

**Office of the Associate Dean of the College of Graduate & Professional Studies
Annual Assessment and Planning Report
2002-2003**

Mission:

In keeping with its complementary mission of The Citadel, The College of Graduate & Professional Studies has its purpose, “to serve the citizens of the Lowcountry and the State of South Carolina through both undergraduate and graduate degree programs, application, and utilization of research, and a broad range of professional development opportunities.”

The College of Graduate & Professional Studies provides services to twelve distinct areas: 1) the undergraduate evening program with majors in business administration, civil engineering and electrical engineering; 2) the graduate education programs with degree programs leading the Masters of Arts in Teaching, the Master of Education, the Master of Arts in Education, and the Specialist in Education; 3) the Master of Business Administration; 4) the Master of Arts in History; 5) the Master of Arts in English; 6) the Master of Arts in Clinical Counseling; 7) the Specialist in School Psychology; 8) the Master of Science in Computer Science; 9) Maymester/Summer School; 10) Professional Development; 11) Citadel Senior Scholars; and 12) non-credit continuing education.

Expected Results:

The enrollment in undergraduate evening and graduate programs will continue to increase through marketing efforts such as promotional items, printed brochures, recruiting information packets, media advertising, and the Internet such as mass email distribution lists and electronic newsletters.

The recruiting and marketing efforts of CGPS will be continuously refined and assessed to meet the needs and wants of prospective CGPS students.

Assessment Tools:

Catalog:

The academic catalog will be available for distribution to prospective/enrolling students at the beginning of the academic year. The catalog will also be placed online for students, faculty, and staff.

Four-Color Printed brochures:

Departmental brochures will be distributed during education fairs, information sessions, and sponsorship activities, as well as departmental mailings to South Carolina colleges and universities' respective departments.

Electronic Newsletters:

Electronic newsletters are sent to CGPS students at the end of each semester to inform, educate, and remind students of campus events, academic calendars, pertinent news stories, etc.

Email distribution lists:

E-mails are sent monthly to CGPS students informing them of policy issues, academic calendars and deadlines, and other appropriate information. The instantaneous contact with students allows the CGPS Office to communicate with its students in a timely manner.

Internet:

The Citadel's web site has been recreated to reflect the needs of its users (prospective students, current students, alumni, parents, general public, etc.) The CGPS index page supports the marketing and advertising theme currently in affect. The page lists links to all academic programs, student services, class schedules, fees, and special events.

Advertising:

Marketing campaigns run throughout the year to include radio and print advertising, electronic newsletters, sponsorships, mall mailings, and billboard advertising.

Assessment Results/Actions Taken

Catalog

The 2003-2004 was re-edited by all academic programs and administrative staff. The catalog was made available in August.

Printed Brochures

New four-color brochures were completed for the Master of Arts in History, Master of Arts in English, and the Master of Business Administration.

Media Advertising

Marketing campaigns run throughout the academic year to include radio and newspaper advertising, electronic newsletters, sponsorships, and sometimes billboards. Recruiting material has been created to reflect the college's core values along with academic departments mission. Material includes: folders, brochures, post-it notes, pens and a trade-show board.

Citadel Web

The effectiveness of CGPS web pages in communicating to prospective students and returning students is measured by the number of requests and online interaction with our current students. A new look for CGPS index page was created to mimic other marketing material. An online application was also implemented in the summer 2003.

Academic and Activity Services

Spring and fall newsletters were distributed electronically to current students.

On campus orientations were conducted for new CGPS students as well as those transferring from the 2 + 2 programs with Trident Technical College. Representatives from various areas of the campus gave presentations to the new students. Orientations are designed to educate the new students about the academic and activity support on campus.

Major Goals for 2003-2004

Make the 2003-2004 CGPS catalog available on line for prospective and current students. This will be done in a pdf format.

Convert the CGPS catalogs into a cd format for distribution at college fairs, information sessions, and requests for information.

Continue to design and develop academic program brochures for CGPS programs.

Work with the School of Business to inform Lowcountry and other local constituents about the college's bachelor of science in business in the evening.

Work closely with all Deans in recruiting and marketing academic programs.

Continue to promote and encourage courses at the Lowcountry Graduate Center.

Assess marketing efforts by tracking prospective students through SIS +.