

- To increase the population of nontraditional clients by recruiting increasing numbers of adults, thereby increasing the University's overall enrollment of nontraditional students by 2%.
- To increase the number of evening programs offered to five.
- To seek funding to support leadership initiatives for officers of the nontraditional students organization.

2. Key Indicators of Progress

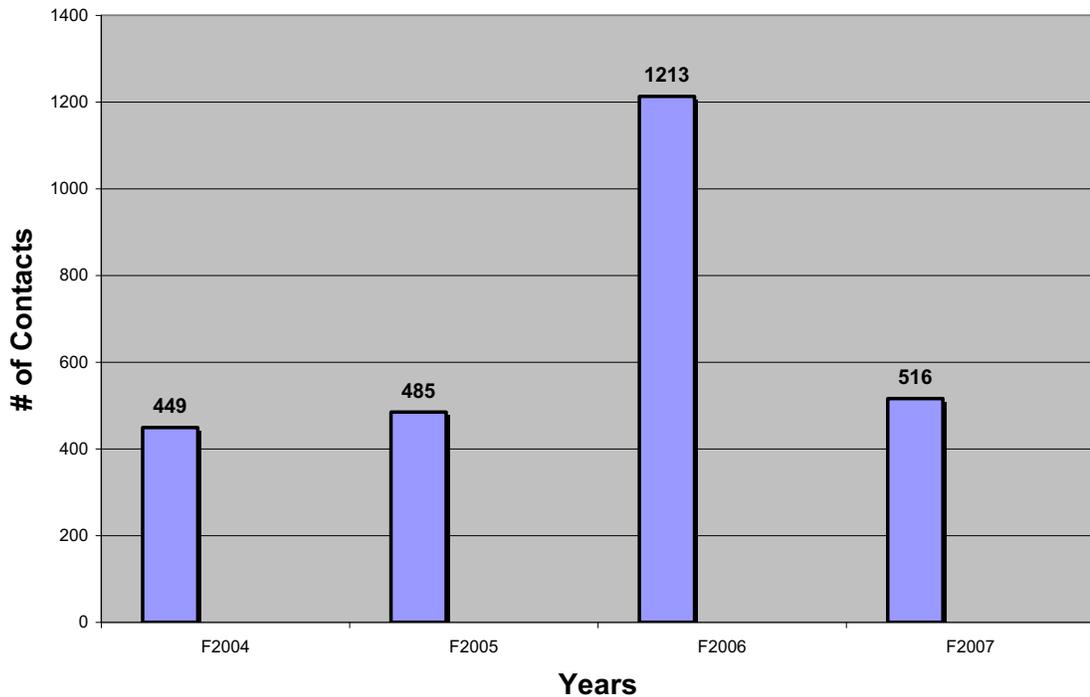
Many nontraditional students in the Triad continue to seek enrollment at North Carolina A&T. The staff continues to provide assistance and service to a diverse population of adults, commuters, evening and day students. This data is shown in the chart on page six.

The Evening/Weekend staff met with the Dean of the School of Technology, Chairpersons of the Departments of Construction Management, Graphics Communications, Mass Communications, Liberal Studies, Curriculum and Instruction, and the Director of Waste Management to discuss opportunities for evening degree programs and services. These areas are collaborating with Evening/Weekend Programs to increase programs for and enrollment numbers of the nontraditional population. The Office of Continuing Education and Professional Development and Summer Sessions and Outreach continue to partner with Evening/Weekend Programs to offer joint activities.

The recruitment efforts of Evening/Weekend Programs staff included offering information sessions, participation with open houses, community and corporate educational/career fairs, on-site recruitment at several community colleges, and telephone and walk-in inquiries. The 2007-2008 academic year proved to be a good year for recruitment contacts for the Evening Program staff. The chart on the following page shows annual contacts over the last four years for fall semesters of 2004-2007. During the fall and spring semesters of 2007-2008, the staff was in contact with more than 1000 prospective undergraduate/graduate students, as well as persons interested in professional development programs. Five hundred and sixteen students were contacted during fall semester, 2007, an increase of approximately 111 students over fall semester, 2006. Spring 2008 recruitment efforts generated approximately 497 prospective student contacts.

