

**NORTH CAROLINA A&T STATE UNIVERSITY**  
**DIVISION OF ACADEMIC AFFAIRS**

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**OFFICE OF**  
**EVENING AND WEEKEND PROGRAMS**

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**ANNUAL REPORT**  
**2007-2008**

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**Submitted, May 2008**  
**by Phyllis O. Cole**

**EVENING AND WEEKEND PROGRAMS  
ANNUAL REPORT  
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**Evening/Weekend Programs  
North Carolina A&T State University**

**Annual Report  
2007-2008**

**I. EXECUTIVE SUMMARY**

**A. Introduction**

The Office of Evening/Weekend Programs continued to meet with deans and chairpersons to keep them informed of the trends and needs of adults and other nontraditional populations in the Triad, with special emphasis on evening and weekend scheduling. The staff, which consists of a director, one full time associate director and one associate director that supports Evening/Weekend Programs and the Office of Continuing Studies and Professional Development, continued to meet with the Deans and chairs of academic departments to secure their continued support in scheduling courses for students attending during evening hours.

Evening and Weekend Programs staff continued its partnership efforts with several academic departments. These departments included Elementary Education, Graphic Communication Systems and Technological Studies, and Manufacturing Systems. The Evening and Weekend Programs staff and the Director of Liberal Studies have been able to continue their collaborative efforts in support of this program, and continue to see significant growth both in day-time and evening enrollments. The Liberal Studies program became a department within the College of Arts and Sciences this academic year. Because of the number of concentrations supported by this department, the chairperson of Liberal Studies and the director of Evening Programs agreed to concentrate efforts on offering the Interdisciplinary option as a full evening degree program.

Other departments/programs working collaboratively to offer significant evening initiatives during the 2007-2008 academic year included Construction Management and Safety, Manufacturing Systems, Adult Education, and Mechanical Engineering.

The Office of Evening/Weekend Programs continued its collaborations with several units on campus to provide services for evening students, including the Center for Distance Learning, Office of Admissions, First Year Experience, the Division of Student Affairs, the Center for Academic Excellence, the Office of Summer Sessions and Outreach, and the Office of Continuing Education and Professional Development. The staff served on campus committees and had engagement in other activities designed to promote an awareness of the needs of evening and other nontraditional students. Particular attention was paid to developing and implementing strategies to impact nontraditional student enrollment.

## **B. Vision**

The vision of Evening and Weekend Programs at North Carolina Agricultural and Technical State University is that of a leader in providing innovative, high quality, affordable degree programs to our stakeholders—nontraditional and adult students with limited or nonexistent access to traditional programming.

The Office of Evening and Weekend Programs operates on the assumption that education is a valuable commodity and will continue to be of value in our society. The number of persons currently employed and/or seeking employment will continue to increase as the population of the U.S. increases. As our country continues to embrace and encourage the use of high technology, it is inherent that employable persons be able to interpret and implement those strategies that embrace this technology. Our staff envisions a large number of nontraditional prospective students seeking the knowledge and education necessary to provide them with qualifications for obtaining employment in our highly technical society.

## **C. Mission**

The mission of the Office of Evening/Weekend Programs, in collaboration with academic departments, schools and colleges, is to provide for our clients an exemplary offering of courses and degree programs during the evening and weekend and other nontraditional times and places to meet their educational needs. The Office of Evening/ Weekend Programs serves as a point of contact and works with the academic departments to schedule degrees and classes at times accessible to those persons unable to attend classes during the day.

The Office of Evening and Weekend Programs exists to

- Assist evening students and other nontraditional learners who are thinking of beginning or returning to college;
- Aid adults as they make the transition to being students at North Carolina A&T and refer them to appropriate academic and student support areas to help them make appropriate educational and career decisions;
- Advocate for and with evening and other nontraditional students to ensure institutional policies and practices are in place; and
- Foster a greater sense of community among nontraditional students and the majority campus.

## **D. Overview of Significant Accomplishments**

- University Partnerships (Evening Degree Programs and Initiatives)  
Evening/Weekend Programs continued to collaborate with departments to schedule four undergraduate programs accessible to students in the evening (Elementary Education, Liberal Studies, Manufacturing Systems, Technology Education) to promote and recruit for three graduate programs (Mechanical Engineering, Adult Education, Technology Education).

