



WINTER TERM IS A UNIT OF THE DIVISION OF EXTENDED LEARNING AND OUTREACH (DELO)

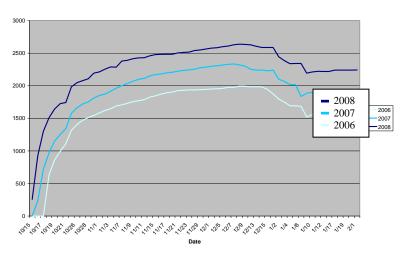
Executive Summary

Highlights:

Over 2200 students participated in Winter Term 2008; an increase of nearly 20% over last year.

- There were 2239 students enrolled as of January 18, 2008
- > WKU students studied abroad in Mexico, the Bahamas, Costa Rica, Malaysia, Belize, India, Germany, Great Britain, and Italy. 106 students participated in study abroad for credit, and 26 students from the Gatton Academy of Math & Sciences participated in a non-credit study abroad program.
- > The Honors College offered three colloquia: Ethical Issues in Research, Rhetoric Sex/Sexuality Part I and Part II.
- > WKU offered gatekeeper courses in Mathematics and Geography. These courses are designed to help repeating students successfully complete the course and continue their college career. The opportunity for special tutoring and/or mentoring, in addition to small class size and individualized instruction available during Winter Term, helps a student pass a course that he/she might otherwise find too challenging. (Gatekeeper scholarships from May 2007 were paid during this time.)

Winter 2008 Student Count Progress Chart



WKU Campus/Community Efforts

- > There were 224 sections of 183 courses offered at the Bowling Green campus, Community College, Elizabethtown, Glasgow, and Owensboro campuses, online, study abroad and US travel courses.
- > All colleges participated in Winter Term 2008, including 178 faculty from 41 departments and three interdisciplinary programs (Honors, Leadership Studies, and Women's Studies)
- > The Campus Activities Board (CAB) partnered with DELO to provide a networking lunch for over 500 Winter term students and faculty to further the sense of community on campus.
- Residence Life opened four residence halls (PFT, Southwest, Northeast, and McLean) for Winter Term 2008. Approximately 140 students resided in the halls during Winter Term 2008.

Winter Term Study Abroad

Term Comparison

Fall Semester (Semester Programs)

2007/2008 - 44 students (11 different countries)

2006/2007 - 9 students

Winter Term

2007/2008 – 132 students (10 different countries)

2006/2007 - 73 students

Spring Term (Semester Programs)

2007/2008 – 24 students (9 different countries)

2006/2007 - 9 students

Winter Breakdown

*Yucatan, Mexico (Faculty led) – 30 enrolled

*Costa Rica (Faculty led) - 10 enrolled

*Belize (Faculty led) - 4 enrolled

*Germany (Faculty led) - 13 enrolled

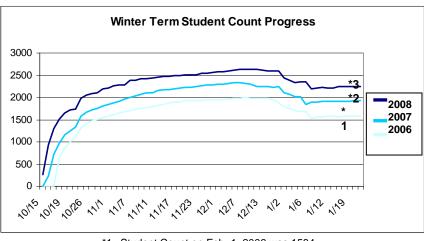
*CCSA in London/Dublin (Consortium) - 17 enrolled

*Bahamas (Faculty led) – 14 enrolled

*Malaysia (Faculty led) - 9 enrolled

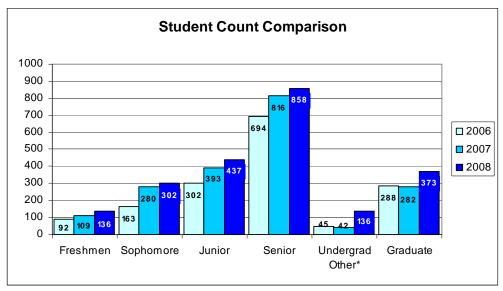
*India (Faculty led) - 6 enrolled

*Italy (non-credit) - 26 Gatton Academy students



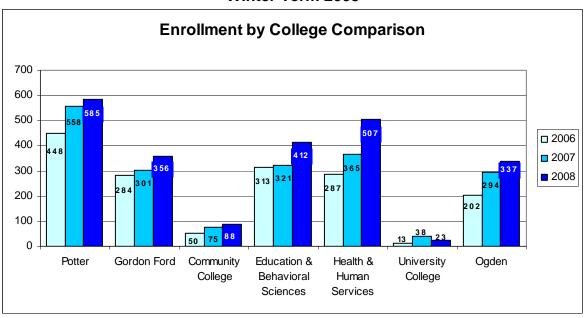
- *1 -Student Count on Feb. 1, 2006 was 1584
- *2 -Student Count on Jan. 20, 2007 was 1922
- *3 -Student Count on Jan. 24, 2008 was 2242

The curves are remarkably similar, however, the movement is progressively steeper in the first week in 2008, showing more students are registering more quickly than in previous years and the first change toward leveling off also happened about one week earlier. The peak on the day after Thanksgiving was even more pronounced showing that students are probably discussing the idea with family and carrying out the decision the following Monday. It would look like more communication prior to Thanksgiving break would be a good idea. Again, the pattern held that about 14-17% dropped before the final drop date. This has been consistent across the last three years. Our goal is to increase the initial curve and then get the main portion to flatten out.



2006 Data as of Feb. 1, 2006 2007 Data as of Jan. 20, 2007 2008 Data as of Jan. 24, 2008

There were almost equal increases in sophomores, juniors, and seniors, but very weak growth in freshmen and moderate growth in graduate students. The large jump in "Other" is attributed to the Gatton Academy. Attempts will be made to stratify the marketing plan to catch these groups in different settings. The freshmen and transfer groups could be contacted through ATP's and open houses where parents will be present. The increase in residence hall options again will continue to impact the freshmen and sophomore numbers.



*Data collected 1/17/06, 1/24/07, and 1/24/08

All of the colleges showed increases in 2008 except University College. The growth in Potter college of Arts & Letters and the College of Health and Human Services can be partially attributed to the increase in number of sections offered.

		2006			2007			2008	
	UG	GR	Total	UG	GR	Total	UG	GR	Total
Bowling Green Campus									
(Day)	674	102	776	897	47	944	839	62	901
BGCC at South Campus									
(Day)	47	0	47	39	0	39	34	0	34
Evening Courses	14	31	45	20	38	58	0	34	34
Weekend Courses	8	0	8	0	72	72	0	60	60
Regional Campuses (Day)	42	18	60	47	24	71	53	8	61
Online Courses	433	127	560	594	107	701	908	197	1105
Study Abroad	93	5	98	66	1	67	99	14	113
Subtotals	1311	283	1594	1663	289	1952	1933	375	2308
Total Course Enroll	ment		1594			1952			2300

"Data collected 1/17/06, 1/24/07, and 1/24/08

Growth in online enrollments grew by 57% in 2008 and represented 47% of the total course enrollments in Winter 2008. Study abroad also showed huge gains over 2007 with a 68% increase.

