

College of Education

Dr. Mary Gunter, Dean

October 7, 2015

2 pm

Our Vision

Students are “Professionals of the 21st Century” who will internalize, initiate, and sustain a professional commitment to impact learners in diverse and evolving learning communities.

Our Mission

The mission of our Educational Unit at Arkansas Tech University is to positively impact student learning by educating, sustaining, and nurturing professionals who interact within dynamic educational systems through research-, performance-, and standards-based preservice and graduate education programs.

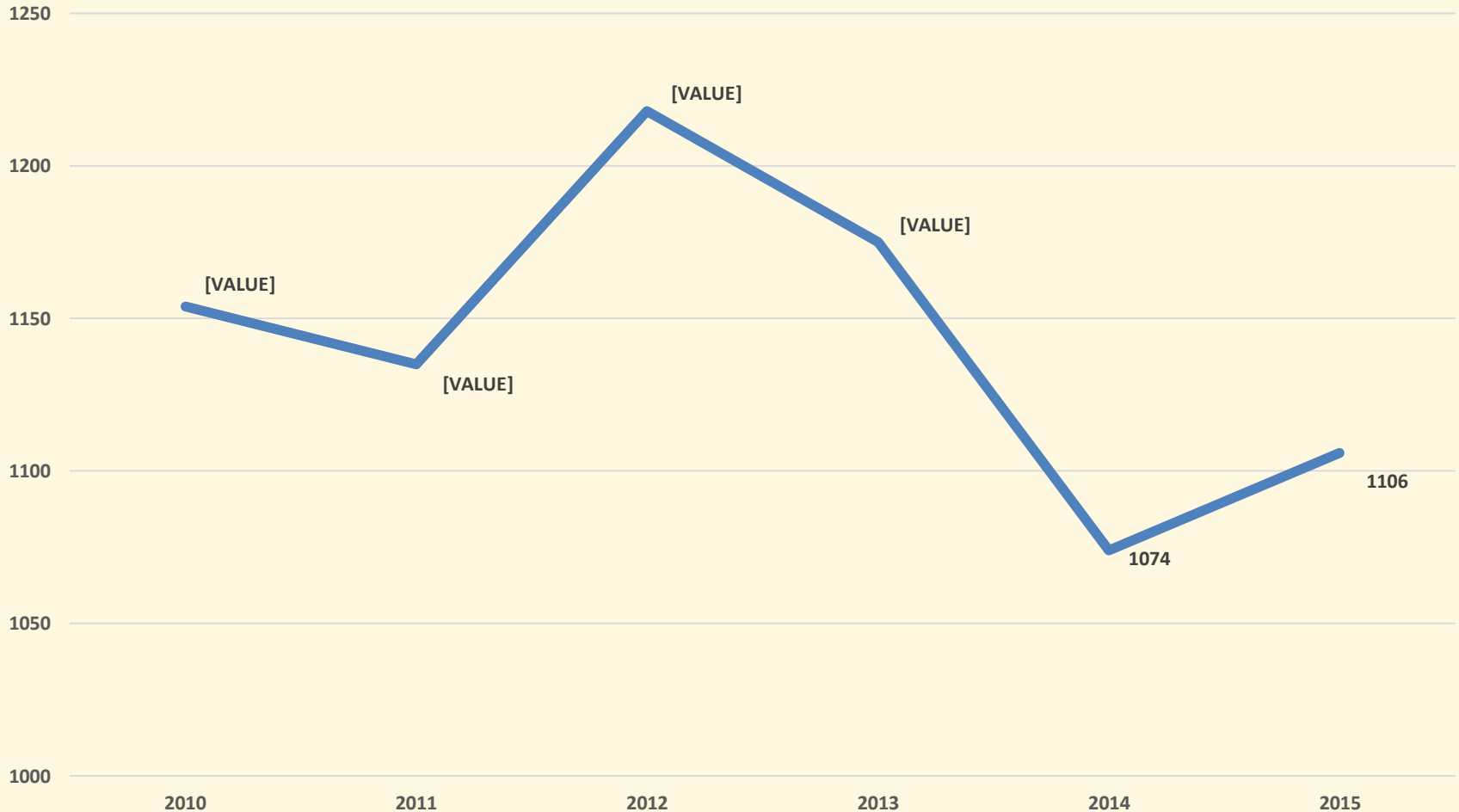
ENROLLMENT FOR 2010-2015 WITH ETHNICITY AND LOCALITY