Chairpersons for Elementary Education and Liberal Studies pledged their full support to provide continued structured support in course offerings/scheduling and services for their departments. The programs will be scheduled such that students who remain on track will be able to complete programs in five years or less.

Evening/Weekend Programs collaborated with the Department of Construction Management and Safety to develop an Advanced Graduate Certificate/Degree Program in Emergency Management.

- **University Collaborations (Student Support Services)**  
Evening/Weekend Programs collaborated with student support services and other administrative units to provide important services to students, with a special focus on the nontraditional student. These offices included: Office of Admissions, University Relations, Office of First Year Experience and New Student Orientation, Center for Academic Excellence, and the Office of Summer Sessions for Summer Sessions Outreach Day.

The Office of Admissions and Enrollment Management agreed to furnish admissions data on a bi-weekly basis relative to nontraditional students. This data identifies by name and other critical information all adult students admitted and confirmed to date for the upcoming academic semester.

- **Major Recruitment Efforts**  
Contacted greater than 1000 prospective students at community colleges, community and corporate education/career fairs and through additional recruitment activities. Several of the local companies did not offer recruitment opportunities for 2007-2008 because of their economic status and budgetary shortfalls.

The Office of Evening/Weekend Programs in collaboration with other colleges in the area (Admissions Recruiters in Education Association) sponsored a recruitment fair at the Greensboro Public Library. These include North Carolina A&T, UNC-Greensboro, High Point University, Guilford College, Greensboro College, Guilford Technical Community College, Rockingham Community College, Alamance Community College, Davidson Community College, Randolph Community College, Forsyth Technical Community College, and the Greensboro Public Library.

#### **E. Goals for the upcoming year (2008-2009):**

- To provide educational opportunities for a diverse community of evening learners.
- To coordinate and facilitate the scheduling of academic degree programs and courses in the evening and/or on weekends.
- 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 seek funding to support leadership initiatives for officers of the nontraditional students organization.

## **II. OVERVIEW OF THE UNIT**

The purpose of the Office of Evening/Weekend Programs is to collaborate with colleges, schools, and departments to coordinate scheduling, publicity, and recruitment for evening/weekend degree programs. The staff is actively engaged in recruiting and serving nontraditional students enrolled in evening classes as well as regular day classes. The office has become a central contact for nontraditional students seeking opportunities for enrollment at North Carolina A&T State University.

Overview of strategies designed to reach or enhance the overall goals include:

- Continuing to advocate for full degree programs offered in the evening and/or on weekends, with specific attention given to the needs of nontraditional populations. Specific attention continues to be focused on those departments offering general education courses required for completion of the evening degree programs. Additionally, several departments with many of their required courses scheduled in the evening are contacted by evening staff and asked to explore opportunities for offering evening degrees.
- Continuing to recruit and advertise for evening programs.
- Collaborating with all academic departments to offer additional evening scheduling.
- Seeking funding for Evening/Weekend Program initiatives; i.e., printed materials and other publicity opportunities; and one-time scholarship dollars for nontraditional students.
- Increasing the number of potential clients contacted and served by 2% over the 2007-2008 academic year.
- Continuing to promote awareness of the needs of currently enrolled evening/weekend and other nontraditional students and advocating for services, activities and accessible course scheduling.
- Developing and implementing an electronic newsletter for evening and weekend students.

The Office of Evening/Weekend Programs consists of a full-time director and associate director, and an associate director that serves both EWP and the Office of Continuing Studies and Professional Development. The staff reports to the Associate Vice Chancellor for Academic Affairs (an organizational chart is appended). The office, which is located in the Wendover Building, shares space and operational support with the Offices of Summer Sessions and Outreach and Continuing Studies and Professional Development. The office operates collaboratively with the aforementioned offices.

## **III. KEY GOALS**

### **1. Statement of Each Goal (2007-2008)**

- To provide educational opportunities for a diverse community of evening learners.
- To coordinate and facilitate the scheduling of academic degree programs and courses in the evening and/or on weekends.