WKU Winter Term 2008: The COOL place to be! Session Dates: January 2nd to January 18th, 2008

WKU Tuition Rates:

UG-Resident \$267

UG-Non-Resident \$645

UG-Tuition Incentive Program \$331

GR-Resident \$351

GR-Non-Resident (Domestic) \$384

GR-Non-Resident (International) \$434

Distance Learning-UG \$320

Distance Learning-GR \$421

Other Kentucky Schools with Winter Term:

UK Session Dates: Dec. 17th to Jan. 8th

UK Winter Tuition: UG-Resident (59 hours or less) \$282.43

UG-Non-Resident (59 hours or less) \$607.43

UG-Resident (60 hours or more) \$290.43

UG-Non-Resident (60 hours or more) \$615.43

GR-Resident \$401.43

GR-Non-Resident \$873.43

General Info on Winter Term 2008

WKU students were allowed to take up to 4 credit hours during Winter Term 2008.

The maximum credit hours did not have to be linked as a lecture and associated lab.

In Winter Term 2008, 66 students took more than 1 class.

Results from North American Assoc. of Summer Sessions (NAASS) list-serv on Winter Term

College	Dates	# Sections	Projected Enrollment
WKU	1/2/08-1/18/08	260	2250
University of Maryland	1/2/08-1/22/08	200	4000
Univ. Nevada Reno	12/31/07-1/18/08	30	750
Univ. North Carolina Greensboro	12/20/07-1/25/08	21	750
Bradley University	1/5/08-1/19/08	90	858
St. Joseph College	12/15/07-1/13/08	15	150
University of Delaware	1/3/08-2/8/08	500	8000
Univ. Maryland Baltimore County	1/2/08-1/25/08	98	2156

Summer Sessions Staff Attend Conference in Hawaii

Beth Laves, Jennifer Perry, and Alicia Pirtle attended the 44th Annual NAASS (North American Association of Summer Sessions) Conference in Maui, Hawaii, in November. Institutions from around the country met to discuss the national trends and issues within Summer Sessions. While at the conference, Beth Laves and Jennifer Perry presented on "Utilizing Focus Groups and Online Surveys to Grow A New Term.". Beth Laves also presented as part of a panel on Intersession Programs entitled "Living Through Two Different Stipend Models Simultaneously".





NKU Session Dates: Dec. 17th to Jan. 4th

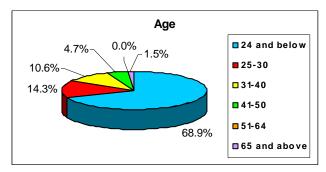
UG-Non-Resident \$449

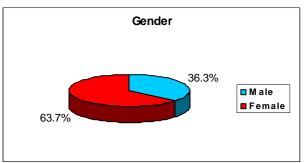
GR-Non-Resident \$617

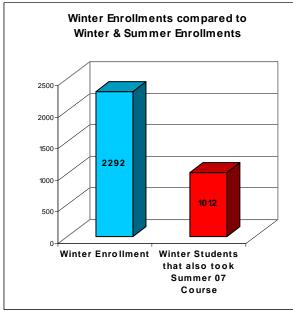
NKU Winter Tuition: UG-Resident \$248

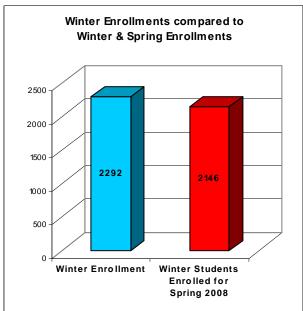
GR-Resident \$337

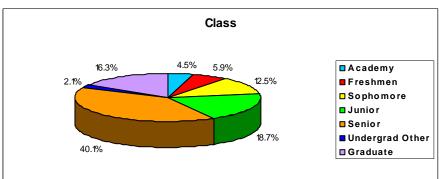
Winter Term 2008 Demographic Profile

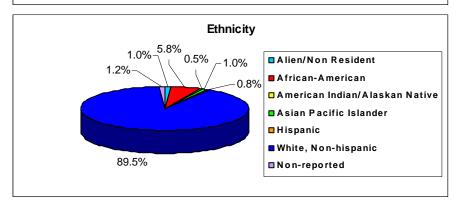












Data for the Winter Term demographic profile was provided by the Information Technology Division on Feb. 6, 2008. This was the first year the data was requested. The profile will continue in future

Winter Term 2008 Data by College/Dept

COLLEGE DATA: Potter College of Arts & Letters The following information compares enrollment by department

	В	G Camp	ous	Regi	onal Ca	mpus		Online		Stu	ıdy Abr	oad		Total	s
Dept	2007	2008	Diff	2007	2008	Diff	2007	2008	Diff	2007	2008	Diff	2007	2008	Diff
ART	35	66	89%	0	0	N/A	0	0	N/A	0	0	N/A	35	66	89%
COMM	24	28	17%	0	0	N/A	0	0	N/A	0	0	N/A	24	28	17%
ENG	47	43	-9%	0	3	N/A	67	48	-28%	9	4	-56%	123	98	-20%
FLKA	12	0	-100%	0	0	N/A	0	21	N/A	0	0	N/A	12	21	75%
HIST	11	0	-100%	0	0	N/A	0	0	N/A	0	0	N/A	11	0	-100%
JOUR	17	23	35%	0	0	N/A	36	18	-50%	0	2	N/A	53	43	-19%
MLNG	70	53	-24%	0	0	N/A	0	0	N/A	2	24	1100%	72	77	7%
MUS	23	33	43%	0	0	N/A	58	53	-9%	0	0	N/A	81	86	6%
PHIL	0	13	N/A	0	0	N/A	29	20	-31%	0	0	N/A	29	33	14%
PS	13	18	38%	0	0	N/A	11	30	173%	0	7	N/A	24	55	129%
SOCL	59	49	-17%	8	7	-13%	0	0	N/A	0	17	N/A	67	73	9%
THEA	17	0	-100%	7	5	-29%	0	0	N/A	3	0	-100%	27	5	-81%
AR Total	328	326	-1%	15	15	0%	201	190	-5%	14	54	286%	558	585	5%

