



Bossier Parish Community College

**Final Report
CALL Grant 1
January 8, 2006 – December 30, 2007**

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Executive Summary

Bossier Parish Community College recognizes the accomplishment of all contract deliverables within the approved Board of Regents' timeline. This report acknowledges the work completed in fulfillment of the grant agreement with a concise overview of project successes. A large portion of the grant dollars funded the development of two fast-track Associate of Applied Science degree programs with faculty members contracted to develop course models. Professional development was a priority with a number of individuals participating in workshops and conferences, both on and off campus, on core project issues including: best practices in electronic learning, prior learning and portfolio assessment, and strategic marketing and enrollment management.

Contract Deliverables Overview

The Louisiana Board of Regents provided a total of \$147,120 to Bossier Parish Community College from the period of January 8, 2007 through December 30, 2007 to accomplish the following deliverables:

- explore online accelerated degree program formats through participation in peer institution site visits;
- convene institutional faculty and student services team to discuss program development and student support services;
- research and participate in professional development opportunities in program development and online student services for faculty and staff;
- participate in the Council for Adult & Experiential Learning workshops for Prior Learning Assessment (PLA) training; participate in steering council meetings; host a faculty forum for showcasing best practices in redesigning courses for accelerated format; plan, promote, coordinate, and evaluate a faculty retreat with Northwestern State University on course redesign; participate in professional development workshops for program delivery and students services;
- determine academic and student support services needed by adult learners in an online accelerated program;
- review market demand analysis to determine academic program alignment;
- design format for online accelerated program, including identifying courses subject to redesign and redesigning courses required for academic program;

- train program coordinators in the management aspects of program development and delivery;
- establish PLA system at institution;
- develop and expand student support services, including development of a student electronic portfolio system;
- develop marketing and communication components, including web presence, communication flow, student portal, marketing timeline, and enhancing institution's student tracking system;
- further equip and enhance the college's current testing center to support the administration of CLEP tests for adult students;
- fund faculty to develop criteria for earning credit in selective courses and create a campus wide matrix for courses through which adult students might consider attempting to receive portfolio credit;
- support faculty to pursue assessor certification training; and
- submit to Regents a written status report on the development of the online accelerated programs and services and marketing activities in March and June of 2007.

Progress on Deliverables

The following sections highlight BPCC's achievement in accomplishing each deliverable as a member of the statewide steering committee and as an institutional partner.

Site Visits

Bossier Parish Community College used grant funds to visit the following sites:

- April 26-27, 2007 A team of 5 BPCC faculty and staff visited Regis University to learn about the School of Professional Studies, an adult learner focused division of the institution. Team members participated in sessions with financial aid and admissions representatives, an accelerated course designer, the portfolio chair, and the marketing director/call center supervisor.
- May 8, 2007 Portfolio course designers, Dr. Paul Weaver and Ms. Peggy Fuller, traveled to LeTourneau University in Longview, Texas to learn about their process of portfolio assessment.

Program Development

A large portion of the grant funds was expended on the development of 2 accelerated 100% online Associates degree programs.

Programs. Using market research, Bossier Parish Community College identified 2 programs for development: (1) Associate of Applied Science in Business Administration and (2) Associate of Applied Science in Computer Information Systems with a concentration in Software Applications. Both programs are prescriptive with specific courses selected and matched per session based on research on accelerated program formats. Both programs of study may be viewed at <http://www.bpcc.edu/callstudents/programs.html>.

Program Directors. Two faculty members, Dr. Paul Weaver and Ms. Patricia Wyatt, were hired as Program Directors to assist the CALL Project Director in all elements of program development. The program directors received an extra-service contract in each of the spring, summer, and fall semesters to support all aspects of program development.

Course Design. Current BPCC faculty members with experience teaching online courses were nominated by their respective Division Chair to serve as course designers. A total of twenty-six (26) courses were designed for online delivery in a 4 week fast-track format using the “build one, deliver many” course design philosophy. This philosophy minimizes costs in the long-term as faculty members will be hired strictly for instruction and not design and preparation.

Using the Quality Matters rubric (<http://www.bpcc.edu/call/documents/qm.pdf>), all CALL course models were reviewed by Chris Rondeau, an online faculty member hired using grant funds to review all courses, and Ms. Kathleen Gay, Director of Electronic Learning, who provided review of each course as an in-kind service to the grant. All courses were reviewed twice by each course evaluator using the Quality Matters rubric. Based on the reviews, two additional designers were hired to correct challenges with two of the introductory English course designs. Improvements continue to be made in the course models as faculty members are hired to teach.

Course Instruction. Bossier Parish Community College paid for the instruction of twelve (12) CALL course sections in the fall 2007 semester as an in-kind contribution to this project. This trend will continue as a method of sustainability for the program. All faculty members hired to teach in the CALL program agree to have a CALL Program Director serve as a teaching assistant.