- 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**

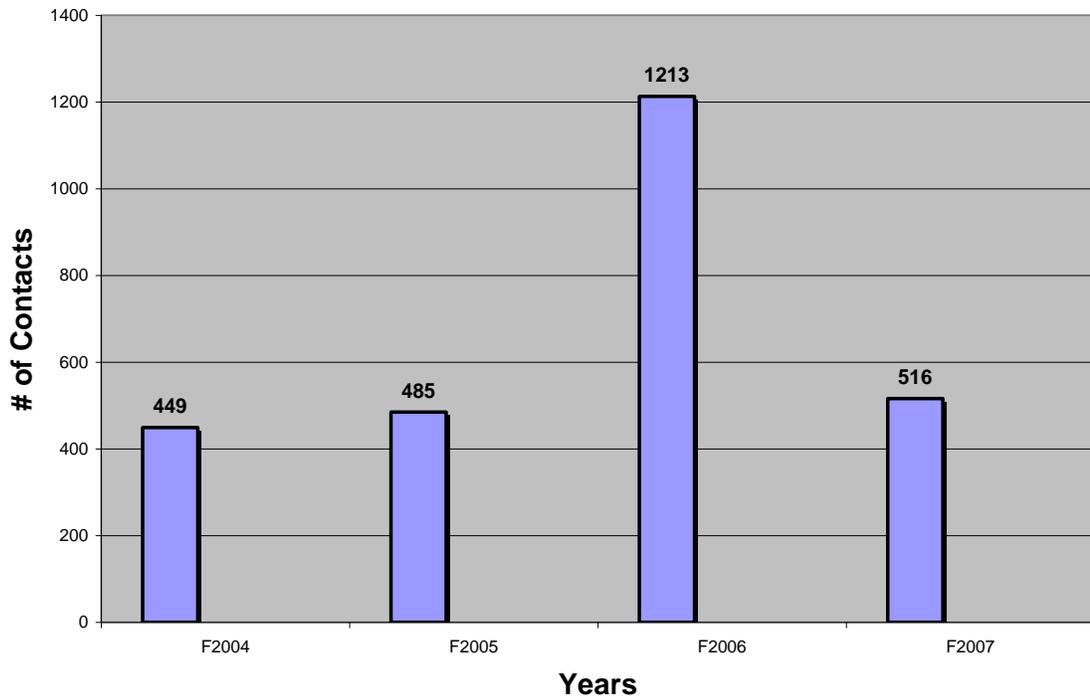
Many nontraditional students in the Triad continue to seek enrollment at North Carolina A&T. The staff continues to provide assistance and service to a diverse population of adults, commuters, evening and day students. This data is shown in the chart on page six.