^{*}Data collected 1/24/07 and 1/24/08

COLLEGE DATA: Gordon Ford College of Business

The following information compares enrollment by department

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	В	G Camp	us	Regi	onal Ca	mpus		Online		St	udy Abı	oad		Totals	3
Dept	2007	2008	Diff	2007	2008	Diff	2007	2008	Diff	2007	2008	Diff	2007	2008	Diff
BA	0	0	N/A	0	0	N/A	0	0	N/A	8	9	13%	8	9	13%
LEAD	3	1	-67%	1	0	-100%	7	4	-43%	7	0	-100%	18	5	-72%
CIS	6	0	-100%	0	0	N/A	0	0	N/A	0	0	N/A	6	0	-100%
ECON	67	60	-10%	4	6	50%	28	49	75%	0	2	N/A	99	117	18%
FIN	26	0	-100%	0	0	N/A	0	32	N/A	0	0	N/A	26	32	23%
MGT	13	33	154%	0	0	N/A	32	57	78%	3	2	-33%	48	92	92%
MKT	69	41	-41%	0	0	N/A	27	55	104%	0	5	N/A	96	101	5%
BU Total	184	135	-27%	5	6	20%	94	197	110%	18	18	0%	301	356	18%

^{*}Data collected 1/24/07 and 1/24/08

COLLEGE DATA: Bowling Green Community College The following information compares enrollment by department

						3 -			
	В	G Camp	us		Online)		Totals	
Dept	2007	2008	Diff	2007	2008	Diff	2007	2008	Diff
AS	2	2	0%	0	0	N/A	2	2	0%
BUS	2	3	50%	25	31	24%	27	34	26%
GS	32	29	-9%	3	0	-100%	35	29	-17%
HEAL	0	0	N/A	11	23	109%	11	23	109%
CC Total	36	34	-6%	39	54	38%	75	88	17%

^{*}Data collected 1/24/07 and 1/24/08

Winter Term 2008 Data by College/Dept

COLLEGE DATA: College of Education & Behavioral Sciences

The following information compares enrollment by department

	В	G Camp	us	Regi	onal Ca	mpus		Online			Totals	
Dept	2007	2008	Diff	2007	2008	Diff	2007	2008	Diff	2007	2008	Diff
CNSA	54	45	-17%	13	7	-46%	0	15	N/A	67	67	0%
CI	16	28	75%	11	0	-100%	0	0	N/A	27	28	4%
EALR	18	21	17%	0	0	N/A	0	0	N/A	18	21	17%
PSY	66	73	11%	7	0	-100%	0	43	N/A	73	116	59%
SIP	0	0	N/A	0	0	N/A	136	180	32%	136	180	32%
ED Total	154	167	8%	31	7	-77%	136	238	75%	321	412	28%

^{*}Data collected 1/24/07 and 1/24/08

COLLEGE DATA: College of Health & Human Services

The following information compares enrollment by department

	В	G Camp	us	Regi	onal Ca	mpus		Online		St	udy Abr	oad		Totals	
Dept	2007	2008	Diff	2007	2008	Diff	2007	2008	Diff	2007	2008	Diff	2007	2008	Diff
ALHL	9	9	0%	0	0	N/A	0	5	N/A	0	3	N/A	9	17	89%
CFS	15	13	-13%	0	0	N/A	56	69	23%	4	0	-100%	75	82	9%
NURS	14	6	-57%	13	7	-46%	12	9	-25%	0	2	N/A	39	24	-38%
PHY	66	58	-12%	0	0	N/A	54	131	143%	0	0	N/A	120	189	58%
PUBH	27	25	-7%	0	0	N/A	68	93	37%	0	0	N/A	95	118	24%
SWRK	20	0	-100%	0	0	N/A	7	77	1000%	0	0	N/A	27	77	185%
HH Total	151	111	-26%	13	7	-46%	197	384	95%	4	5	25%	365	507	39%

^{*}Data collected 1/24/07 and 1/24/08

COLLEGE DATA: University College
The following information compares enrollment by department

	В	13 -50% 0 N/A			Online)		Totals	
Dept	2007	2008	Diff	2007	2008	Diff	2007	2008	Diff
HON	26	13	-50%	0	0	N/A	26	13	-50%
WOMN	0	0	N/A	12	10	-17%	12	10	-17%
IS Total	26	13	-50%	12	10	-17%	38	23	-39%

^{*}Data collected 1/24/07 and 1/24/08

COLLEGE DATA: Ogden College of Science & Engineering

The following information compares enrollment by department

	В	G Camp	us	Regio	onal Ca			Online			tudy Ab	road		Totals	
Dept	2007	2008	Diff	2007	2008	Diff	2007	2008	Diff	2007	2008	Diff	2007	2008	Diff
AGRI	34	31	-9%	0	0	N/A	0	0	N/A	11	10	-9%	45	41	-9%
AMS	0	3	N/A	0	17	N/A	17	5	-71%	0	0	N/A	17	25	47%
BIOL	58	97	67%	0	0	N/A	0	11	N/A	14	0	-100%	72	108	50%
CHEM	18	18	0%	0	0	N/A	0	0	N/A	0	0	N/A	18	18	0%
CS	7	6	-14%	0	0	N/A	8	16	100%	0	0	N/A	15	22	47%
ENGR	37	27	-27%	0	0	N/A	0	0	N/A	0	0	N/A	37	27	-27%
GEO	34	32	-6%	3	8	167%	0	0	N/A	6	26	333%	43	66	53%
MATH	27	16	-41%	4	1	-75%	0	0	N/A	1	0	-100%	32	17	-47%
PHYA	15	13	-13%	0	0	N/A	0	0	N/A	0	0	N/A	15	13	-13%
SC Total	230	243	6%	7	26	271%	25	32	28%	32	36	13%	294	337	15%

^{*}Data collected 1/24/07 and 1/24/08

Faculty Stipend Data by College

	2	007		2008
College	# Stipends	Total Amt. of Stipends	# Stipends	Total Amt. of Stipends
AR	33	\$112,901	34	\$118,308
BU	14	\$60,900	18	\$74,400
CC	11	\$24,675	10	\$25,530
ED	26	\$88,050	29	\$102,228
HH	28	\$86,742	33	\$110,641
IS	4	\$7,578	3	\$6,032
SC	29	\$86,929	32	\$77,497
WKU Total	145	\$467,775	159	\$514,636

^{*}Data collected 2/11/08 and includes information from Regional Campuses.