	2010		2011		2012		2013		2014		2015	
Locality	UG	GR	UG	GR	UG	GR	UG	GR	UG	GR	UG	GR
Number of Students	846	308	839	296	844	374	829	346	782	292	786	320
Out of State	8	30	4	37	6	25	5	34	3	22	5	15
Resident	811	264	805	238	802	263	787	293	748	245	750	274
International	3	6	6	4	5	0	3	2	4	2	6	5
Border State	24	8	24	17	31	8	34	17	27	23	25	26
Ethnicity	UG	GR	UG	GR	UG	GR	UG	GR	UG	GR	UG	GR
White Non-Hispanic	769	272	744	249	745	296	710	270	640	231	613	235
Black Non-Hispanic	45	22	57	32	57	58	70	57	85	44	118	58
Hispanic	14	3	16	2	21	6	25	7	34	6	36	8
Asian or Pacific Islander	3	2	3	7	5	6	6	5	1	4	2	6
Native American-Alaska Native	11	2	12	1	9	5	13	6	14	3	9	5
Native Hawaiian or Pacific Islander	1	0	1	0	1	0	1	0	3	0	1	0
Other	3	7	6	5	6	3	4	1	5	4	7	8

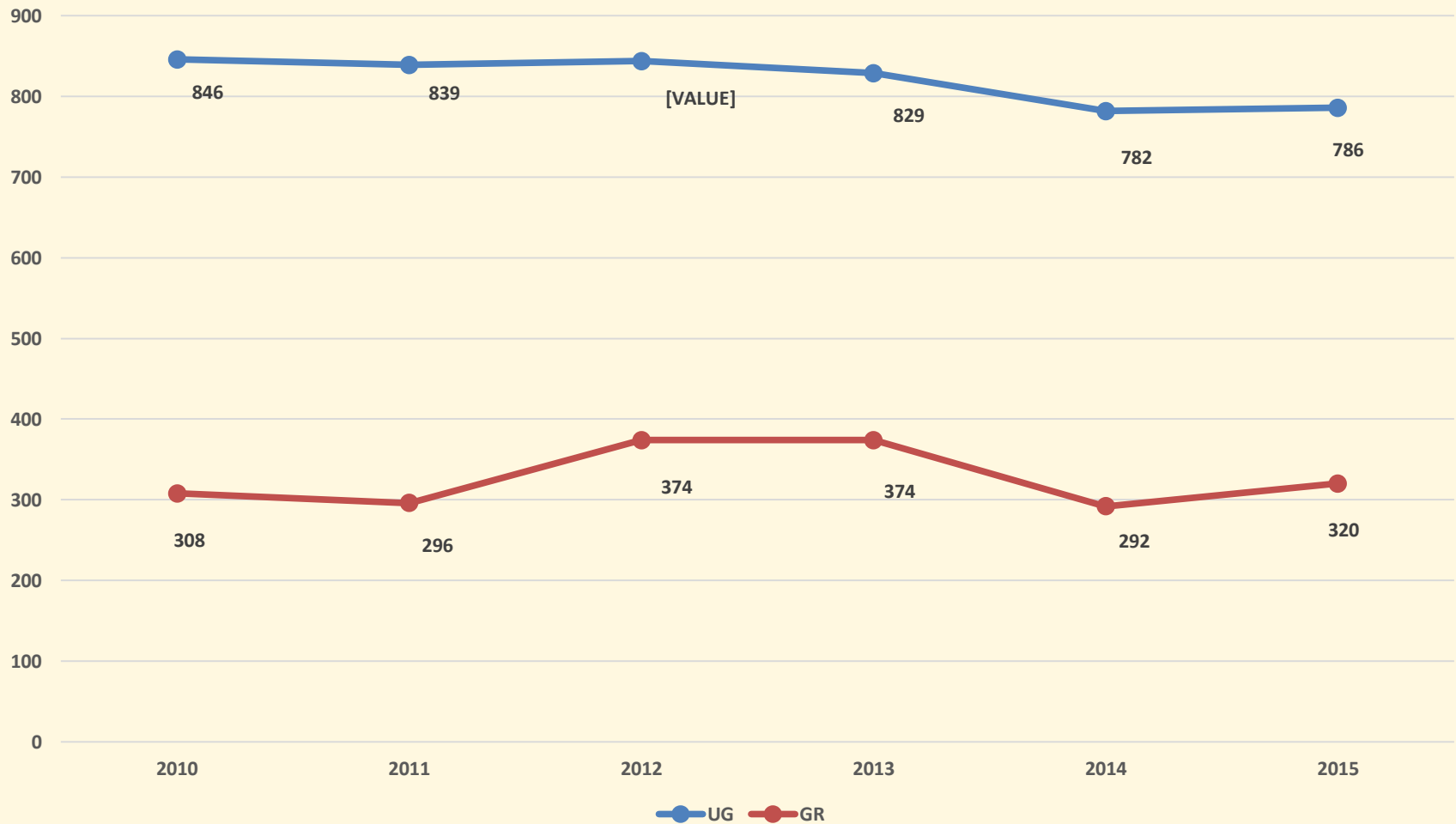
Source: ARGOS Report



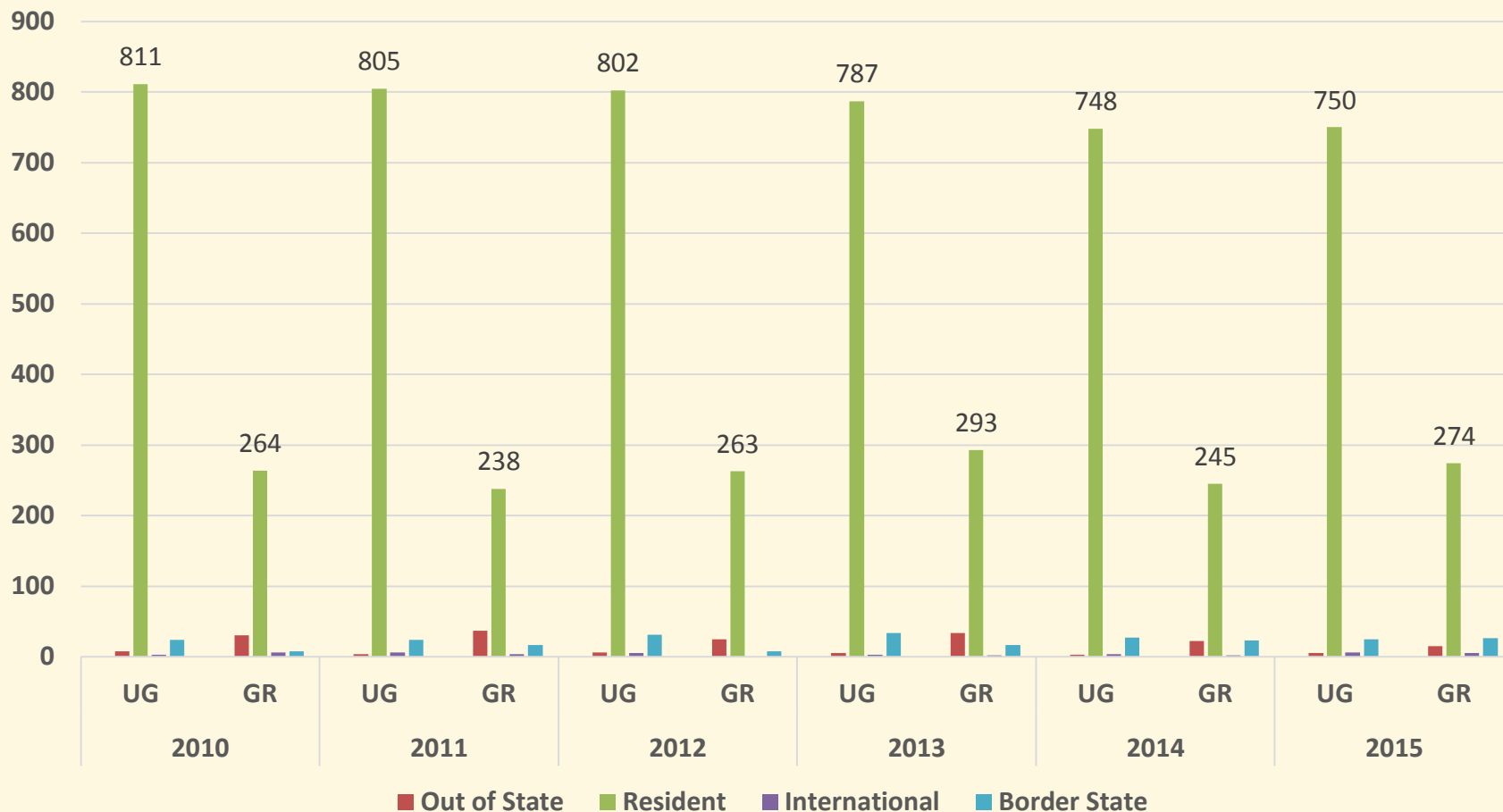