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**

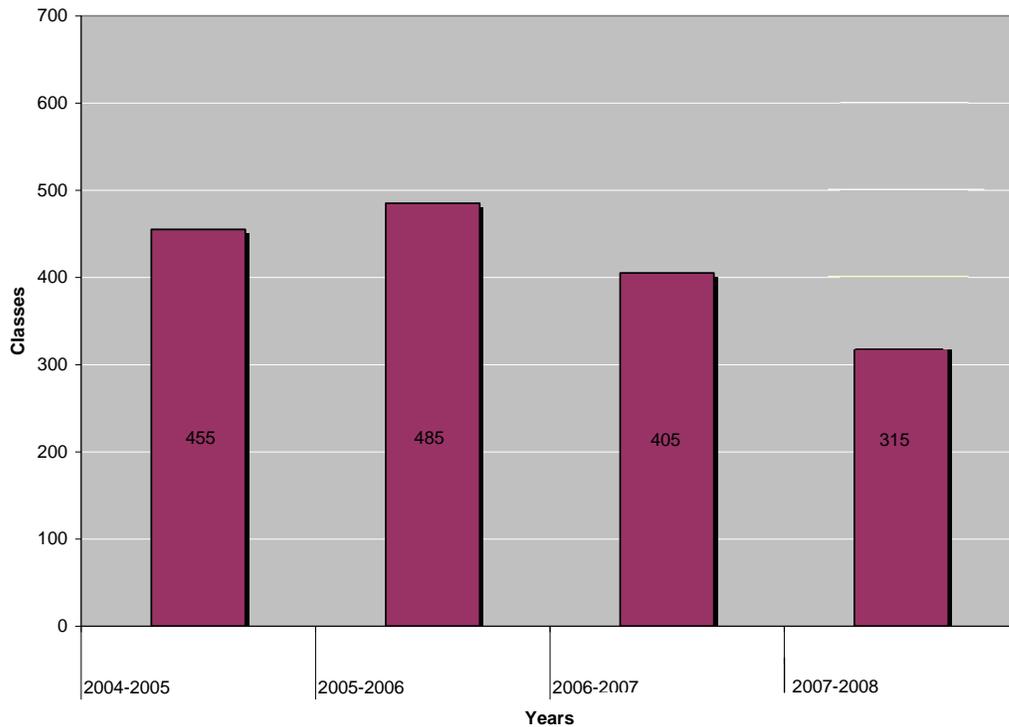


Since many nontraditional students work full- or part-time and are trying to balance education, families and careers, it is important that services, academic and personal advisement, classes, and degree programs are readily accessible. The chart on page seven shows the number of classes offered in the 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.

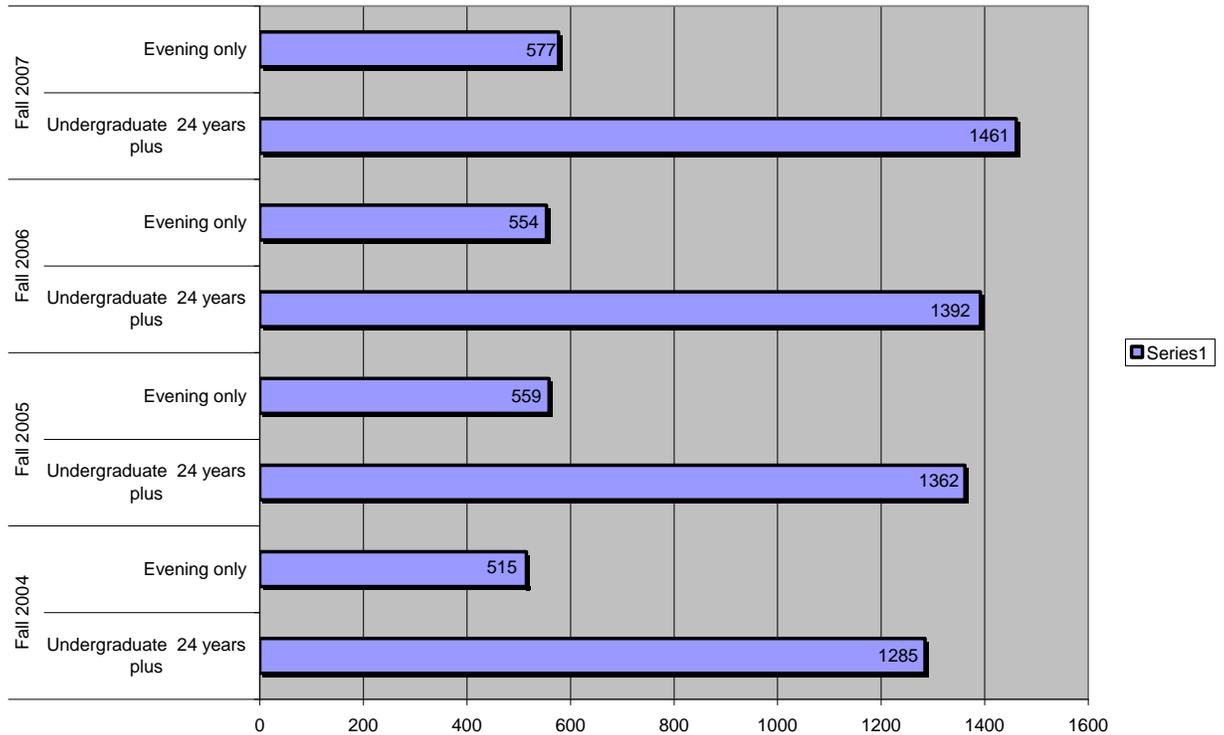
**Growth Trend of Evening/Weekend Classes**  
**Fall Semesters of Academic Years: 2004-2005, 2005-2006, 2006-2007, and 2007-2008**



### **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?”

Waste Management  
United States Postal Service (USPS)  
Servicemembers Opportunity College (SOC) Consortium  
Self-Care Management (School of Graduate Studies)  
PACE (President's Advisory Committee on Efficiency and Effectiveness)  
Banner Basics, Finance and Students  
Greensboro Chamber of Commerce  
Marketing Strategies (Greensboro News & Record)  
Nontraditional Students Organization Sponsored Workshops for 2007-2008  
    Time and Stress Management  
    Balancing Family and College  
    Preparing for Graduate Studies  
    Understanding Financial Aid Guidelines and Deadlines  
Information Sessions: Manufacturing Systems, Elementary Education