Optional Enrollment-Based Stipends

The optional enrollment-based stipend schedule continued for Winter Term 2008. Faculty had the option when completing the Special Instructional Assignment form (SIA) of agreeing to the enrollment-based stipend schedule. The stipend schedule for Winter 2008 was the same as Winter 2007, using the Summer stipend policy of 8% of base salary with a maximum of \$4000 for full-time faculty. Part-time faculty rates for Winter Term 2008 were as follows:

Level II: \$1536 Level III: \$1672 Level III: \$1940 Level IV: \$2072

This year, 37 classes were low enrolled and faculty received enrollment-based stipends for these classes. There were 36 classes that had high enrollments and those faculty received additional stipends. Thirteen classes were held with low enrollments but faculty received exceptions to the enrollment-based stipend schedule for several reasons such as students needed that class to graduate in the spring, prerequisites for spring courses, one-time offerings or only offered in Winter Term.

^{**}Fringe benefits are NOT included in these amounts.

Appendix

- I. Post-Winter Term Surveys
- II. Board of Regents Report
- III. Winter Term SIA
- IV. 2008 Marketing Plan with Expense Report
- V. Course List

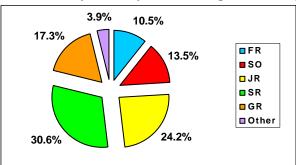
Post-Winter Term 2008 Survey

www.wku.edu/winter

Student Survey

This online survey was sent via email to 2242 Winter Term students January 16, 2008. Of these students, 513 (23%) responded, presenting the following information.

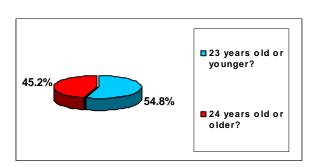
1. What year will you be during the 2008 Spring Semester?



Of the 513 students who responded to the survey, over half were Juniors and Seniors at WKU.

2. Are you?

For this survey, traditional is characterized by those 23 years of age and younger. Those 24 and older are considered non-traditional. 54.8% of this survey's respondents are traditional students.



Exceptional Education 20

3.9%

3. What is your major?

Elementary Education 40

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

	Nursing	31	6.0%	Ps	ychology	19	3.7%		
	Social Work	31	6.0%	Ac	counting	15	2.9%		
	Biology	26	5.1%	Int	erdisciplinary St	udies 15	2.9%		
	Management	23	4.5%	Sc	ciology	13	2.5%		
4.	What type of class of	did you t	ake duri	ng Winter T	erm 2008?				
	General Education		131	25.5%	Study Abr	oad	10	1.9%	
	Class in my major or	minor	233	45.4%	Travel in t	he US	2	0.4%	
	Graduate Level		71	13.8%	Personal I	nterest		27	5.3%
	Elective		83	16.2%	Other		9	1.8%	

5. Which type of class would you recommend WKU to offer during Winter Term in the future? (Check all that apply)

(Olioon all that apply)						
General Education	313	61.0%	Study Abroad	125	24.4%	
Class in my major or minor	366	71.3%	Travel in the US	105	20.5%	
Graduate Level	142	27.7%	Personal Interest		124	24.2%
Elective	224	43.7%	Other	40	7.8%	

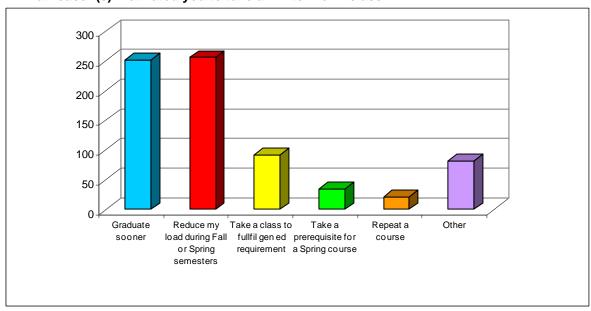
6. If you dropped or withdrew from your Winter Term class, please tell us why.

7.8%

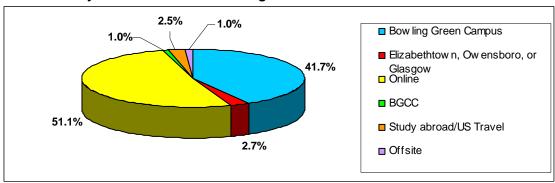
		•	* •	•	
Finance	5	1.0%	Class was dropped	5	1.0%
Lack of financial aid	2	0.4%	Other	9	1.8%
Changed my mind	1	0.2%			

Winter Term 2008 Student Survey Cont.

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



8. Where was your Winter Term class taught?



9. If you took a Winter Term class on the Main Campus, did you live on campus?

Yes 8.0% No 35.9% Does not apply 52.8%

10. Would you be interested in living on campus during Winter Term in the future?

Yes 12.5% No 83.0%

11. If your class was taught on the Main campus, how many times did you eat on campus?

0 19.3% 1-4 14.2% 5-10 3.3% More than 10 5.3% Does not apply 52.6%

12. Did you participate in the Networking Student/Faculty Lunch at Fresh Food Company in DUC?

Yes 17.3% No 82.7%

Winter Term 2008 Student Survey Cont.

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

Winter Term Website	197	38.4%
Email	233	43.5%
Posters/Flyers	103	20.1%
Mail	42	8.2%
The Herald	28	5.5%
WKU Online Schedule Bulletin	185	36.1%
Academic Advisor/Dept	153	29.8%
Instructor	107	20.9%
Family/Friends	74	14.4%
Facebook	7	1.4%
Other	22	4.4%

14. Did you take a class during 2007 Summer Sessions?

Yes 42.1% No 56.9%

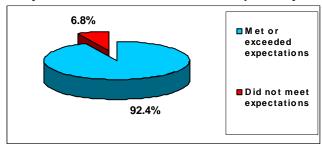
15. Do you plan on taking a class during the 2008 Summer Sessions?

Yes 56.9% No 21.4% Undecided 21.1%

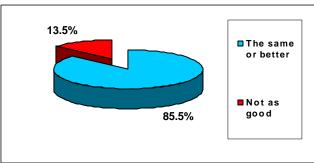
16. Are you interested in taking a Study Abroad class during a future WKU Winter Term?

Yes 21.2% No 61.6% Undecided 16.6%

17. How did your 2008 Winter Term class compare to your expectations?



18. How would you rate your learning experience compared to Fall and Spring semester classes?



Post-Winter Term 2008 Survey

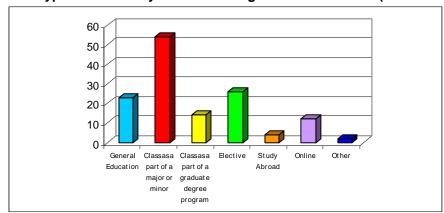
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Faculty Survey

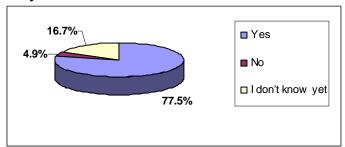
An online survey was also sent via email to WKU faculty teaching during Winter Term.