Total Student Enrollment 2010-2015



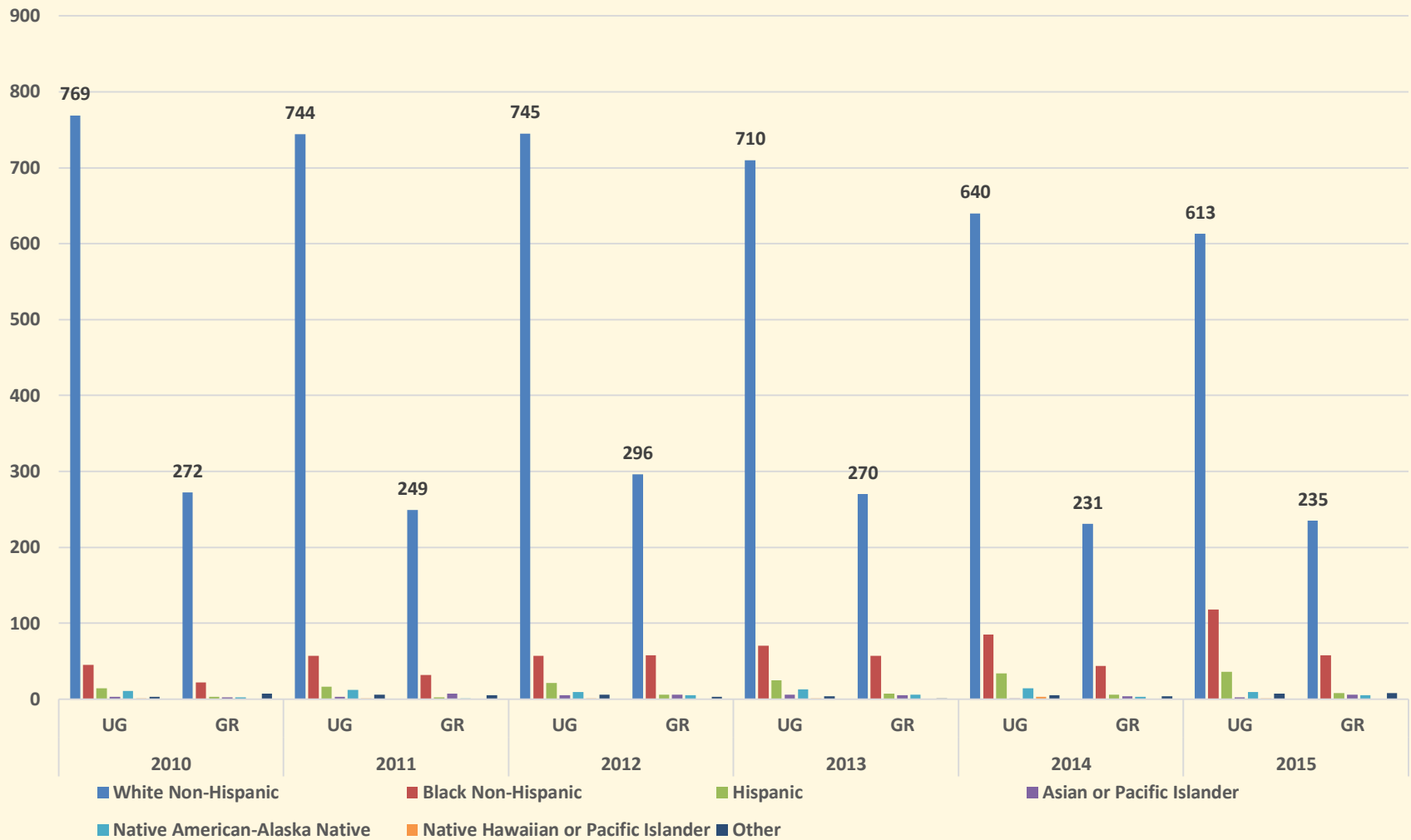
Enrollment Pattern 2010-2015



ENROLLMENT FOR 2010-2015 WITH LOCALITY



ENROLLMENT FOR 2010-2015 WITH ETHNICITY



COE Programs In Highest Demand (Based on Enrollment Number)

- MS in College Student Personnel (G)
- MA in Teaching (G)
- MED in School Leadership (G)
- Early Childhood/Elementary (UG)
- Physical Education (UG)

