuses. Fringe benefits are NOT included in these amounts.



Summer/Winter Data



The yearly student count totals of Winter and Summer Sessions continue to rise. In fact, WKU has seen a 14% increase in student count in the combined Winter and Summer Sessions from 2006 to 2010.

Many students are taking both summer and winter courses in order to graduate sooner and lighten their load during the Fall and Spring semesters. At least 45% of our Winter 2010 students enrolled in classes during Summer 2010.

Winter Tuition Comparison



WKU Winter Term (Jan. 3 – Jan. 21)
 UG Resident \$315
 UG Non-Resident \$785
 UG Tuition Incentive Program \$403
 UG Online \$378
 GR Resident \$416
 GR Non-Resident (Domestic) \$461
 GR Non-Resident (International) \$506
 GR Online \$499

Other Kentucky Universities with Winter Term

UK Winter Intersession (Dec. 20 – Jan. 11)
 UG Resident (Lower Division) \$343
 UG Resident (Upper Division) \$353
 UG Non-Resident (Lower Division) \$721
 UG Non-Resident (Upper Division) \$731
 GR Resident \$488
 GR Non-Resident \$1,037

NKU Winter Term (Dec. 20 – Jan. 7)

UG Resident \$297
 UG Non-Resident \$579
 UG Online \$332
 GR Resident \$403
 GR Non-Resident \$694
 GR Online \$443

Marketing Plan

Tactics Included:

- *Booth at Welcome Back WKU with prize wheel
- *Registration Rally in Centennial Mall serving snowcones to current students
- *Print and online Herald ads
- *Posters for Bowling Green campuses as well as Regional Campus locations
- *Mass email messages and direct mailer postcards
- *Advertising on campus plasma screens

WKU Winter Term 2011
 Complete a course in only 3 weeks! January 3 - 21

Over 200 classes are available, including general education courses and electives.

While you are thinking about your spring classes, don't forget about Winter Term. Registration going on NOW!

Visit us at: www.wku.edu/winter

WKU Winter Term 2011
 January 3 - 21

- Registration begins October 4th
- Tuition due January 4th
- Financial Aid eligibility automatically evaluated on TopNet after registration
- Meal plans and housing available
- Students should purchase books before they leave at the end of Fall semester
- Check with your advisor on which classes work best for you

Visit us at: www.wku.edu/winter

WKU Winter Term 2011
 It's not too late to REGISTER!

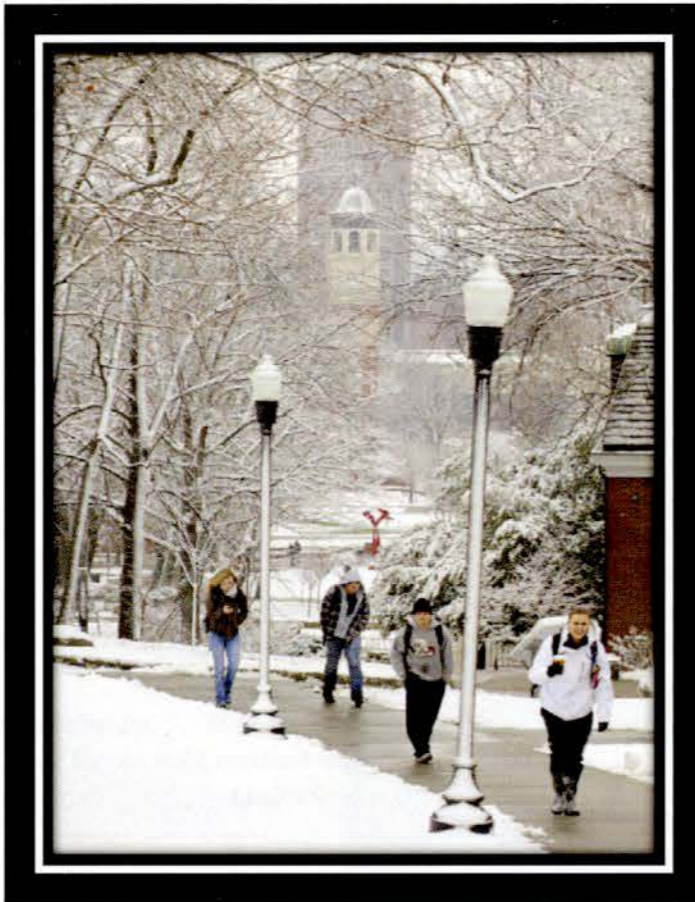
Winter Term can help you:

- Get ahead and make progress toward completing your degree
- Catch up on a course you've previously dropped or missed
- Reduce your load during fall/spring semesters

Tuition and fees are due no later than January 4th.