Of the 174 faculty, 102 responded, presenting the following information.

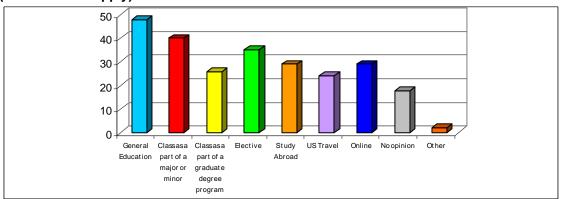
What type of class did you teach during Winter term 2008? (Check all that apply)



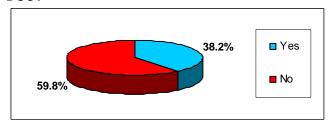
Will you offer this class in a future Winter Term?



What type of classes would you recommend WKU offers more of in future Winter Terms? (Check all that apply)



Did you participate in the Networking Lunch for Winter Term Students and Faculty at Fresh Food Company in DUC?



Winter Term 2008 Board of Regents Report



Winter Term 2008 Board of Regents Report

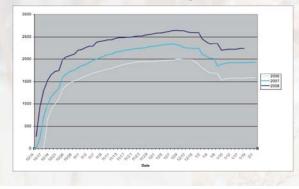


2008 HIGHLIGHTS

Over 2200 students participated in Winter Term 2008; an increase of nearly 20% over last year.

- There were 2239 students enrolled as of January 18, 2008.
- WKU students studied abroad in Mexico, the Bahamas, Costa Rica, Malaysia, Belize, India, Germany, Great Britain, and Italy. 106 students participated in study abroad for credit, and 26 students from the Gatton Academy of Math & Science participated in a noncredit study abroad program.
- The Honors College offered three colloquia: Ethical Issues Research, Rhetoric Sex/Sexuality Part I and Part II.
- WKU offered gatekeeper courses in Mathematics and Geography. These courses are designed to help repeating students successfully complete the course and continue their college career. The opportunity for special tutoring and/or mentoring, in addition to small class size and individualized instruction available during Winter Term, helps a student pass a course that he/she might otherwise find too

Winter Student Count Progress



WKU CAMPUS/COMMUNITY EFFORTS

- There were 224 sections of 183 different courses offered at the Bowling Green campus, Community College, Elizabethtown, Glasgow, and Owensboro campuses, online, study abroad and US travel courses.
- All colleges participated in Winter Term 2008, including 178 faculty from 41 departments and three interdisciplinary programs (Honors, Leadership Studies, Women Studies).
- The Campus Activities Board (CAB) partnered with DELO to provide a net-working lunch for over 500 Winter Term students and faculty to further the sense of community on campus.
- Residence Life opened four residence halls (PFT, SouthWest, NorthEast, and McLean) for Winter Term 2008.

WINTER TERM STUDY ABROAD

TERM COMPARISON

ester (Semester Programs)
2007/2008 - 44 Students (11 different countries)

2006/2007 - 9 students

2007/2008 - 132 Students (10 different countries)

2006/2007 - 73 Students

Spring Term (Semester Programs) 2007/2008 - 24 Students (9 different countries)

2006/2007 - 9 Students

WINTER BREAKDOWN

- * Yucatan, Mexico (Faculty Led) 30 enrolled
- Bahamas (Faculty Led) 14 enrolled
- Costa Rica (Faculty Led) 10 enrolled
- Malaysia (Faculty Led) 9 enrolled
 Belize (Faculty Led) 4 enrolled
- * India (Faculty Led) 6 enrolled
- Germany (Faculty Led) 13 enrolled
 CCSA in London, London/Dublin (Consortium) 17 enrolled
- * Italy (non-credit) 26 Gatton Academy students

Winter Term 2008 SIA

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Home Phone		Departme	ent					Email A	ddress	
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*The stipend amount undergraduates or 11										um enrollment of 1
Banner Index from which the courses listed above will be paid: 220410 Adjustn			Adjustn	ent to the	Amount Paid:					
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Dept. Head								Date		
Dean								Date		
DELO								Date		
VP/AA								Date		

Winter Term 2008 SIA Cont.

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 girevances regarding unfair conditions to the Department Head for review. Such appeals or grievances are subject to final review by the Dean with final review by the Prevost 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.

Winter Term Enrollment Based Stipend Schedule

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

Undergraduate Enrollments	Stipend	#Graduate Enrollments	Stipend
1	350	1	350
2	700	2	700
3	1,000	3	1,350
4	1,250	4	1,800
5	1,500	5	2,200
6	1,750	6	2,700
7	2,000	7	3,000
8	2,250	8	3,250
9	2,500	9	3,500
10	2,750	10	3,750
11	3,000	11	4000
12	3,250	12 - 15	4000
13	3,500	16 - 20	4,300
14	3,750	21 - 25	4,600
15 - 20	4,000	26 >	4,900
21 - 25	4,300		
26 - 30	4,600		
31 >	4,900		

Additional stipulations specific to this assignment:		
-		



Marketing Objective:

Increase awareness of Winter Term features and benefits among faculty, staff & students in order to reach an enrollment increase of 19% over 2007 enrollment.

Important Dates:

August 22: Tentative Class schedule published on Winter Term website September 26 or October 1: Classes available on TopNet for student review

October 15: Registration Begins January 2 – 18: Winter Term classes

A. Goal:

Increase enrollment numbers for the 2008 Winter Term to 2,300.

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 "The COOL Place to be this Winter" on all print materials, on the website and other promotional items
 - **b. Tactic:** Big Red photo shoot using Winter props (8/24)
- 2. Strategy: Launch the 2008 Winter Term website to promote all important information and update frequently as more information becomes available. (8/10)
 - **a.** Tactic: Include Important Dates to Remember
 - **b. Tactic:** Tentative Class List
 - **c.** Tactic: Winter Term Survey to assess student interest and what classes would be more desirable.

