

Francis Marion University Institutional Effectiveness Summary Report for 2004-2005

The University is committed to ongoing evaluation of its academic programs and primary academic support offices. Every year each academic program carries out an assessment of fulfillment of its primary goals. Analysis of those assessments results in the development of plans for improving the programs effectiveness. Included in the IE Summary Report for 2004-2005 are some of the advances made with University, State and external funds during the past academic year. All academic programs and most support programs received funds to upgrade existing services and hardware.

Technologically Skilled Workforce

The University is continuing to devote a significant portion of its budget and Technology Grants Program and Instructional Technology Committee funds to increase student, faculty, and staff use of information technology. This investment is congruent with the University's mission goal of insuring computer competency of graduates of the University. The cornerstone of this process is the required course in computer science which insures students are competent in their ability to use standard technological systems such as the basic components of an office suite such as Microsoft Office and professional capabilities in use of general and academic search systems through their academic courses and with the established laboratory systems in their departments, the library and the student computer center. Most departments are incorporating computer work as a standard part of their curriculum, e.g. physics, psychology, etc. All of the improvements that were made in 2004-2005 increase student use, familiarity, and competence with information technology. For example the following efforts were undertaken by the following programs:

Biology: Completed remodeling of an old laboratory to create the Burroughs and Chapin Environmental Data Analysis Laboratory (24 new computers). New laser printers were installed in the Data Analysis Laboratory. Completed evaluation of a Classroom Performance System using e-instruction setups. Began use of camcorders to film field research and develop multimedia presentations for instruction. Web site was modified to take full advantage of the University's Content Management System.

Chemistry: Pre-laboratory preparation videos were digitized and made available on computer stations in the Media Center. Began use of 80 new molecular modeling kits for introductory general chemistry. EndNote bibliography software made available for student use in preparation of reports and research documents. The Gaussian computational chemistry program was purchased. New programs in molecular drawing, digital liquid chromatography, and student support have been purchased.

Psychology: completed modification of the former Animal Colony laboratory into a computerized laboratory for instruction in research design, data analysis, and upper-level/graduate student research and has now been operational for one academic year. In addition, the program has purchased new digital video equipment for use in graduate practica supervision.

Visual Arts: Secured new professional level SLR digital cameras and a high resolution scanner for use in art courses.

Library: the library continued in its strong commitment to support of student use of informational technology as detailed in the Library IE report. One major investment for the University's support for the library was funding for the Academic Library Portal for South Carolina.

Mathematics: The program upgraded the MAPLE 8.0 program and added two mathematics servers to "shadow" the computer laboratories in mathematics. The program purchased additional TI-83 and TI-73 calculators for student use and purchased several TI-84 calculators for classroom use by faculty.

Physics: Finished planning for upgrade of the computer-based multi-channel analyzer for the nuclear laboratory and is now in use with students in the program. Computer use in the introductory classes and laboratories is now standard for such tasks as data acquisition and analysis.

General Improvements: Almost all academic departments and several administrative support offices also began a systematic updating of equipment. Additional academic and academic support program TGP and IT grant supported improvements are planned for 2004-2005. For example, the total renovation of the University's Dooley Planetarium was completed in January, 2005.

Finally, the University decided to host an Information Technology Fair during the Fall of 2004 to introduce faculty, staff and students to the cutting edge hardware and software that is available in the world of information technology. The fair is modeled after a typical regional Computer Fair.

On-line Presence and Content Management

The University awarded a contract to ACSTechnologies for their development of the architecture, hosting, and provision of a content management system for the University's internet site. ACSTechnologies now hosts the University's site on a main internet trunk site (Tier 1) and maintains the system. All academic, academic support, and administrative offices now maintain updated sites containing information and the opportunity for active interactions with students. An active calendar system was also contracted which gives up-to-date listings for all University activities. The major review system was completed and operational.

Academic Support for Students

The major student system is the BlackBoard system provided to all faculty. The number of faculty setting up class support sites through BlackBoard increases each semester and while not a requirement is beginning to be seen as invaluable resource by more and more faculty. The system is being updated to the newest edition of this summer for full use in the fall 2005 semester.

- Feedback received from the marketing research interns in Spring 2004 regarding our current student's interest, participation, and awareness of OCD programs and services will be used to enhance/expand future programs and services.
- OCD will continue to update and improve the office web page, complete the development of a professional brochure and business display board, and enhance/improve the marketing and promotion of our office programs and services.
- OCD will update career assessment instruments and increase the marketing efforts for the online resume and job search databank.

Academic Programs Summary Reports Are Available under *Institutional Effectiveness* at: <http://www.fmarion.edu/about/OIR> and have been updated for 2004-2005.

The Title II Report

Available under *Mandated Reports* at: <http://www.fmarion.edu/about/OIR> and is being updated as new reports are accumulated.