Faculty Coaching and Mentoring. CALL Program Directors, Patricia Wyatt and Paul Weaver, served as teaching assistants in all CALL course models to provide direction to fast-track faculty members. This support was beneficial in ensuring all courses were correctly copied from the model into the course section and that all links in the copied courses worked. As coaches and

mentors, the CALL Program Directors provided a support system for faculty if they experienced difficulty in teaching the course model.

Course Evaluations. Students were invited to complete online evaluations for each accelerated course during the second week of each four week session. The evaluations were provided to Division Chairs and Program Directors to review and recommend adjustments in course design or instructional approach. Luncheon exchanges between faculty completing instruction in an accelerated program and faculty beginning instruction in a new session were hosted three times with project directors. These luncheons generated some best practices such as the adoption of “front loading” courses, which is the practice of making all assignments available so students can work at their own pace.

Student Support Services

Bossier Parish Community College used funds received from the Louisiana Board of Regents Supporting Electronic Learning and Essential Campus Transitions (SELECT) Grants program in November 2006 to conduct an evaluation of online student services. Based on this report, the CALL project director encouraged each student service unit to upgrade web sites and services where possible.

Online Bookstore. Funds were allocated from the grant to purchase the initial software package and technical support for www.bpccbookstore.com for CALL students. The BPCC bookstore piloted this service in the fall semester and will begin another pilot in the spring semester with only BPCC CALL students. There are plans to expand this service to all BPCC students in the 2008-2009 academic year.

Retention Warning System. An early warning system was developed and piloted by the CALL Program Directors and members of the support team. Faculty members teaching the CALL course are asked to send an electronic referral (<http://www.bpcc.edu/call/referralform.html>) to a CALL retention officer. The referred student would receive an email and phone call to encourage them to complete missing assignments and contact the instructor. Project Director Luke Dowden, Assistant Director of the Center for Learning Assistance April Bounds, and Program Director Patricia Wyatt served as retention officers. The retention officers were successfully able to coach students to success or counsel them to withdraw from a course rather than being suspended with a negative effect on the student’s GPA.

Pre-Advising. The BPCC Academic Advising Center Director Peggy Fuller, the CALL Program Director Patricia Wyatt, and CALL Project Director Luke Dowden provided pre-advising services to CALL applicants. These services consisted of reviewing unofficial transcripts to make determinations about what credits might transfer to BPCC, to discuss the program of study, and to explore prior learning assessment options.

Prior Learning Assessment Document Preparation Center. Grant funds were used to purchase a computer and high quality scanner for use by students enrolled in the Portfolio 101 course. The document center provides the technology to support uploading of information needed for completion of an electronic portfolio, which is submitted for assessment. The document center will reside in the BPCC Academic Advising Center.

Professional Development Opportunities including CAEL and Program Management

Grant funds provided the opportunity for College's faculty and staff to participate in a number of professional development opportunities on-campus and off-campus. The following timeline highlights the major events.

February 7 – 8, 2007	Prior Learning Assessment 101 Workshop hosted at NSU. BPCC Division Chairs and faculty members participate.
February 22 – 23, 2007	CAEL Faculty Assessor Training at BPCC with CAEL Trainer Jerry Hickerson.
March 21, 2007	BPCC Prior Learning Assessment (PLA) Policy Committee meeting with CAEL Consultant Judy Wertheim.
March 30, 2007	Quality Matters Training hosted by Division of Electronic Learning. All BPCC course designers and online faculty members required to participate.
April 10, 2007	BPCC Fast-Track Faculty Course Design “E-Pedagogy” Workshop hosted by Luke Dowden and Chris Rondeau. All course designers participated.
April 11, 2007	BPCC Staff Luncheon Meeting hosted to review progress of CALL grant with Student Services Directors, Computer Services, Workforce Development, and Business Affairs employees.
June 15, 2007	Breakfast hosted with Student Service Directors to discuss outcomes from the WCET online student services audit and plans for improvement of websites.
June 21, 2007	CALL program directors and support staff participate in CAEL Academic Advising Workshop at Northwestern State University.
July 17-18, 2007	BPCC Faculty and Portfolio Course Designers trained on use of <i>iWebfolio</i> electronic portfolio system.
August 24, 2007	BPCC faculty member Richard Poole participates in NSU hosted faculty assessor workshop.

October 19, 2007	BPCC hosts faculty portfolio assessor training for potential faculty assessors. Fran Kehoe from Regis University facilitates a day long session.
October 28-30, 2007	April Bounds, CALL Enrollment Counselor, participated in the AACRAO Strategic Enrollment Management Conference.
November 6-7, 2007	Luke Dowden participated in the Commission for Accelerated Programs (CAP) National Conference and presented a paper on the CALL Marketing Plan.
November 8, 2007	April Bounds participated in the Louisiana Association of College Registrar and Admissions Officers (LACRAO) Conference and presented on the CALL program.
November 7 – 10, 2007	Kathleen Gay, Director of Electronic Learning, and Patricia Wyatt attended the Western Commission for Educational Telecommunications (WCET) International Conference and presented CALL program information at the poster session.
November 7 – 10, 2007	Luke Dowden and Paul Weaver participated in the International Council for Adult and Experiential Learning Conference. Luke Dowden presented with representatives from Wisconsin and Oklahoma on statewide campaigns to attract adult learners.
November 29-30, 2007	Luke Dowden presented the outcomes of the CALL program at the Aslanian Group Conference on “Marketing to Adult Students”.