- 3. Strategy: Participate in campus events involving students and/or faculty such as the Deans & Department Heads Work Day (8/13), the new faculty orientation fair (8/16), Welcome Back Western (8/29) and Focus on Western (9/8).
 - a. Tactic: Use large banner display sign and prize wheel when appropriate to garner attention
 - **b.** Tactic: Publish tentative class list to use as handout
 - **c.** Tactic: Use Winter Term t-shirts, pens, candy, etc. as prizes

4. Strategy: Utilize creative print, radio and web advertisements

- **a.** Tactic: Advertise in the College Heights Herald print version
 - i. Be watching for Winter Term registration ads to begin on 9/18
 - ii. Winter Term registration now available ads to begin 10/11
 - iii. Reminder ads to begin on 11/17
- **b. Tactic:** Display over-sized awareness banners in prominent locations around campus (9/17) *Note: Alicia to pull class list on or around 9/11*
 - i. Garrett Food Court
 - ii. FAC
 - iii. Grise Hall 4th Floor
- **c. Tactic:** Distribute awareness flyers to residence halls to display on each floor's bulletin board (9/17)
- **d.** Tactic: Place table tents in DUC promoting campus events during Winter Term, meal plan information, etc.
- **e. 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) (10/4)
- **f.** Tactic: Send a postcard reminder to sign up for Winter Term classes (11/26)
- **g.** Tactic: Advertise on Facebook (Sept, Oct, Nov)
- **h. Tactic:** Send :30 radio spot to WKYU (to run Oct 1-19)
- i. Tactic: Send press release to Tommy Newton (10/15)

5. 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. (need drop date)
- **b. Tactic:** Send targeted e-mails to students who expressed interest in Winter Term through the print and online survey. To include Meal

- Plan info, financial aid info, dates of registration, new classes added to list, etc.
- **c. Tactic:** Send reminder e-mails to department heads with specific information for their department, timelines, etc. (Sept, Oct, Dec)
- **d.** Tactic: Send targeted e-mails to faculty who are teaching Winter Term courses to include specific information for their department, timelines, stipends, etc.
- **e. Tactic:** E-mail with Gatekeeper Class information to all students to explain what a Gatekeeper class is and how taking a Winter Term course may create an advantage
- **f. Tactic:** E-mail to registered students reminding them to purchase their books before they leave for Christmas break (12/3)

6. Strategy: Investigate new media not previously used for Winter Term marketing.

- **a.** Tactic: Find out if MySpace advertising and promotions and be done regional (similar to Facebook)
- **b. Tactic:** Ask Parking & Transportation about using signage space inside shuttle buses (8/31)
- **c.** Tactic: Contact specific departments about the students' most requested classes in their areas

2008 Winter Term Marketing Expenses

Account	Title	Α	mount	Description	Vendor
71119	Supplies-Procurement Card	\$ 5.67		Mounting for Winter Term Posters	Kroger
71120	Supplies-Food Products	\$	32.49	Candy for Welcome Back Western	Kroger
71310	Postage & Freight	\$	917.44	Postage for Parent Letter (>2000 letters)	
71310	Postage & Freight	\$	414.70	Effective Mail Marketing	
73502	Misc-Advertising	\$	150.00	Booth Fee for Welcome Back Western	BG Chamber of Commerce
73502	Misc-Advertising	\$	150.00	Facebook flyer 30days starting 9/24	
73502	Misc-Advertising	\$	157.50	Herald Ad 9/27	College Heights Herald
73502	Misc-Advertising	\$	551.25	Herald Ads in October	College Heights Herald
73502	Misc-Advertising	\$	315.00	Herald Ads	College Heights Herald
73508	Misc-Promotion Expenses	\$	1,000.00	T-shirts for Welcome Back Western	D&D Screen Printing
73508	Misc-Promotion Expenses	\$	716.00	T-shirts for Welcome Back Western	D&D Screen Printing
73508	Misc-Promotion Expenses	\$	388.03	Pens for Winter Term	4 Imprint
73917	Charges from Image West	\$	72.63	Big Poster for Velcro sign @ WBW	Image West
73917	Charges from Image West	\$	452.19	5 Big Posters and 5 Banners	Image West
73920	Charges from Printing Services	\$	104.00	Print Oct 53143A	
73920	Charges from Printing Services	\$	115.00	Print Oct 53143B	
73920	Charges from Printing Services	\$	1,530.99	Print Nov - 9000 postcards	
73940	Charges from Food Services	\$	467.45	Hot Chocolate & Coffee for Reg. Day	Aramark

\$ 7,540.34 Total Spent EXCLUDING Personnel Costs

Potter College of Arts & Letters

Potter College of A	rts & Letters	
ART 100 001	Art Appreciation	Tullis, Matthew
ART 240 001	Drawing	Nichols, Michael
ART 340 001	Drawing	Nichols, Michael
ART 341 001	Drawing	Nichols, Michael
ART 440 001	Drawing	Nichols, Michael
ART 310 001	Art Educ/elem School	Choe, Miwon
COMM 247 001	Voice & Diction	Elder, Charlotte
COMM 346 001	Persuasion	Jerome, Angela
ENG 200 001	Introduction Literature	Davies, Lloyd
ENG 200 630	Introduction Literature	Davies, Lloyd
ENG 200 700	Introduction Literature	Waters, Marya
ENG 200 701	Introduction Literature	Elliott, Terence
ENG 306 001	Business Writing	Moore, Russell
ENG 307 700	Technical Writing	Hardin, Joe
ENG 340 850		•
	Spec Fiction: Brit Fantasy Lit	Vesey, Reed
ENG 399 001	Topics Eng: Shakespages & Javes	Rutledge, Jerry
ENG 399 850	Topic Eng: Shakespeare & Joyce	Staff
ENG 499 850	Dir Study/english-Ind	Staff
FLK 280 002	Cultural Diversity In Us	Antonsen, Christopher
BCOM 271 001	Intro To Cinema	Demarse, Ronald
BCOM 325 001	Writing/tv/radio	Likes, Terrence
JOUR 202 001	Intro/newswriting & Reporting	Johnson, Phebe
JOUR 355 700	Public Relations	Payne, Kenneth
JOUR 481 850	International Advertising	Johnson, Phebe
GERM 100 850	Hon:ger Lang & Cul On-Site	Mcgee, Laura
GERM 101 001	German I: Fund Communication	Straubel, Timothy
GERM 102 850	Hon:german Ii: Social Communic	Mcgee, Laura
GERM 389 850	Internship In German	Mcgee, Laura
GERM 499 850	Advanced Studies In German	Mcgee, Laura
SPAN 101 001	Elem Spanish I	Maestre, Eder
SPAN 102 001	Elem Spanish li	Obeso, Gustavo
MUS 119 001	Jazz Appreciation	Scott, Marshall
MUS 120 700	Music Appreciation	Cipolla, John
MUS 120 701	Music Appreciation	Martin, John
MUS 314 001	Comp Arts Elem Teach	Swanson, Robyn
PHIL 120 701	Intro To Philosophy	Pinnick, Cassandra
RELS 102 001	Intro Rel St	Mukonyora, Isabel
RELS 499 001	Ind Research Rel St	Mukonyora, Isabel
PS 110 700	American National Govt	Kiasatpour, Soleiman
PS 210 700	State Government	Turner, Joel
PS 299 851	Topics In Political Science	Murphy, Roger
PS 430 001	Topics In Political Theory	Yager, Edward
PS 450 851	Sel Topics International Relat	Murphy, Roger
PS 500 500	Workshps Public Administration	Gordon, Victoria
PS 580 001	Ind Directed Study	Chappell, James
SOCL 300 001	Using Statistics In Sociology	Faine, John
SOCL 312 620	Collective Behavior	Monin, Dana
SOCL 345 001	Sociology Of Popular Music	Groce, Stephen
SOCL 346 001	Victimology & Genocide	Daday, Gerhard
SOCL 346 860	Soc. Prob.&sol.of The Yucatan	Drummond, Holli
SOCL 359 001	Sexuality And Society	Pruitt, Matthew
SOCL 595 001	Directed Study	Groce, Stephen
THEA 151 630	Theatre Appreciation	Brock, Robert

