

Annual Assessment/Planning Report

- a. **Mission/Purpose.** The purpose of The Citadel College of Graduate and Professional Studies is to achieve excellence in the education of principled leaders by encouraging insight into issues, ideas, and values that are of importance to society. It is equally important that graduates are capable of both critical and creative thinking, have effective communication skills, can apply abstract concepts to concrete situations, and possess the methodological skills needed to gather and analyze information. The Citadel College of Graduate and Professional Studies provides regional leadership as a center of educational excellence at both the graduate and undergraduate levels for adult students seeking traditional and demanding academic challenges.
- b. **Expected Results.**
 - a. Fully integrate CGPS as an academic element of The Citadel by ensuring strategic cohesion.
 - b. Maximize The Citadel's investments in new information systems for the benefit of CGPS students.
 - c. Maintain academic excellence at a time of declining public funding by examining potentials for resource and enrollment longevity.
 - i. Establish processes to have financial aid available for deserving students.
 - ii. Work within the budget process to keep the Citadel education accessible and affordable.
 - iii. Serve as an advocate to students and faculty for the resources and facilities that support excellence in teaching.
 - iv. Seek participation across the college
 1. The Citadel Foundation
 2. Alumni
- c. **Assessment Tools.**
 - a. In order to continue to develop the College of Graduate and Professional Studies so that the contributions and interests of students are a fully integrated academic element of The Citadel and so that students simultaneously receive an excellent education and the Citadel experience, the Dean, CGPS will as the representative of the Provost
 - i. Lead the processes to monitor and assess graduate academic programs for overall integration with The Citadel's Strategic

Initiatives using enrollment, recruiting, marketing, and data available from every available source.

- ii. In coordination with Academic Deans, monitor and assess academic programs for compliance with accreditation requirements to include strengthening our faculty by attracting those who want to teach adult students. Adult learning tools will be acquired and made available, assessment of andragogical processes provided.
 - iii. Monitor and assess student services for CGPS students to provide them with facilities where they can gather, exchange ideas and network and to do more to make them a part of our community.
- b. In order to maximize The Citadel's investments in new information systems the Dean, CGPS will
- i. Monitor and assess the integration of Knowledge Management processes in graduate education at The Citadel so that important information may be shared in a timely and relevant manner.
 - ii. Monitor and assess how to best prepare CGPS students while they are in our educational programs to use the advantages of technology in their careers.
 - iii. Participate in regional conferences, symposia, and meetings to further CGPS and Citadel interests and to strengthen our ties to South Carolina and the Lowcountry.
- c. Maintain academic excellence at a time of declining public funding by examining potentials for resource and enrollment longevity.
- i. Establish an internal CGPS development panel to review funding opportunities for scholarship and research.
 - ii. Integrate the Student Government Association into discussions and activities that address scholarship and research.
- d. Assessment Results/Actions Taken/Resources Needed.
- a. Assessment of enrollments have revealed that there is a five year trend of only slight growth. Surveys of student services, analysis of class times, analysis of area demographics and competitors, and a review of marketing was conducted. Ineffective marketing practices are being eliminated, a strategic marketing plan has been developed.
 - b. Assessment of the CGPS procedures was also conducted and a reorganization resulted. Admissions and registrations services were strengthened to influence retention and assessment potential, professional

development was enhanced to maximize its revenue potential, and marketing is being organized to increase its effect on strategic goals.

- c. The CGPS is under funded for marketing and student services in the competitive area of graduate education in Southeastern South Carolina. Inefficiencies and funding resulted in a five-year stagnation in growth.
- e. Strategic Goals for 2006-2007
 - a. Fully integrate CGPS as an academic element of The Citadel while differentiating CGPS as a center of excellence for adult learning.
 - b. Obtain funding for marketing and daily operational activities necessary to meet the BOV Strategic Goals.
 - c. Maximize the participation and involvement of the CGPS alumni base.
 - d. Enhance the CGPS student on-campus experience.