It should be noted that while the primary focus may be on evening /weekend enrollment opportunities, recruitment is not confined to just those prospective clients interested in evening/weekend degree programs. Many clients were contacted when the focus was on promoting opportunities for adults or community college students whether for traditional or evening enrollment. The number of prospective students contacted in the fall of 2006 reflects visits and participation in activities at two local high schools, and thus numbers may appear to be inflated (See chart on the following page). Generally, Evening/Weekend Programs staff does not recruit at the local high schools unless in partnership with the Office of Admissions or when personally invited to do so.

Evening/Weekend Programs
Prospective Student Contacts: A Comparison for Fall Semesters
Years 2004, 2005, 2006 and 2007

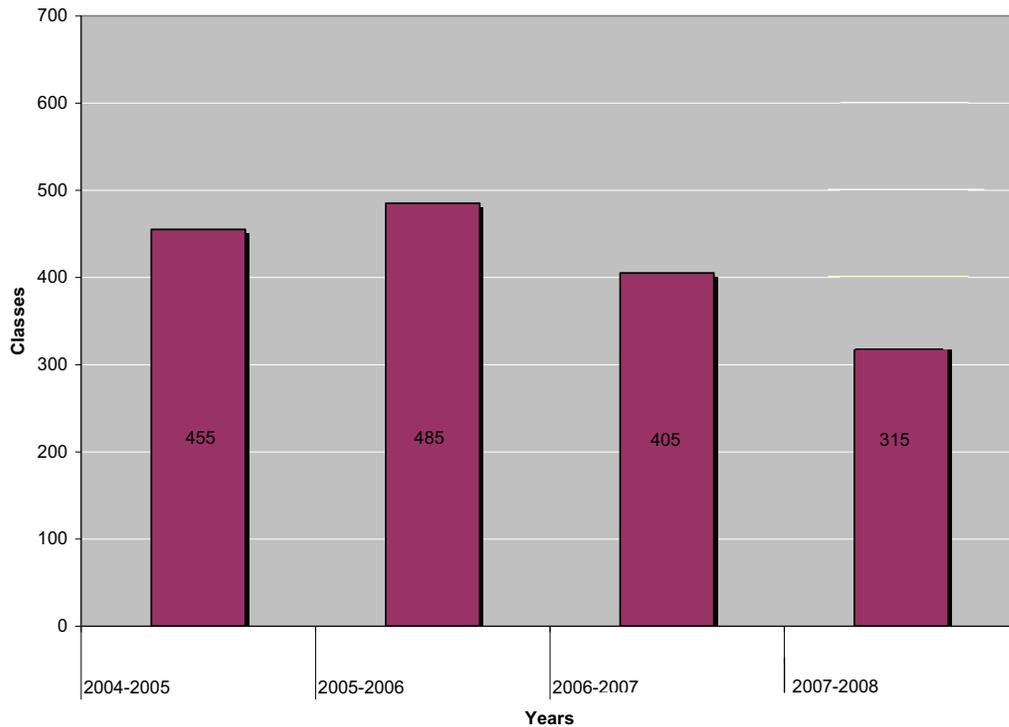


Since many nontraditional students work full- or part-time and are trying to balance education, families and careers, it is important that services, academic and personal advisement, classes, and degree programs are readily accessible. The chart on page seven shows the number of classes offered in the evening. Evening classes are generally defined as courses offered after 4 p.m.; weekend classes are scheduled on Saturday. The data shown in the following chart for fall semester of 2007 depicts classes offered after 5 p.m.; previous semesters depict classes offered after 4 p.m.

Data collected at open houses, recruitment sessions, walk-ins, and telephone inquiries continue to support the need to continue providing evening degrees and services for the many nontraditional students pursuing an education at North Carolina A&T State University. There were inquiries scattered across many disciplines, as well as inquiries from prospective clients who have not yet identified a specific program.

In keeping with our mission to provide an exemplary offering of courses and programs during the evening/weekend to meet the educational needs of the nontraditional population, the staff continues to take advantage of opportunities to meet with deans, chairs, and other administrators to provide supporting data and assistance in fulfilling the mission. The staff also takes advantage of opportunities to serve on committees that impact services and policies affecting the nontraditional student population.