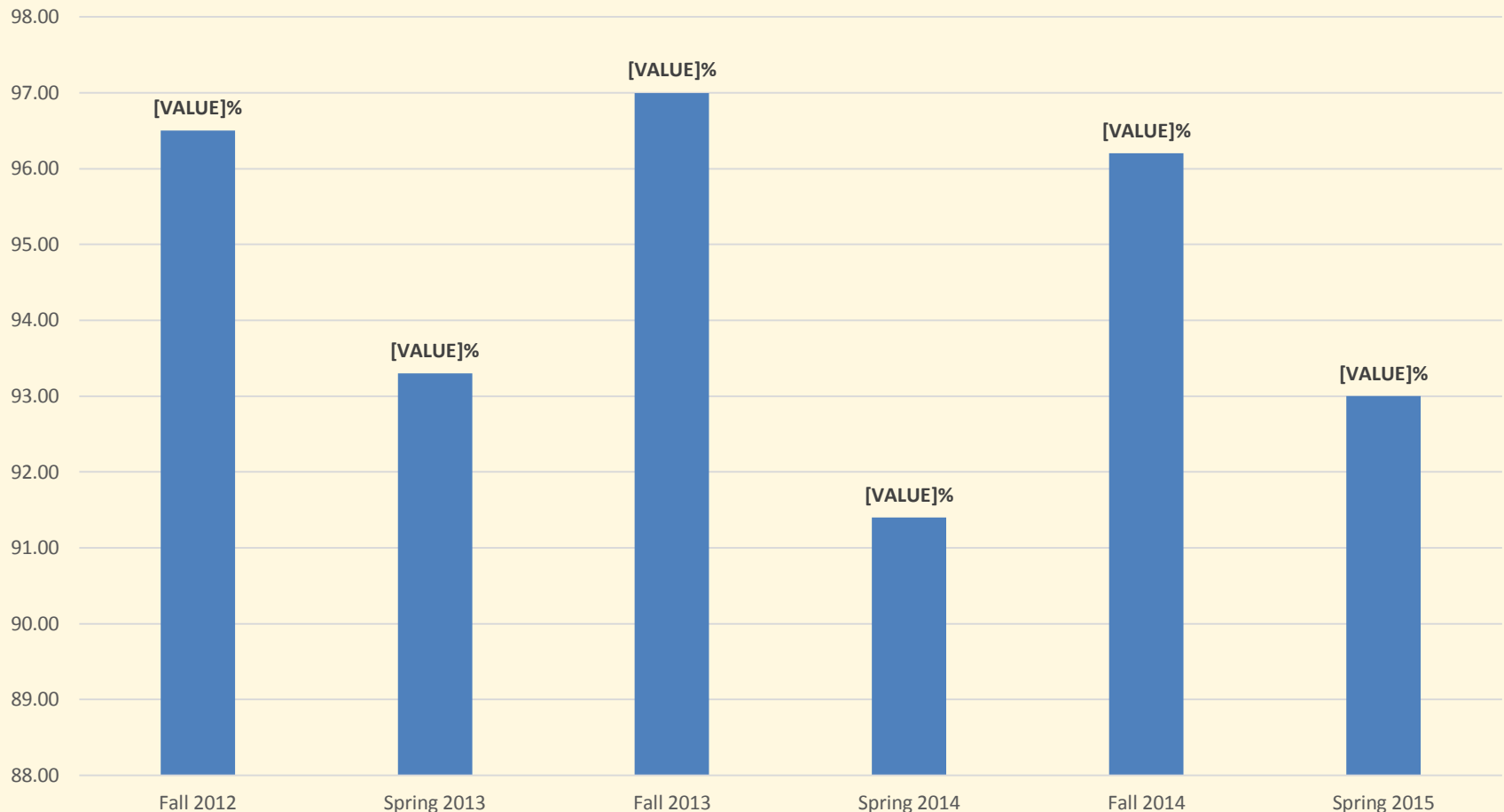
Program in Less Demand

- Master of Education in Instructional Improvement (Deleted: 2014)

Enrollment Driver

- Employment Opportunities
- Retirement of Boomers
- Additional Licensure Opportunities
- School District Salary Schedule Incentives
- Economy

COE Undergraduate Retention



Retention per semester based upon 11th day versus end of semester data.



Programs that Impact Retention Rate

- Personal Advisement
- Praxis Preparation or remediation assistance through Tutoring Center
- Bridge to Excellence