**Organizational Memberships and Associations**

North Carolina College Personnel Association  
Association for Continuing Higher Education  
North Carolina Adult Education Association  
LERN  
Community of Science (COS)  
Greater Greensboro Chamber of Commerce  
Action Greensboro  
Forsyth County United Way Leadership Circle  
Admissions Recruiters in Education Association (A.R.E.A.)  
Nontraditional Student Organization  
Honor Society of Phi Kappa Phi  
Nontraditional Students Organization  
State Employees Combined Campaign

**University/Department Committees**

Enrollment Management Team  
Academic Advisement and Retention Committee  
Planning Committee for University of North Carolina – Tomorrow  
Planning Committee for University Observances  
New Student Orientation Committee  
University Day Committee  
Liberal Studies Committee  
Search Committee for Admissions Director  
Occupational Safety and Health Advisory Committee  
Planning Committee for Graduate Students Appreciation Week

## C. Engagement

### 1. Outreach and access activities

#### **Campus-Based**

Aggie Nites (Greensboro, Charlotte, Raleigh/Durham, Winston-Salem)  
University Day  
Summer Sessions Outreach Day  
Nontraditional Student Orientations  
Academic Information Sessions for Adult and Evening Students

#### **Recruitments and Visits:**

##### *Community Colleges*

Alamance Community College (two visits)  
Fayetteville Technical Community College  
Guilford Technical Community College (three visits)  
Forsyth Technical Community College (three visits)  
Davidson Community College (three visits)  
Rockingham Community College ((three visits)  
Randolph Community College (three visits)  
Vance Granville Community College

##### *Community and Corporate Education/Career Fairs*

RF Micro Devices College and University Fair  
Burlington Kid's Day in the Park  
A.R.E.A./Greensboro Public Library  
CIGNA Government Services (CGS) Career Day  
Greensboro Public Library Job and Career Fair  
Women's Resource Center  
Forsyth Technical Community College Graduate/Job Fair  
Forsyth Technical Community College Transfer Day  
Union Memorial United Methodist Church Education Program

##### *Additional Recruitment Activities*

Telephone Inquiries, Walk-Ins, and E-mails

### 2. New collaborations/partnerships

The Office of Evening/Weekend Programs continues to seek internal and external collaborations that will enhance or support its mission. Listed below are continuing and new collaborations:

- Partnership with the Department of Liberal Studies to continue promotion and recruitment for its Liberal Studies Interdisciplinary concentration.

- Collaboration with the Department of Manufacturing Systems to offer academic information session.
- Collaboration with the Office of First Year Experience to facilitate two orientation sessions for nontraditional students (June, 2008).
- Collaboration with the Department of Construction Management and Safety to develop an Advanced Graduate Certificate/Degree Program in Emergency Management. The AGEM deals with the causation, impact, and outcomes of a wide variety of natural and man-made disasters in an interdisciplinary context that (1) emphasizes high-level skills of critical thinking, learning, and adaptation, and (2) focuses on the all-hazards emergency management model (encompassing natural hazards, technological hazards, and terrorism). The program is designed to meet the needs of individuals who wish to work or currently work in the field of emergency management.
- Collaboration with the Department of Curriculum and Instruction to promote and recruit for its Elementary Education degree.

### **3. Student activities – organized student activities and groups**

Advised and provided mentorship for the Nontraditional Students Organization (Fall, Spring, 2007-2008).