Go on TOPNET today to find the right class for you.

Visit us at: www.wku.edu/winter



Appendix

Post-Winter Survey Results

Winter Term Weekly Progress Report

Special Instructional Assignment Form

Correction Form

2011 Winter Term Marketing Plan

Course List

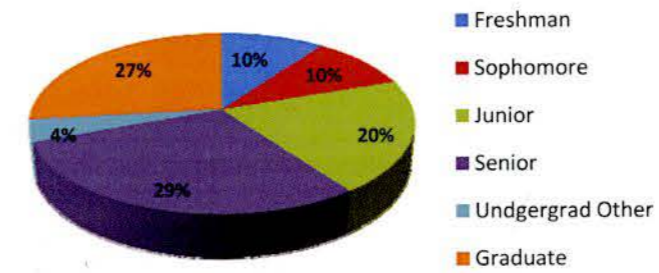
Post-Winter Term 2011 Survey

www.wku.edu/winter

Student Survey

This online survey was sent via email to 2,115 Winter Term students January 21, 2011. Of these students, 357 responded (16.9%) presenting us with the following information.

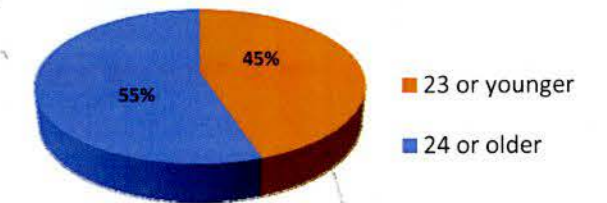
1. What year are you as of the 2011 Spring Semester?



Of the students who responded to the survey, 49.6% 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" and 65% of this survey's respondents are "non-traditional".

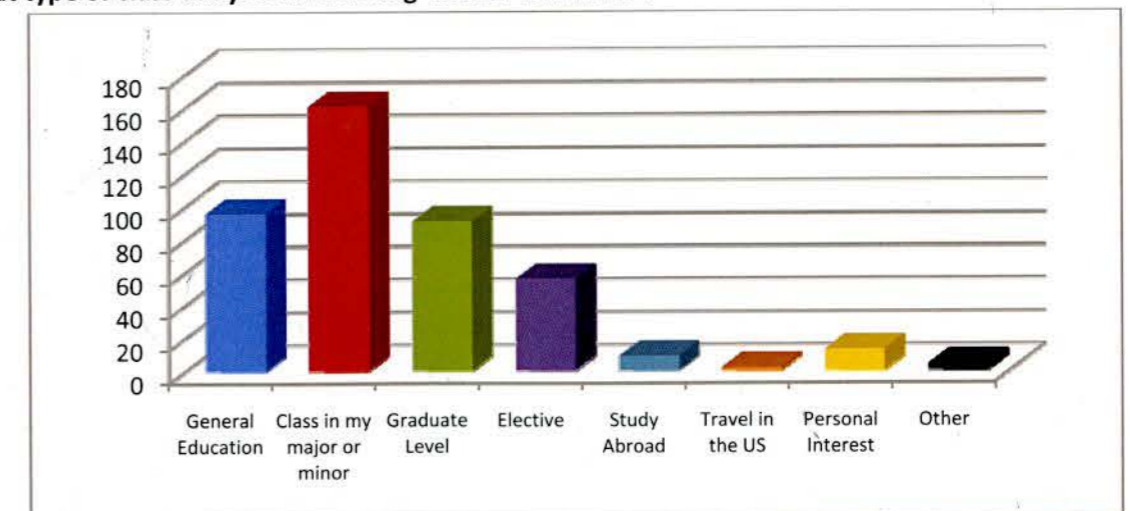


3. What is your major?

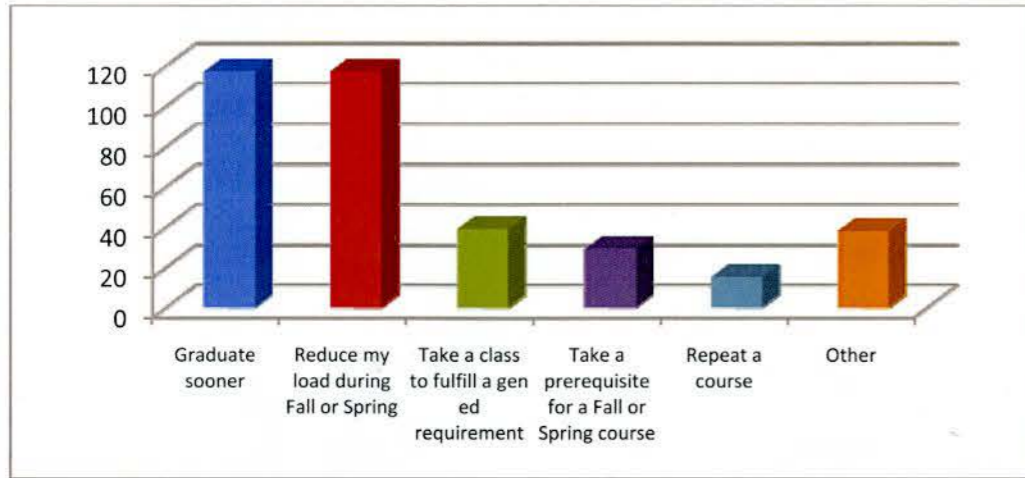
The following represents the departments that had the largest number of students participate in the survey:

Elementary Education	44	13%	Social Work	17	5%
Exceptional Education	20	6%	Interdisciplinary Studies	16	5%
Nursing	19	5%	Psychology	14	4%

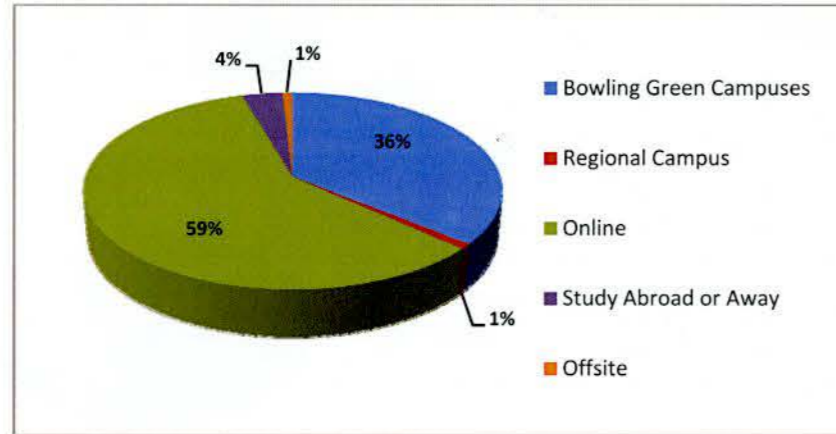
4. What type of class did you take during Winter Term 2011?



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	181	51%
Email	138	39%
Winter Term website	116	33%
Academic Advisor	94	26%
Family/Friends	61	17%
Instructor	56	16%
Posters/Flyers	53	15%
Direct Mail	19	5%
Other	10	3%
The Herald	8	2%
Facebook	3	1%

8. Did you take a class during the 2010 Summer Sessions?

Yes	40%
No	60%

9. Do you plan on taking a class during the 2011 Summer Sessions?

Yes	53%
No	21%
Undecided	25%

10. With 1 being the lowest and 5 the highest, how did your 2011 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?



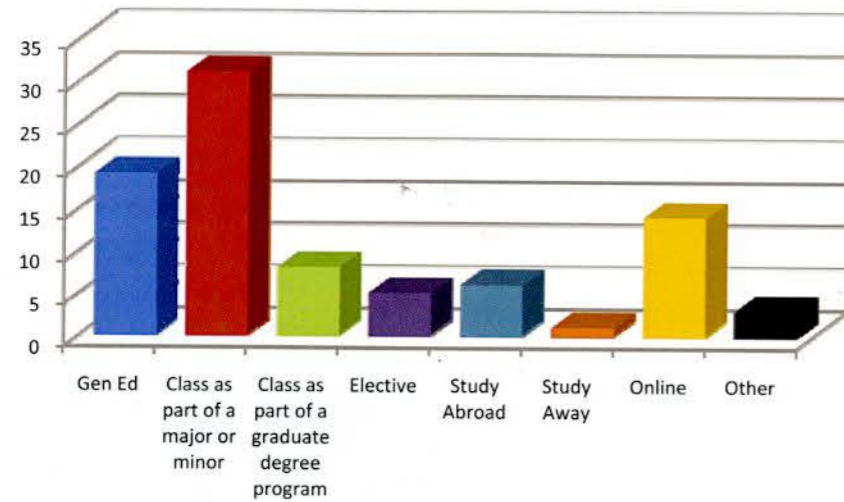
Post-Winter Term 2011 Survey

www.wku.edu/winter

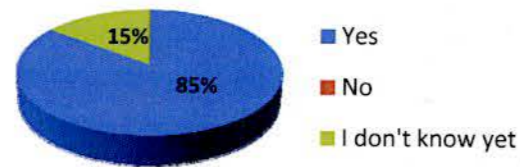
Faculty Survey

This online survey was sent via email to 193 Winter Term faculty.
Of these, 75 responded (39%) presenting us with the following information.