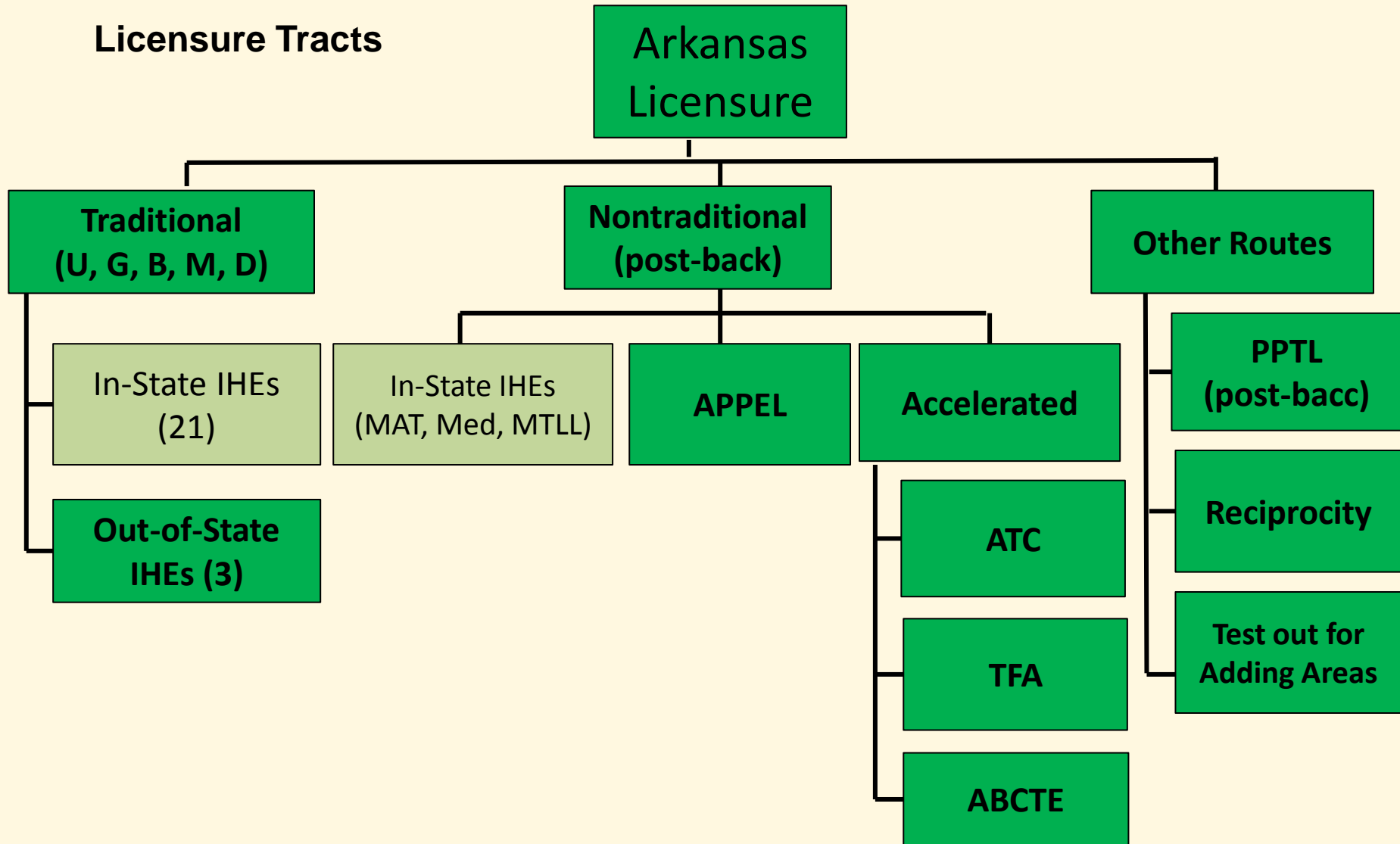
Enrollment Opportunities in Need of Pursuit

- Formalize marketing and recruitment plan ie:
Per district, region, post-secondary
- Existing on-line offerings
- Ability to send marketing information directly to a teacher's email address, across the state
- Developing a nomination process of recruitment from existing school personnel