Gordon Ford College of Business

BA 592 850	Malaysia's Developing Market	Capps, H.
BA 592 851	Doing Business With Mexico	Myers, Daniel
LEAD 200 702	Intro To Leadership Studies	Baker, John
LEAD 400 001	Practicum In Leadership	Garmon, Cecile
ECON 202 700	Prin Economics-Micro	Lile, Stephen
ECON 203 001	Prin Economics-Macro	Strow, Brian
ECON 206 001	Statistics	Trawick, Michelle
ECON 206 700	Statistics	Lebedinsky, Alexander
ECON 302 001	Microeconomic Theory	Borland, Melvin
ECON 410 850	Int'l Business: Globalization	Vesey, Reed
ECON 414 001	Managerial Economics	Howsen, Roy
ECON 414 610	Managerial Economics	Howsen, Roy
ECON 414 620	Managerial Economics	Howsen, Roy
ECON 598 001	Market Structure & Efficiency	Zimmer, David
FIN 350 700	Risk Mgt/insurance	Wolfe, Edward
MGT 200 001	Legal Environment Of Business	Sullivan, Brian
MGT 210 001	Organization And Management	Bennett, Jerry
MGT 305 700	Critical Thinking In Mgt	Droege, Scott
MGT 361 700	Business Comm Fundamentals	Cosby-Simmons, Dana
MGT 410 850	Destination India	Mohamed, Zubair
MGT 417 700	Organizational Behavior	Spiller, Michael
MKT 220 700	Basic Marketing Concepts	Martin, Craig
MKT 323 700	Services Marketing	Forbes, Lukas
MKT 324 001	International Marketing	Todd, Patricia
MKT 427 001	Entrepreneurial Marketing	Hall, Allan
MKT 491 850	Marketing Study Abroad	Fugate, Douglas
MKT 491 851	Marketing Study Abroad	Capps, H.
MKT 491 852	Marketing Study Abroad	Vesey, Reed

Bowling Green Community College

DRDG 080C 001	College Reading Strategies	Miller, Brenda
BT 250C 750	Basic Bus Communications	Mays, Freda
BT 250C VU1	Basic Bus Communications	Mays, Freda
BUS 210C 700	Organization And Management	Mitchell, Ronald
ECO 150C 001	Intro To Economics	Staynings, Mark
INS 270C 700	Electronic Spreadsheets	Kontos, George
OST 220C 750	Word Processing	Todd, Linda
HCIS 290C 700	Medical Terminology	Hunt-Shepherd, Janice
HIS 120C 001	Western Civ Since 1648	Borders, Charles
SPCH 145C 001	Fund Of Public Speaking	Cunningham, Kimberly

University College

HON 300 003	Coll: Rhetoric Sex/sexuality I	Prince, Maynard
HON 300 004	Coll: Rhetoric Sex/sexuality 2	Prince, Maynard
HON 300 005	Coll: Ethical Issues Research	Williams, Kevin
HON 403 001	Honors Thesis/project	Staff
WOMN 200 700	Intro Women's Studies	Kerby, Molly

College of Education & Behavioral Sciences

OCICITOES		
CNS 550 500	Intro To Counseling	Nims, Donald
CNS 553 500	Comm Resources In Cns	Sheeley, Vernon
CNS 558 620	Counseling Theory/prac	Onedera, Jill
CNS 568 500	Counseling Children/adoles	Stickle, Fred
CNS 581 700	International Student Services	Lara, Tracy
CNS 596 500	Mhc/mft Internship	Shaffer, Tammy
EDU 250 001	Intro To Teach Ed	Pierce, Judy
EDU 501 500	Prof Dev Plan Mae/rk li	Matthew, Kathleen
EDU 596 501	Sem Port Dev Prof Growth	Matthew, Kathleen
EDU 601 500	Advanced Prof Development Plan	Daniel, Tabitha
EDU 698 500	Sem Adv Portfolio Project	Daniel, Tabitha
EDAD 690 500	Principalship	Wagner, Christopher
EDFN 570 500	Covey: 7 Habits Eff. People	Ecton, Gayle
PSY 100 001	Intro Psy	Graves, Mark
PSY 199 760	Development Psy	Pack, Shana
PSY 310 001	Educational Psy	Pritchard, Carrie
PSY 340 001	Sport Psychology	Wininger, Steven
PSY 350 750	Social Psychology	Pope-Tarrence,
DOV 400 750	5 000	Jacqueline
PSY 430 750	Psy Of Women	Miner-Rubino, Kathi
PSY 430G 750	Psy Of Women	Miner-Rubino, Kathi
PSY 541 001	Profession Issues/ethics	Myers, Carl
PSY 541 002	Profession Issues/ethics	Grieve, Frederick
PSY 590 001	Rdgs/resrch Psy	Haggbloom, Steven
EXED 330 700	Intro Sp Ed Diversity Learning	Berger, James
EXED 330 701	Intro Sp Ed Diversity Learning	Battles, Andrew
EXED 516 750	Except Child: Perspect/ Issue	Boman, Martha
EXED 517 750	Trans Srvcs Indiv Disabilities	Ferguson, Janice
EXED 532 750	Families,prof & Exceptionali	Applin, Janet
EXED 630 750	Special Educ Law & Finance	Atwell, Nedra
LME 318 700	Children's Literature	Micheletti, Ellen
LME 448 750	Technology Apps In Education	Hale, Julie
LME 501 750	Program Organization & Admin	Smith, Robert
LME 519 700	Special Topics In Ed Tech	Houston, Cynthia
LME 535 750	Survey Of Ed Tech Practices	Maxwell, Margaret