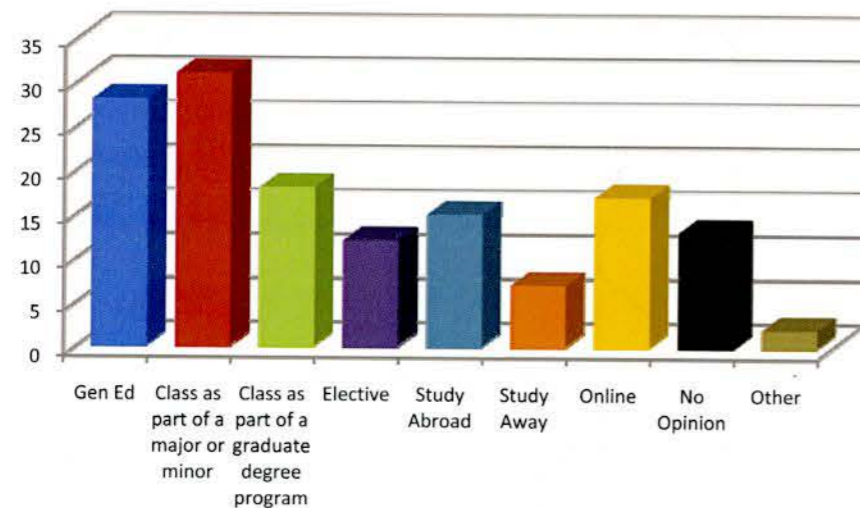
1. What type of class did you teach during Winter Term 2011? (Check all that apply)



2. Will you offer this course in a future Winter Term?



3. What type of classes do you recommend WKU offer more of in future Winter Terms?



Winter 2011 Weekly Report

Winter Term Enrollment, Head Count, and Credit Hour Summary

College	1/21/2011		Credit Hours	
	2010	2011	2010	2011
Potter College	534	576	1602.00	1723.50
College of Business	249	241	747.00	723.00
College of Education	399	463	1166.00	1317.00
College of Health & Human Services	487	443	1354.50	1211.50
University College	188	141	526.00	363.00
Ogden College	313	350	808.00	881.00
Totals	2170	2214	6203.50	6219.00

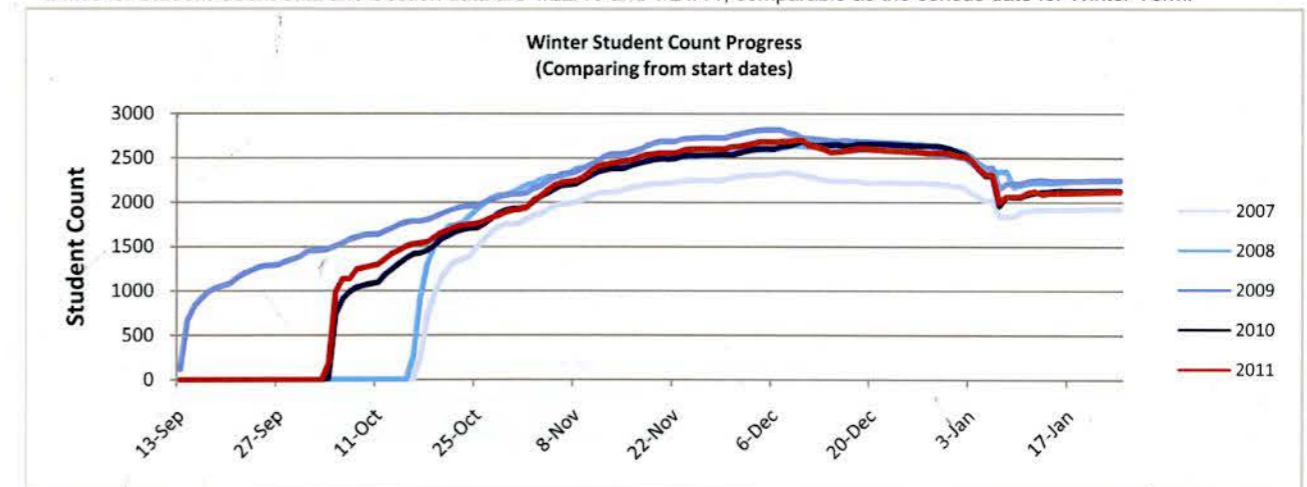
Student Profile Information	Course Enrollments	Credit Hours
Online	1262	3664.50
Study Abroad	68	204.00