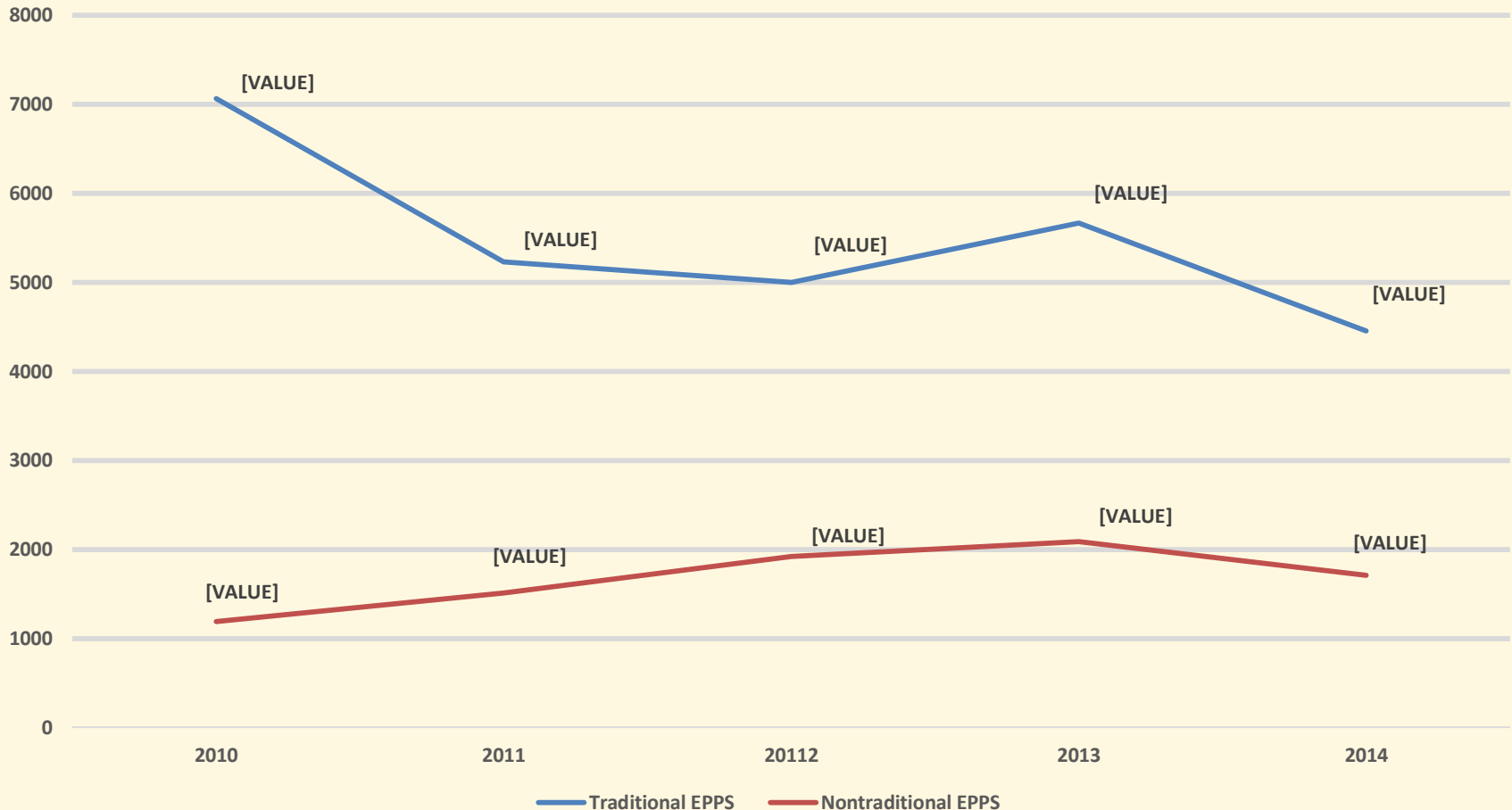
Enrollment Barriers

- Lack of Formal Marketing and Recruitment
- On-line competition
- Lack of additional faculty to add more sections
- ADE Licensure Changes
- Background checks and fingerprinting
- Lack Faculty; current faculty teaching overloads

Licensure Tracts



Enrollment by Program Type



Are there New Programs in the Pipeline

- Master of Education in Special Education, K-12
- Dyslexia Endorsement within the above degree
- Computer Science Education, Bachelor of Science
- Possible CS Certification and/or Endorsement at Master Level within two existing degrees: MS in Computer Science and MEd in Teaching, Learning and Leadership

Potential Programs in Discussion Phase Only

- Educational Specialist in Curriculum Leadership
- Doctorate in Higher Education with a student affairs emphasis
- Master of Education in Sports Administration
- Birth-5 Special Education Endorsement

Marketing

- Any production of material for marketing must clear University Relations
- Logos/messaging is done in collaboration with University Relations
- Faculty and staff are involved in recruiting through informal means such as: personal contact, work in schools or university office/functions, statewide meetings and networking

Marketing (Cont.)

- Testimonials from alumni
- Websites (need more autonomy)
- Other University Functions such as TECH Open House and Time-Out for TECH

Program Differentiated

- Internship in School Leadership: Year long at TECH vs semester at others
- Blended for many programs at TECH vs totally on-line (varies per program: ie school counseling)
- Teachers prepared through UA have a 5-year Master program for preparation
- LEAD 21 Model focus on the Delta for School Leadership
- Ed.D focused on scholar-practitioner
- Elementary Ed 2 + 2 on-line MOU with Community Colleges

Social Media



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Create Call to Action Like Message

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176 likes +3 this week
Elizabeth Tiz Thompson Day

2 were here 0 this week

Invite friends to like this Page

115 post reach this week

Number of people you can reach within 30 miles of your business:
64,000 people
[Promote Local Business](#)

Status Photo / Video Offer, Event +

Write something...

 **Arkansas Tech University College of Education**
Published by Linda Bean (?) · September 30 at 8:30am ·

Dr. Bean shares COE Goals and new role as Interim Associate Dean of the College of Education <https://youtu.be/qbPek5GnIdQ>

 **Familiar Faces: Dr. Linda Bean**
Interim Associate Dean for the College of Education, Dr. Linda Bean, shares the upcoming goals for the college and how her new role helps prepare Arkansas Te...

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Just started trending

Chris Archer
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@atueducation · Oct 5
Here's your Homecoming Court. #atuhomecoming #atu

[Retweet](#) 12 [Like](#) 35

Arkansas Tech CMLA @atucmla · Oct 5
Congrats to our very own @ToniKaylenCody for being on the ATU Homecoming Court!! 🍷💚

[Retweet](#) 6 [Like](#) 12

Robin E. Bowen @drb Bowen · Oct 3
When your team plays hard and everyone affiliated truly loves the university... You never really lose.