Sponsored the following workshops for nontraditional students:

- Time and Stress Management
- Balancing Family and College
- Preparing for Graduate Studies
- Understanding Financial Aid Guidelines and Deadlines

### **4. Staff activities in support of learning, discovery, and engagement**

- LERN Best Practices Conference Workshops
- North Carolina Adult Education Association Conference
- NC A&T Graduate Appreciation Week Workshop Facilitator (Spring, 2008)
- Admissions Recruiters in Education Association Meetings and Workshop (Fall/Spring, 2007-2008)
- Banner Training/Workshops (Fall/Spring, 2007-2008)
- Blackboard Training/Workshop
- Occupational Safety and Health Advisory Committee

## **V. GOALS FOR UPCOMING YEAR 2008-2009**

The Office of Evening/Weekend Programs will focus on the following goals and strategies for the 2008-2009 academic year:

- **Capitalize on the unique heritage of North Carolina A&T State University to provide nontraditional educational opportunities for the diverse community we serve.**

*Strategy One: Continue to promote awareness of the needs of the evening/weekend and adult student population.*

- Evening/Weekend Programs staff participates on campus committees and involvement with campus and off-campus activities provide opportunities for the staff to advocate for and promote awareness of the need to offer courses, degree programs and services accessible to the currently enrolled adult/nontraditional population. The staff will continue to serve on campus committees, meet with selected student services units, and continue communication with deans, chairs and other campus administrators to keep them abreast of the unique needs of our evening and other nontraditional students.

Evening/Weekend Programs will continue its collaborations with the Enrollment Management Team and Student Services units. Other activities will include collaboration with the Departments of Curriculum and Instruction, Graphics Communication Systems, Liberal Studies, and the Waste Management Program.

*Strategy Two: Advocate for services, activities, accessible course scheduling, and full degree evening programs for the adult/evening/commuter student population in the academic departments.*

Academic departments are very cooperative in providing after-hours schedules for academic advisement. In addition, where possible, departments have reconfigured traditional scheduling to accommodate the needs of evening and other nontraditional students. There continues to be an abundance of courses offered after 5 p.m. The Evening/Weekend staff continues to work with departments to bring more structure to evening scheduling to provide adequate support for those areas offering evening degree programs.

The staff will continue to meet with deans, chairs and other campus administrators to share information and data that supports offering evening classes and degrees. Information gathered from prospective students at information and recruitment sessions and from inquiries that Evening/Weekend Programs staff received via telephone, email, or walk-ins will be forwarded to deans, chairpersons, and relevant administrators, as appropriate.

- **Coordinate and facilitate scheduling of complete academic degree programs in the evening and/or on weekends to clients in Greensboro and the Triad.**

The Office of Evening/Weekend Programs continues to promote specific graduate level programs as evening degrees, when requested to do so. These departments include Manufacturing Systems, Human Development and Services (Adult Education), Industrial Engineering, Curriculum and Instruction (Licensure Programs), Technology Education, and Mechanical and Chemical Engineering.

Feedback and information exchange with evening degree departments will continue. Meetings with deans and chairpersons will be held to discuss opportunities to offer degree programs in the evening, with attention given to Marketing, Management, Mass Communications, and Nursing. Efforts will be focused on opportunities to increase the number of evening degree programs offered to five.

- **Capitalize on the unique population of nontraditional clients by recruiting increasing numbers of adults and thereby increasing the University's enrollment.**

*Strategy One: Increase the adult student enrollment by 2% over the 2007-2008 academic year by increasing the number of students contacted and served by 2% over the previous academic year.*

The recruitment efforts of Evening/Weekend Programs include 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 chart on the following page shows annual number of contacts over the last four years for fall semesters of 2004-2007. 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. The number of prospective students contacted in the fall of 2006 reflects visits and participation in activities at two local high schools, and thus may appear to be inflated. Generally, Evening/Weekend Programs staff does not recruit at the local high schools unless in partnership with the Office of Admissions or when invited to do so. Other actions will include the following:

- Offer at least two information sessions between October 2008 and May 2009.
- Schedule at least twenty recruitment sessions at area community colleges between October 2008 and May 2009.
- Schedule at least five community/corporate recruitment sessions.
- Continue collaborations and participation with other units on campus to sponsor joint initiatives and activities focusing on the nontraditional population.

*Strategy Two: Seek funding for the Evening/Weekend Programs services and special initiatives offered to adults/evening/commuter students.*

The Office of Evening/Weekend Programs will continue to seek internal and external funding opportunities by generating proposals to a variety of agencies.

*Strategy Three: Design and produce printed information for the nontraditional population.*

The office will produce new printed flyers, handouts and brochures for mailings to students and disseminating at information and recruitment sessions.

## **VI. APPENDICES – Supporting Data**

### **Organizational Chart**

**ORGANIZATIONAL CHART**  
**Offices of Evening and Weekend Programs and Continuing Studies and Professional Development**