Head Count by Student Type		2010	2011	Difference	
UG	FRESHMEN	124	146	22	17.7%
	SOPHOMORES	265	251	-14	-5.3%
	JUNIORS	390	380	-10	-2.6%
	SENIORS	763	753	-10	-1.3%
	P1-POST BACCALAUREATE DEGREE SEEKING	60	35	-25	-41.7%
	P2-3	5	5	0	0.0%
	UN-UNDERGRADUATE NON DEGREE SEEKING	23	26	3	13.0%
	AJ-ACADEMY JUNIORS	57	40	-17	-29.8%
	AS-ACADEMY SENIORS	26	48	22	84.6%
	UG Total	1713	1684	-29	-1.7%
GR	MASTERS DEGREE	329	348	19	5.8%
	GS-SPECIALIST STUDENT	7	8	1	14.3%
	GN - GRADUATE NON DEGREE SEEKING	49	25	-24	-49.0%
	RANK 1	19	12	-7	-36.8%
	RANK 2	2	8	6	300.0%
	DOCTORAL STUDENT	10	30	20	200.0%
GR Total	416	431	15	3.6%	
Total Head Count	2129	2115	-14	-0.7%	


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

# Sections Offered by College	2010	2011	Difference	
Potter College	59	54	-5	-8.5%
College of Business	30	30	0	0.0%
College of Education	37	51	14	37.8%
College of Health & Human Services	48	51	3	6.3%
University College	26	21	-5	-19.2%
Ogden College	40	39	-1	-2.5%
Total Sections	240	246	6	2.5%

**Dates for Student Count data and Section data are 1/22/10 and 1/21/11; comparable as the census date for Winter Term.



Winter Term
DELO
ab,bl

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			
Terms of Employment for Special Instructional Assignments 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?		

Course Information								
On which campus will the courses listed below be taught?								
Which Term? <input type="checkbox"/> Part of Term								
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 Community College and/or Regional Campus sites or other designated locations.	
I agree to teach this course if the enrollments are below minimum and I understand that my stipend will be set according to the enrollment based stipend schedule. If more students enroll by the last add date, I understand that my stipend may be increased.	
<input type="radio"/> yes, I agree <input checked="" type="radio"/> no, I do not agree	
DEPARTMENT HEADS: PLEASE READ and CERTIFY: I certify that the above named individual is fully qualified to teach the course(s) assigned. If the faculty member chose "yes" in the block above, then 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.	
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 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 Full Time Faculty	
Full-time faculty rates will max according to 3% of base salary or a cap of \$1500 per credit hour taught. The decision to cancel or prorate low-enrolled courses must be made no later than 10 business days prior to the start date. All summer and winter term courses must have enrollment caps set at the same levels used in fall and spring semesters. For courses with enrollments above 25 an incentive will be paid to the instructor: \$300 for 26-30 enrollments, \$600 for 31-35, or \$900 for courses with enrollments above 35.	
Undergraduate/Graduate/Mixed Enrollments	Stipend per Credit Hours Taught
1	\$250
2	\$500
3	\$750
4	\$1,000
5	\$1,250
6	\$1,500

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

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?	<input type="checkbox"/>	Part of Term	<input type="checkbox"/>
Location:	<input type="checkbox"/>	Banner Index	<input type="checkbox"/>
In the space below, provide an explanation of the correction that needs to be made:			

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
<small>NOTE: Email addresses must include @wku.edu or @topper.wku.edu at the end.</small>	
Comment	
<input type="button" value="Send"/>	<input type="button" value="Save"/>


2011 Winter Term Marketing Plan

Marketing Objective:

Increase awareness of Winter Term features and benefits among faculty, staff & students in order to reach an increase of 5% over 2010 student count.

Important Dates:

- September 1: Tentative Class schedule published on Winter Term website
- September 1: Welcome Back WKU
- September 20: Classes available on TopNet for student review
- October 5: Registration Rally
- October 4: Registration Begins
- January 3 - 21: Winter Term classes
- January 4: Last day to drop w/ refund – ALL payment due
- January 11 – Last day to receive a ‘W’
- January 11 or 12: Networking Lunch
- January 17: MLK Day

Goals, Strategies and Tactics

A. Goal:

Increase student count numbers for the 2011 Winter Term to 2,235.

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, Tag, Selected Font, and Color Palette on all print materials, on the website, and other promotional items
- b. **Tactic:** Add E-bill information to all print pieces

2. Strategy: Launch the 2011 Winter Term website to promote all important information and update frequently as more information becomes available. (8/16)

- a. **Tactic:** Drupal Page
- b. **Tactic:** Include Important Dates to Remember
- c. **Tactic:** Tentative Class List
- d. **Tactic:** Winter Term suggestion area to access what classes would be more desirable.
- e. **Tactic:** Blog, polling area, facebook, twitter
- f. **Tactic:** Info on Financial Aid availability, housing, and meal plans

3. Strategy: Hold Registration Rally event to attract students and give them information about Winter Term. (10/5 at Centennial Mall area)

- a. **Tactic:** Set up tent/tables in Centennial Mall area
- b. **Tactic:** Need Big Red & staff t-shirts
- c. **Tactic:** Serve snowcones in winter stadium cups (snowcone machine, syrups, pumps, ice)
- d. **Tactic:** Information available on classes, housing, meal plans, transportation, e-bills, etc.
- e. **Tactic:** Send e-mail to all students prior to event
- f. **Tactic:** Herald Ad
- g. **Tactic:** Add to campus events calendar

4. Strategy: Participate in campus events involving students and/or faculty including the new faculty orientation fair (8/16), Welcome Back WKU (9/1) and Focus on WKU (9/18 and 10/16).

