

Assessment: Reporting Unit Four Column

e-Campus

Mission Statement: To provide high quality student centered educational opportunities to students who might not otherwise be able to achieve their educational goals through traditional on-campus learning programs.

Vision Statement: To become nationally recognized as one of the top Online Education Programs available.

<i>Objectives</i>	<i>Assessment Methods</i>	<i>Results/Observations</i>	<i>Meaningful Changes</i>
<p>16-20 PO (1.1.1) - Enhance faculty professional development opportunities with a focus on developing skills and engaging students through high-impact learning strategies, including metacognition skills, teaching techniques, curriculum design, and providing customer-focused service to all. (1.1.1)</p> <p>Objective Status: Active Objective Type (Control-click to select multiple): 16-20 Plan, High Impact Practices, Planning Objectives, Professional Development (Faculty/Staff), Teaching Effectiveness</p>	<p>The Instructional Development Center (IDC) will sponsor and deliver a series of workshops and professional development opportunities on a variety of topics to 200 plus faculty designed to enhance the quality of online instruction by faculty teaching in an online environment. Schedule: Annually</p>	<p>Result Status: Result Closed-No further action needed Result/Observation Type: Strength There were 228 faculty participants across 23 professional development opportunities in 2015 / 2016. (12/08/2016)</p>	<p>Meaningful Changes: An increase in the number of workshops and greater faculty participation in professional development opportunities has enhanced the quality of online instruction at EKU. (12/09/2016)</p>
<p>16-20 PO (1.1.4) - Build academic leadership capacity among faculty. Objective Status: Active Objective Type (Control-click to select multiple): 16-20 Plan, Planning Objectives</p>	<p>The Instructional Development Center (IDC) will deliver its Online Course Development and Teaching Certificate Program three times annually to a minimum of 40 faculty. Criterion: Minimum of 40 faculty. Schedule: Annually</p>	<p>Result Status: Result Closed-No further action needed Result/Observation Type: Strength The Teaching Certificate Program was delivered to 50 Faculty in 2015 / 2016. (12/07/2016)</p>	<p>Meaningful Changes: These faculty experienced an intensive 8 week training program that increased the number of faculty exposed to best practices in online teaching. (12/09/2016)</p>
<p>16-20 PO (1.1.4) - Build academic leadership capacity among faculty. Objective Status: Active Objective Type (Control-click to select multiple): 16-20 Plan, Planning Objectives</p>	<p>The Office of e-Campus Learning will provide academic and financial support and engage approximately 20 faculty who serve as Online Coordinators (academic liaisons) for their respective online programs. Schedule: Annually</p>	<p>Result Status: Result Closed-No further action needed Result/Observation Type: Strength 24 faculty who serve as Online Coordinators were supported (12/09/2016)</p>	<p>Meaningful Changes: Online Coordinators benefited from ongoing meetings that helped streamline and optimize course scheduling and sequencing, ensuring for efficient operations. (12/09/2016)</p>
<p>16-20 PO (1.2.1) - Embed and support</p>	<p>Instructional Designers from the IDC</p>	<p>Result Status: Result Closed-No further action needed</p>	