College of Health & Human Services

	January of Minister Charles	D
DH 115 001	Independent Clinical Study	Dean, Terry
DH 360 850	Intl Comm Hlth & Serv Learning	Tabor, Rebecca
GERO 100 700	Introduction To Gerontology	Bradley, Dana
CFS 111 001	Human Nutrition	Lee, Julie
CFS 310 750	Mgt Of Family Resources	Sikora, Doris
CFS 311 750	Family Relations	Neal, Rachel
CFS 494 750	Parenting Strategies	Haynes-Lawrence, Darbi
DMT 346 750	Architecture & Culture	Flener, Sheila
PE 100 700	Life Fitness/wellness	Deere, Randall
PE 101 003	Weight Training	Arnold, Ryan
PE 222 001	Hrf Ii-Stgth/endure/flex	Arnold, Ryan
PE 311 700	Exercise Physiology	Navalta, James
PE 313 001	Motor Development	Callahan, Zac
PE 343 700	Baseball Coaching	Murrie, Joel
PE 354 700	P E /elem Schools	Whitlock, Sharon
PE 456 700	Ind Adv Studies:cscs Certifica	Arnett, Scott
REC 220 700	Intro Nonprofit Service Org	Poff, Raymond
REC 426 700	Facility Planning & Design	Gibson, Fred
REC 426G 700	Facility Planning And Design	Gibson, Fred
REC 482 100	Rec Wk: Wild 1st Resp.	Calvin, David
REC 494 001	Am Humanics Mgt Institute	Poff, Raymond
REC 521 001	Public Relations In Rec/ Sport	Stenger-Ramsey, Tammie
SPM 200 700	Intro To Sport Management	Larson, Bruce
ENV 280 700	Intro/environmental Sci	Taylor, Ritchie
HCA 347 001	International Health Care	Wyant, David
PH 100 700	Personal Health	Gardner, Marilyn
PH 165 700	Drug Abuse	Watkins, Cecilia
PH 383 001	Biostatistics/health Sci	Lartey, Grace
PH 530 001	Indep Invest In Comm HI	lyiegbuniwe, Emmanuel
SFTY 270 700	General Safety	lyiegbuniwe, Emmanuel
SFTY 270 900	General Safety	lyiegbuniwe, Emmanuel
NURS 317 850	Intl Comm Hith & Serv Learning	Kovar, Mary
NURS 451 001	Gerontological Nursing	Abell, Cathy
NURS 451 610	Gerontological Nursing	Abell, Cathy
NURS 451 630	Gerontological Nursing	Abell, Cathy
NURS 490 700	Parish Nursing	Garrett, Dawn
NURS 490G 701	Parish Nursing	Siegrist, Beverly
SWRK 101 700	Fndtns Of Hum Svcs	Peeler, Janelle
SWRK 491 700	Forensic Social Work	Gabbard, Wesley
SWRK 491G 700	Forensic Social Work	Gabbard, Wesley
SWRK 491G 710	Forensic Social Work	Gabbard, Wesley
SWRK 491G 720	Forensic Social Work	Gabbard, Wesley
SWRK 695 700	Strengthening Families	Cashwell, Suzie
SWRK 695 710	Strengthening Families	Cashwell, Suzie
SWRK 695 711	Strengthening Families	Cashwell, Suzie

Ogden College of Science & Engineering

Engineering		
AGMC 172 001	Lawn/garden Equip	Scudder, Cris
AGMC 173 001	Lawn/garden Equip Lab	Scudder, Cris
AGRI 369 002	Coop In Agriculture	Woosley, Paul
AGRO 475 850	Ag Issues In Costa Rica	Coffey, David
AGRO 475G 851	Ag Issues In Costa Rica	Coffey, David
HORT 475 003	Hort In Ca Rose Parade	Dennis, Roger
AMS 333 610	Instructional Media And Curric	Askins, Kenneth
AMS 368 700	Problem Solving/research	Leeper, Howard
AMS 398 001	Internship I	Staff
AMS 399 001	Internship li	Leach, Laura
AMS 490 001	Senior Research	· ·
		Arbuckle, Gregory
BIOL 113 001	General Biology	Mcdaniel, Kerrie
BIOL 120 700	Biol Conc Cells Metab Genetics	Smith, Michael
BIOL 122 001	Biol Conc Evol Div Ecol	Grubbs, Scott
BIOL 123 001	Lab Biol Conc Evol Div Ecol	Mahan, Margaret
BIOL 131 001	Human Anatomy & Physiol	Do Amaral, Jose Pedro
BIOL 131 002	Lab For Biol 131	Do Amaral, Jose
		Pedro
BIOL 207 001	Gen Microbiology	Sharma, Nilesh
BIOL 334 001	Animal Behavior	Mcelroy, Douglas
BIOL 389 001	Coop Educ/biology li	Bowker, Richard
BIOL 399 001	Research Prob/biology	Bowker, Richard
BIOL 475 004	Fire Management	Meier, Albert
BIOL 475 005	Hon: Fire Management	Meier, Albert
BIOL 675 001	Adv Fire Management	Meier, Albert
CHEM 116 001	Intro To College Chemistry	Dahl, Darwin
CHEM 399 001	Lab Research Prob/chem	Webb, Cathleen
CHEM 580 001	Lab Chemical	Webb, Cathleen
CS 145 701	Intro Computing	Shen, Chun
CS 145 702	Intro Computing	Yang, Rong
CS 595 001	Java Image Processing	Crawford, Robert
CS 595 002	Data Mining & Text Mining	Emam, Ahmed
EM 221 001	Statics	Palmquist, Shane
ME 494 001	Wku Me Selected Topics	Schmaltz, Kevin
GEOG 110 001	•	•
	World Regional Geography	Reader, Daniel
GEOG 110 002	World Regional Geography	Yan, Jun
GEOG 110 630	World Regional Geography	Seymour, Amy
GEOG 360 001	Geography/n America	Blackburn, William
GEOG 475 850	Geography Of The Yucatan	Kreitzer, Debra
GEOG 540 850	Advanced Regional Geog	Keeling, David
GEOL 475 850	Geology Of The Bahamas	Siewers, Fredrick
MATH 106 001	Ac Support For Math 116e	Fitzpatrick, Linda
MATH 211 001	Math/elem Tchr I	Dunkum, Molly
MATH 212 001	Math/elem Tchr li	Marchionda, Hope
MATH 275 003	Introduction To R Programming	Quiton, Jonathan
ASTR 108 001	Descriptive Astronomy	Tyler, Rico
ASTR 275 001	Astronomy Research Methods	Gelderman, Richard
	•	•