- a. **Tactic:** Use large banner display sign and other materials to attract attention
- b. **Tactic:** Publish tentative class list to use as handout
- c. **Tactic:** Distribute megaphones, pens, shirts, drawstring bags, sticky pads, and chapstick as giveaways

5. Strategy: Utilize creative print, radio, and web advertisements
(ALWAYS mention e-bills – Target students by major and specific available courses)

- a. **Tactic:** Advertise in the College Heights Herald print version
 - i. Be watching for Winter Term registration ads to begin on 9/21
 - ii. Registration Rally ads on 10/1 and 10/5
 - iii. Winter Term registration now available ads to begin 10/8
 - iv. Reminder ads to begin on 11/12
- b. **Tactic:** Display over-sized awareness banners in prominent locations around campus (9/27) *Note: Alicia to pull class list on or around (9/22)*
 - i. Garrett Food Court
 - ii. FAC
 - iii. Grise Hall – 4th Floor
 - iv. Cherry Hall
 - v. South Campus
 - vi. Regional Campuses
 - vii. New locations?
- c. **Tactic:** Distribute awareness flyers to residence halls that will be open to display on each floor's bulletin board (10/18)
- d. **Tactic:** Google AdWords, Yahoo, & Bing Advertisements (10/1)
- e. **Tactic:** Shuttle Bus Advertisements - *Beth deciding based on price?*
First Week - \$175.00 which includes production of ads.
Each additional week with same advertisement - \$75.00
2 signs per bus = 14 signs
- 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) (10/11)
- g. **Tactic:** Send a postcard reminder to sign up for Winter Term classes (target audience: juniors & grad students –based on offerings) (11/15)
- h. **Tactic:** Advertise on Facebook (Oct, Nov)
- i. **Tactic:** Plasma screens (BG and regionals) (Oct 1)
- j. **Tactic:** Ad on Current Students Page
- k. **Tactic:** Send :30 radio spot to WKYU (to run Oct 1-30)
- l. **Tactic:** Editorial in Herald (may need to send fact sheet)
- m. **Tactic:** Send press release to Tommy Newton (10/4)

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. (9/28)
- b. **Tactic:** Mass e-mail to students on Winter Term opening day for registration (10/4)
- c. **Tactic:** Send targeted e-mails to faculty who are teaching Winter Term courses to include specific information for their department, timelines, stipends, etc. (*include info about stipend increase*)
- d. **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 (12/2)

7. Strategy: Added focus on Visiting Students & Honors College

Potter College of Arts & Letters

Course	Title	Instructor(s)	
AFAM 190	African Amer Experience	Foster, Lloren	
ART 100	Art Appreciation	Lubbers, Jacqueline	
ART 106	History Of Art Since 1300	Jordan, Guy	
ART 438	Adv Computer Graphics	Tullis, Matthew	
COMM 161	Business & Prof Speaking	Deller, Marjorie	
COMM 247	Voice & Diction	Elder, Charlotte	
COMM 346	Persuasion	Jerome, Angela	
ENG 200	Introduction Literature	Davies, Lloyd	Hagaman, John
ENG 302	Language/communication	Poole, Alexander	
ENG 306	Business Writing	Szerdahelyi, Judith	
ENG 399	Topic Eng: E. O'Neill	Rutledge, Jerry	
ENG 599	Thesis Research/writing	Hunley, Thomas	
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 491	Top:london/age Of Revolution	Minter, Patricia	
BCOM 369	Co-Op Brdcst Comm	White, Stephen	
JOUR 201	Media And Society	Payne, Kenneth	
JOUR 349	Advertising Media	Shaluta, Cliff	
JOUR 355	Public Relations	Bagwell, Vicki	
JOUR 481	Study Abroad Pr	Bagwell, Vicki	
CHIN 101	Elementary Chinese	Hao, Ran	
GERM 101	German I: Fund Communication	Straubel, Timothy	
SPAN 101	Elem Spanish I	Maestre, Eder	
SPAN 102	Elem Spanish li	Obeso, Gustavo	Zapata, Michelangelo
MUS 119	Jazz Appreciation	Scott, Marshall	
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, Cassandra	
RELS 305	Christian Religious Trad	Mukonyora, Isabel	
PS 110	American National Govt	Lasley, Scott	
PS 250	International Politics	Kiasatpour, Soleiman	
PS 304	State Government	Turner, Joel	
PS 500	Workshps Public Administration	Gordon, Victoria	
SOCL 100	Introductory Sociology	Musalia, John	
SOCL 300	Using Statistics In Sociology	Faine, John	
SOCL 324	Sociology Of Sport	Kanan, James	
SOCL 330	Criminology	Daday, Gerhard	
SOCL 345	Sociology Of Popular Music	Groce, Stephen	Owsley, Wanda
SOCL 595	Directed Study	Groce, Stephen	
DANC 110	Dance Appreciation: Web	Clark, Amanda	
DANC 360	Dance In Culture: Web	Brown, Clifton	
THEA 151	Theatre Appreciation	Beard, Jeffrey	
Total # Courses		44	