Prior Learning Assessment

Bossier Parish Community College assembled a team of faculty, staff, and administrators on a Prior Learning Assessment Policy Committee to define prior learning assessment for the College and to create a policy for portfolio assessment and organize existing policies about prior learning options for students. Grant funds were used to host meetings and workshops related to completion of the policy.

Prior Learning Assessment (PLA) at BPCC is the process of earning credit for college-level learning acquired through work, training, volunteering, or personal experiences. These opportunities include:

- Nationally standardized exams
- Challenge and/or skills exams for BPCC specified courses
- Non-academic instruction evaluated by the American Council on Education (ACE)
- Portfolio assessment of college-level learning acquired through work, training, volunteering, or personal experiences

Nationally Standardized Exams. The ACT Testing Center at BPCCC added the capability to offer two nationally standardized exams for college credit, CLEP Testing (College-Level Examination Program®) and DSST Testing (DANTES Subject Standardized Test®). Grant funds were used to purchase four new computers and a credit card machine to finish a partially campus funded renovation of the Center.

Portfolio Assessment

Campus Prior Learning Assessment Matrix. A major result of this committee's work was the first campus wide prior learning assessment matrix located at <http://www.bpcc.edu/callstudents/documents/plamatrixfall2007.pdf>. The matrix illustrates all the methods by which a person can earn credit through the demonstration of prior learning for every course at the College.

Portfolio Assessment Policy. A policy for the submission and assessment of a portfolio at BPCCC was developed and adopted. The policy may be viewed by logging onto <http://www.bpcc.edu/callstudents/documents/portfolioassessmentpolicy.pdf>. The policy reflects the College's focus on the development and submission of portfolios strictly through electronic means using the *iWebfolio* web-based software system.

Portfolio 101 Course. Director of Academic Advising Peggy Fuller and CALL Program Director Paul Weaver developed a three part workshop to teach students how to complete an electronic portfolio. Thirteen (13) students enrolled in this non-credit bearing course which was offered through the BPCCC Division of Community Education during the fall 2007 semester. The workshop will be offered fully online by the spring 2008 semester. All workshop materials may be accessed at <http://www.bpcc.edu/callstudents/portfolio.html>.

Faculty Assessor Training. Grant funds provided the opportunity for Fran Kehoe, the Academic Dean of Portfolio Assessment at Regis University, to provide a one-day workshop on faculty portfolio assessment on October 19, 2007. Additionally, grant funds were used to pay for Ms. Peggy Fuller and Dr. Paul Weaver to participate in the Council for Adult & Experiential Learning (CAEL) portfolio assessor certification program through DePaul University. The program includes a series of online courses.

Marketing and Communication Components

Project Director Luke Dowden collaborated with Dr. Bruce Chaloux from the Southern Regional Education Board, Dr. Darlene Williams from Northwestern State University, Mr. Kevin Hardy from the Board of Regents, and Mr. Keith Bourne from Adaptive Campus to write and edit most of the content on a main campaign site – www.YourCALLla.org. Mr. Dowden also facilitated the Regents purchase of the code from the University System of Georgia for the Student Online Readiness Tool. This tool was added to the campaign site as a method for prospective students to test their preparedness for online learning.

Bossier Parish Community College developed two web sites for the CALL initiative. The first site (www.bpcc.edu/call) provides a comprehensive overview of the research conducted, events, and policies developed to make the initiative a success. A second web site was developed as a “student portal” for inquiries generated from the www.YourCALLla.org site and provides all program, cost, and admissions information at www.bpcc.edu/callstudents. Updates are continually made on both sites.

Adult Learning Campaign. Bossier Parish Community College and Northwestern State University, armed with information from the free and professionally conducted market research, embarked on the development and implementation of a region wide adult learning campaign spanning a three month period from May 15 through August 15, 2007. The campaign targeted adults with some college and no degree in a 13 parish area in Northwest Louisiana. The campaign included many elements discussed in this section and generated substantial results. Readers should note that results are broken down into two categories in order to demonstrate the full effect of an adult learning campaign on two different types of public institutions of higher education in Louisiana.

Fall 2007 - Overall Campus Impact

Institution	Inquiries	Applications	Enrollments (duplicated)	Students (nonduplicated)
BPCC	746	152	NA	116
NSU	687	227	464	147
Totals	1433	379	464	263

Fall 2007 - CALL Programs Specific Data

Institution	Applications	Enrollments (non-duplicated)	Students (non-duplicated)
BPCC	75	NA	63
NSU	227	284	89
Totals	302	284	152