[Retweet](#) 16 [Like](#) 66

Arkansas Tech CMLA @atucmla · Oct 1
Some of our CMLA officers observing at Butterfield Middle School in Van Buren today. @atueducation #ATUeducation

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Chris Archer
MIPCOM: LookLive CEO Chris Archer on the potential of TV meta-data
Just started trending

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'The Flash' Season 2: Candice Patton Talks Iris Joining the Team....
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Butler, McDermott pace Bulls over Bucks, 105-95
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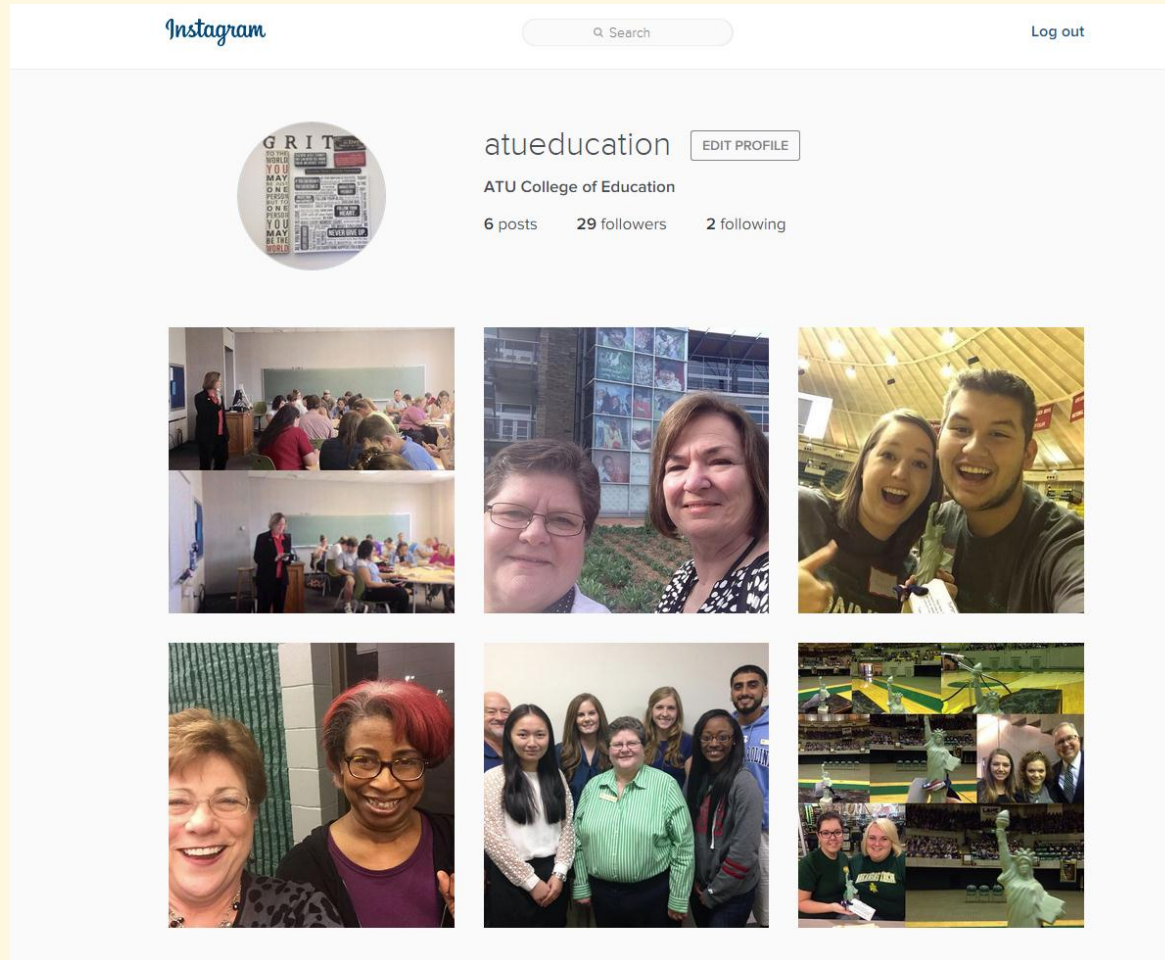
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Instagram



Big Idea

- Identify and develop partnerships within department/college/university and community
- Embrace iPad initiative – ensure students use technology as a learning tool not entertainment
- Establish a Google School
- Embrace and explore the diverse uses of technology developing an integrated approach.
- Work with colleagues across the P-20 continuum to continuously improve what we do.

Big Ideas

- Paid administrative/teacher Interns in high priority schools (3 + 1; 1+1))
- International Internships
- Waiver from some General Ed requirements to add content specific courses
- A successful partnership with the Department of Residence Life and the launch of the FYE living learning community, which ties back to our CSP 1013 class. (In progress)
- Dream Goal—To develop a fund where we can award book scholarships to graduate students in our CSP program.

Big Ideas

- Partner with high school for the Teacher Cadet program and concurrent credit. (In progress)
- Develop a Center for Advocacy as a valuable resource for policymakers, practitioners, and potential employers. (In progress)
- Establish Innovation Center to advance teaching and learning for preparation of teacher and leaders. (In progress)

Big Ideas

- Pursue a “Charter College of Education” status to ADE and ADHE for initiatives moving beyond the traditional with proposed legislation to support