Gordon Ford College of Business

Course	Title	Instructor(s)
BA 592	Special Topics	Melky, Huda
ECON 150	Intro Economics	Strow, Claudia
ECON 202	Prin Economics-Micro	Wilson, Dennis
ECON 203	Prin Economics-Macro	Lile, Stephen
ECON 206	Statistics	Zimmer, David
ECON 414	Managerial Economics	Borland, Melvin
ECON 475	Urban/regional Economics	Strow, Brian
ECON 532	Topics In Microeconomics	Strow, Brian
ECON 598	Directed Studies	Trawick, Michelle
FIN 350	Risk Mgt/insurance	Chhachhi, Indudeep
MGT 200	Legal Environment Of Business	Sullivan, Brian
MGT 210	Organization And Management	Cosby-Simmons, Dana
MGT 305	Critical Thinking In Mgt	Spiller, Michael
MGT 311	Human Resource Management	Coder, LeAnne
MGT 313	Decision Modeling	Bolton, Dawn
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 427	Entrepreneurial Marketing	Hall, Allan
MKT 490	Practicum/marketing	Gotlieb, Jerry
Total # Courses		22

University College Commonwealth School

Course	Title	Instructor
DMA 096C	Intermediate Algebra	Hollis, Michelle
MA 109C	General Math	Howard, Jennifer
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 104C	Calculations For Nursing	Moore, Lora
NUR 150C	Lpn To Rn Transition	Green, Mary
NUR 230C	Nursing Roles & Responsi	Green, Mary
GEO 110C	World Regional Geography	Brown, Jill
SPN 102C	Elementary Spanish Ii	Sunkin, Francesca
Total # Courses		12

University College

Courses	Title	Instructor(s)
HON 203	Independent Research	Motley, Paul
HON 250	Honors Practicum I	Motley, Paul
HON 300	Coll: The Road To Modern China	Edgerton, Melinda
LEAD 200	Intro To Leadership Studies	Baker, John
LEAD 500	Effective Leadership Studies	Gonzales, Linda
WOMN 470	Cultural Field Research Belize	Kerby, Molly
Total # Courses		6

College of Education & Behavioral Sciences

Course	Title	Instructor(s)
CNS 550	Intro To Counseling	Bryant, Jill
CNS 551	Classroom Guidance	Sheeley, Vernon
CNS 568	Counseling Children/adoles	Stickle, Fred
CNS 581	International Student Services	Hughey, Aaron
CNS 584	Cns In Violent & Dis Fam	Sauerheber, Jill Duba
CNS 595	Internship/student Affairs	Hughey, Aaron
EDAD 798	Int/admn & Supervision	Norman, Antony
EDAD 799	Dissertation Research	Norman, Antony
PSY 100	Intro Psy	Clayton, Krisstal
PSY 199	Development Psy	Pfohl, Virginia
PSY 310	Educational Psy	White, Margaret
PSY 350	Social Psychology	Wichman, Aaron
PSY 361	Psy Measurement	Brown, Reagan
PSY 423	Psy Adult/aging	Mienaltowski, Andrew
PSY 440	Abnormal Psy	Ostrowski, Sarah
PSY 510	Advanced Ed Psy	Derryberry, Pitt
PSY 541	Profession Issues/ethics	Myers, Carl
EDU 250	Intro To Teach Ed	Pierce, Judy
EDU 491	Practicum Teacher Candidates	Gandy, Stephanie
EDU 501	Prof Dev Plan Mae/rk Ii	Davison, Judy
EDU 524	Educational Assessment	Tassell, Janet
EDU 544	Classroom Teach Strategy	Day, Martha
EDU 596	Sem Port Dev Prof Growth	Moore, John
EDU 695	Advanced Topics In Education	Norman, Antony
EDU 698	Sem Adv Portfolio Project	Daniel, Tabitha
EDU 596	Sem Port Dev Prof Growth	Moore, John
ELED 345	Teach Strat I	Jukes, Pamela
ELED 506	Elem Sch Science	Huss, Jeanine
EXED 330	Intro Sp Ed Diversity Learning	Battles, Andrew
EXED 516	Except Child: Perspect/ Issue	Boman, Martha
EXED 532	Families.prof & Exceptionali	Applin, Janet
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
SEC 351	Teach Str For Sec Sch	Stobaugh, Rebecca
TCHL 500	Foundations Tchr Leadership	Murley, Lisa
Total # Courses		38

