School of Professional Studies

Assessment Report Summary

7. Summary of Assessment Results with Focus on Program Improvement: Describe evidence-based changes that have taken place within the last few assessment cycles because of assessment. Statements must be supported by evidence from the assessment report(s):

Bachelor of Professional Studies

Assessment Report Summary

7. Summary of Assessment Results with Focus on Program Improvement: Describe evidence-based changes that have taken place within the last few assessment cycles because of assessment. Statements must be supported by evidence from the assessment report(s):

Center for Continuing and Professional Education

Center for Continuing and Professional Development

7. Summary of Assessment Results with Focus on Program Improvement: Describe evidence-based changes that have taken place within the last few assessment cycles because of assessment. Statements must be supported by evidence from the assessment report(s):

ELI short term programs grew from one (Toyama University) to two (Soka University). The CCPE met with Soka University representatives at NAFSA San Diego (2015), again at NAFSA Denver (2016) and finally at NAFSA Los Angeles (2017) where an agreement was struck to coordinate a short-term program for March 2018.

Changes in the marketing of the individual programs have taken place in the last few assessment cycles. The Digital Marketing and Social Media program had 3 registrants in October 2017. With hurricane Irma, we saw a drop 70% in some CPE courses. That course was cancelled, and during the post mortem, our marketing team met with the instructors to devise new strategies. This included: changing the name from Digital Marketing and Social Media to Digital Marketing; beginning the campaign earlier; reaching a greater audience through revisions to the digital and print ad campaigns. The result was an enrollment of 18 participants in the May 2018 course. The influences that caused these changes to occur was a reassessment of the marketing strategy plan for Digital Marketing

Lowcountry Graduate Center

Assessment Report Summary

7. Summary of Assessment Results with Focus on Program Improvement: Describe evidence-based changes that have taken place within the last few assessment cycles because of assessment. Statements must be supported by evidence from the assessment report(s):

Project Management Certificate

Project Management Certificate

7. Summary of Assessment Results with Focus on Program Improvement: Describe evidence-based changes that have taken place within the last few assessment cycles because of assessment. Statements must be supported by evidence from the assessment report(s):