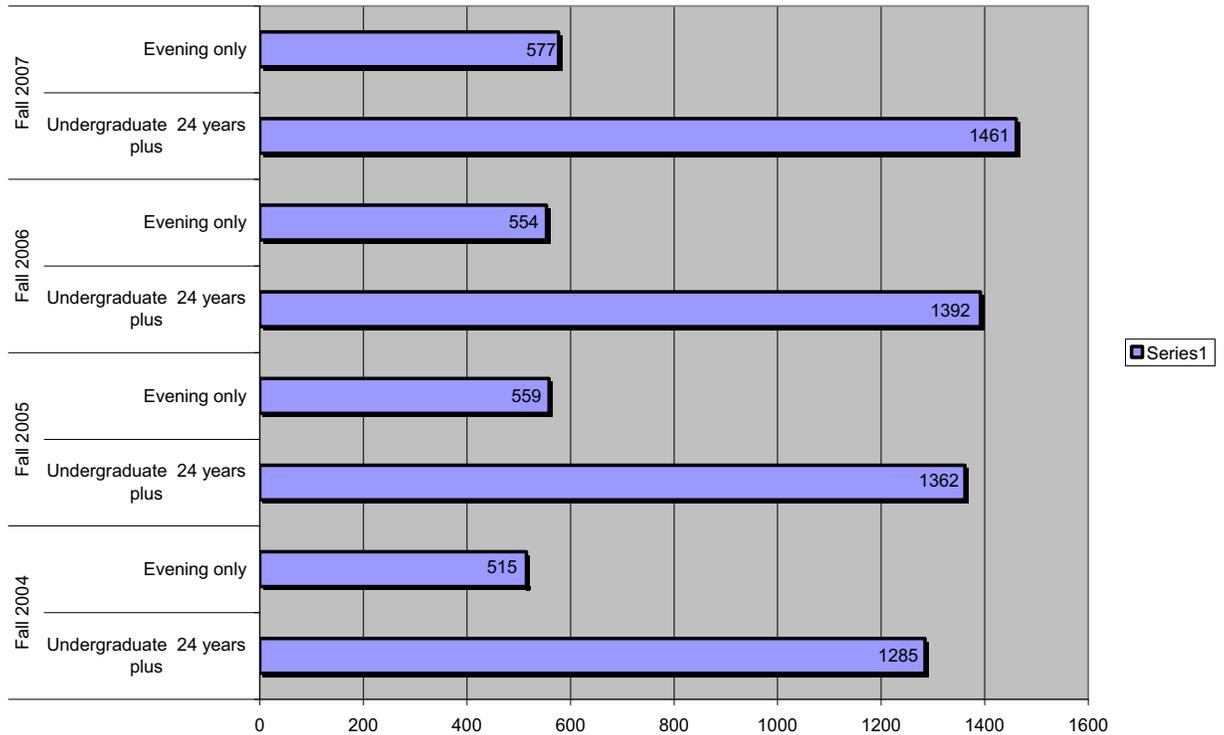
Growth Trend of Evening/Weekend Classes
Fall Semesters of Academic Years: 2004-2005, 2005-2006, 2006-2007, and 2007-2008



3. Outcomes/Results of Goals

Undergraduate adult student (24 years and older) enrollment increased by 69 students from fall semester of 2006 (1392) to fall semester of 2007 (1461) – a 5% increase. The number of nontraditional students enrolled only in evening courses basically remained the same for the two fall semesters as indicated – 554 and 577, respectively. Since data is graphed using fall semesters only on the chart on the following page (page 8), the annual enrollment is not accurately represented. As indicated on the chart on the following page, approximately 40% of nontraditional undergraduate students (24 years and older) are enrolled only in evening classes. The data continues to justify the need to offer evening degrees and consistently and sequentially offer evening classes after 4 p.m. and on weekends.

Fall Semesters 2004-2007 Enrollment Growth



IV. MOST SIGNIFICANT ACCOMPLISHMENTS

A. N/A

B. Discovery

Professional growth and development of staff

Professional Meetings and Conferences Attended

- Association for Continuing Higher Education Association (ACHE)
- North Carolina Adult Education Association (NCAEA)
- LERN Best Practices Conference
- Admissions Recruiters in Education Association (A.R.E.A.)
- Annual University Continuing Education Association (UCEA) Marketing Seminar
- Greater Greensboro Chamber of Commerce
- Environmental Sciences and Waste Management
- Occupational Safety & Health Advisory Board Meeting

Workshops and Training

- New Horizon Workshop
- Blackboard Training – “What’s New in Version 7.3?”