College of Health & Human Services

Course	Title	Instructor(s)
GERO 100	Intro To The Aging Experience	Bradley, Dana
DH 115	Independent Clinical Study	Dean, Terry
DH 360	Int Comm Health & Serv Learn	Carter, Daniel
CD 509	Speech Science	Dressler, Richard
CFS 111	Human Nutrition	Lee, Julie
CFS 311	Family Relations	Croxall, Kathy
CFS 494	Parenting Strategies	Haynes-Lawrence, Darbi
DMT 346	Architecture & Culture	Flener, Sheila
EXS 313	Motor Learning And Control	Arnett, Scott
EXS 455	Exercise And Aging	Lyons, Thomas
PE 100	Life Fitness/wellness	Deere, Randall
PE 101	Weight Training/Walking/LineDancing/Scuba	Stenger-Ramsey, Tammie Lane, Tracy Sackett, Jonathan
PE 122	Foundations/physical Ed	Esslinger, Keri
PE 310	Kinesiology	Esslinger, F.
PE 311	Exercise Physiology	Navalta, James
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 120	Intro/occup Safety/hlth	Iyiegbuniwe, Emmanuel
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 520	Biostatistics	Ibrahimou, Boubakari
PH 530	Belize Intern Hs Learning	Taylor, Ritchie
NURS 317	Intl Comm Hlth & Serv Learning	Main, Maria
NURS 451	Gerontological Nursing	Abell, Cathy
SWRK 495	Ind Directed Study	Peeler, Janelle
SWRK 672	Child Sexual Abuse	Desrosiers, Patricia
SWRK 675	Expressive Therapies	Starks, Sandra
SWRK 695	Sw With Migrant Populations	Cappiccie, Amy
Total # Courses		38

Ogden College of Science & Engineering

Course	Title	Instructor(s)
AGED 475	Coastal Lowlands Ecuador	Coffey, David
AGMC 172	Lawn/garden Equip	Scudder, Cris
AGMC 173	Lawn/garden Equip Lab	Scudder, Cris
AGRI 269	Coop Educ/agriculture	Rudolph, Jack
AMS 333	Instructional Media And Curric	Askins, Kenneth
AMS 398	Internship I	Leeper, Howard
AMS 430	Technology Mgt/team Building	Arbuckle, Gregory
ASTR 108	Descriptive Astronomy	Tyler, Rico
BIOL 113	General Biology	Mcdaniel, Kerrie
BIOL 114	General Biology Lab	Mcdaniel, Kerrie
BIOL 120	Biol Conc Cells Metab Genetics	Johnson, Heather
BIOL 121	Lab Biol Conc Cell Metab Genet	Johnson, Heather
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 224	Animal Biology And Diversity	Lienesch, Philip
BIOL 225	Lab Animal Biol And Diversity	Lienesch, Philip
BIOL 369	Coop Educ/biology I	Schulte, Bruce
BIOL 485	Hon: Costa Rican Bio Studies	Philips, Thomas
CHEM 101	Intro Chemistry	Burris, Stuart
CHEM 116	Intro To College Chemistry	Pesterfield, Lester
CHEM 120	College Chemistry I	Dahl, Darwin
CHEM 399	Lab Research Prob/chem	Webb, Cathleen
EM 222	Wku Statics	Palmquist, Shane
GEOG 110	World Regional Geography	Yan, Jun Kreitzer, Debra
GEOG 360	Geography/n America	Blackburn, William
HORT 475	Spec Topics	Stone, Martin Dennis, Roger
ME 494	Wku Me Selected Topics	Schmaltz, Kevin
ME 495	Wku Me Selected Projects	Moore, Christopher
PHYS 130	Acoustics/music/speech	Kintzel, Edward
PHYS 475	Res. Methods& Instrumentation	Kintzel, Edward
Total # Courses		32



WKU Winter Term
www.wku.edu/winter

WKU Winter Term is a unit of Extended Learning & Outreach - 3/11