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<p>high-impact teaching strategies and best practices for student engagement to promote learning and increase retention.</p> <p>Objective Status: Active</p> <p>Objective Type (Control-click to select multiple): 16-20 Plan, High Impact Practices, Planning Objectives, Retention</p>	<p>will collaborate with faculty to deliver approximately 175 discipline specific courses each term (8 weeks) that offers students engaging content that supports their academic goals and degree paths.</p> <p>Schedule: Annually</p>	<p>Result/Observation Type: Strength</p> <p>RESULTS: There were 1018 Total e-Campus Courses in Fall 2015 - Spring 2016 - Summer 2016; 60 non-eCampus courses. (An average of 180 Courses per 8-Week term) (12/08/2016)</p> <p>notes: These were all available e-Campus Courses plus all of the Main Campus that requested assistance.</p>	<p>Meaningful Changes: The IDC provided customized services to these courses ensuring that technical problems were kept to a minimum, and that good online pedagogy principles were followed. (12/09/2016)</p>
<p>16-20 PO (1.2.3) - Provide students the opportunity and support to participate in and receive recognition for research, creative, and academic endeavors.</p> <p>Objective Status: Active</p> <p>Objective Type (Control-click to select multiple): 16-20 Plan, Planning Objectives, Undergraduate Research</p>	<p>e-Campus will sponsor an awards program (eCAPS) that accepts nominations for and selects an Outstanding Online Student, one undergraduate and one graduate.</p> <p>Schedule: Annually</p>	<p>Result Status: Result Closed-No further action needed</p> <p>Result/Observation Type: Strength</p> <p>The 2015 - 2016 eCAPS Awards were held on December 10th 2015. Outstanding Student Awards were given out on that date. (12/07/2016)</p>	<p>Meaningful Changes: These awards recognized excellence in academic performance by online students, online teaching, and course design, thereby reinforcing the desired student and teaching outcomes ECU seeks from its students and faculty. (12/09/2016)</p>
<p>16-20 PO (1.3.2) - Financially invest in and promote nationally recognized programs that attract students to ECU.</p> <p>Objective Status: Active</p> <p>Objective Type (Control-click to select multiple): 16-20 Plan, Planning Objectives</p>	<p>e-Campus will devote staff advising, instructional design, and contractual (hiring) resources to over 30 fully online programs delivering education to 3000+ students in over 45 states.</p> <p>Schedule: Annually</p>	<p>Result Status: Result Closed-No further action needed</p> <p>Result/Observation Type: Strength</p> <p>There were 35 e-Campus programs, that included students from all 50 States, the District of Columbia, several other countries, along with Military Students in the Pacific and Europe. The total Student Population averaged 3160 per Semester (Fall 2015 - Spring 2016). (12/07/2016)</p>	<p>Meaningful Changes: Delivering these programs resulted in hundreds of graduates from various disciplines who are serving in a variety of professional roles throughout the nation. (12/07/2016)</p>
<p>16-20 PO (1.3.3) - Identify, pursue, and promote opportunities for new high-quality, distinct, and compelling programs with capacity to grow enrollments.</p> <p>Objective Status: Active</p> <p>Objective Type (Control-click to select multiple): 16-20 Plan, Planning Objectives</p>	<p>e-Campus will conduct research on 3-5 degree programs in 2015/16 for purposes of launching 1-2 new programs in FY 2017/18.</p> <p>Schedule: Annually</p>	<p>Result Status: Result Closed-No further action needed</p> <p>Result/Observation Type: Strength</p> <p>Research for 3 new programs is being finalized. Decisions will be made soon. (12/08/2016)</p>	<p>Meaningful Changes: This research has provided some excellent information about what new online degree programs would reach and support a wide audience of students. We are working closely with several Departments to explore offering more opportunities for students to obtain degrees online in the near future. (12/07/2016)</p>
<p>16-20 PO (1.3.4) - Support and invest</p>	<p>In 2015/16 e-Campus will</p>		

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<p>in opportunities for high-achieving students University-wide. Objective Status: Active Objective Type (Control-click to select multiple): 16-20 Plan, Planning Objectives</p>	<p>collaborate with the Honors Program to develop and deliver at least one Honors course to be taken exclusively by Online students. Schedule: Annually</p>	<p>Result Status: Result Open-Further action needed Result/Observation Type: Limitation This is still in Progress - this will be completed in 2017/2018 (12/08/2016) notes: Will be completed in 2017/2018</p>	<p>Meaningful Changes: e-Campus is working with Honors Program on a course that will be delivered in the Spring semester of 2018. (12/08/2016)</p>
<p>16-20 PO (1.3.6) - Invest in state-of-the-art, cutting-edge technology across all programs. Objective Status: Active Objective Type (Control-click to select multiple): 16-20 Plan, Planning Objectives</p>	<p>e-Campus will invest in a variety of software and instructional products to ensure the effective delivery of online instruction, including videoconferencing systems and multimedia tools. Schedule: Annually</p>	<p>Result Status: Result Closed-No further action needed Result/Observation Type: Strength Purchased 7 new instructional design products to aid in course development and enhance student engagement. These include Adobe Captivate; Zaption; Shutterstock subscription; HypePro; ThingLink; Tiki-Toki; and iCue. Creation of new state-of-the-art Video/Audio/Document Camera studios for multimedia creation and deployment. (12/08/2016)</p>	<p>Meaningful Changes: These products made a remarkable difference in the quality of instruction by helping faculty and designers to create more engaging content that aids students in understanding the desire outcomes. (12/07/2016)</p>
<p>16-20 PO (2.1.2) - Create new and support existing programs, activities, and services designed to assist students to adjust to and succeed in a university learning environment and to develop their full potential. Objective Status: Active Objective Type (Control-click to select multiple): 16-20 Plan, Planning Objectives</p>	<p>e-Campus will launch an updated web-based orientation that will help better prepare students to begin their online programs. Schedule: Annually</p>	<p>Result Status: Result Open-Further action needed Result/Observation Type: Strength Currently being developed and will be completed in 2017 / 2018. (12/08/2016)</p>	<p>Meaningful Changes: While online programs provide an orientation portal, we developed a conceptual framework for a web-based orientation course that will offer a more user-friendly interface with fresh designs and more comprehensive tips for being successful. We are waiting for and dependent upon the Main Campus Web support team to assign resources to help complete this goal. (12/09/2016)</p>
	<p>e-Campus will contract for services via Smarthinking that delivers over 200 hours of tutoring services to online students. Schedule: Annually</p>	<p>Result Status: Result Closed-No further action needed Result/Observation Type: Strength Smarthinking provided tutoring services to ECU online students in 2015 / 2016 (12/08/2016)</p>	<p>Meaningful Changes: Increased announcements to make students more aware of the service (12/08/2016)</p>
	<p>e-Campus will collaborate with the Noel Studio to deliver online and telephone consultations to 50-100 students who seek help with</p>	<p>Result Status: Result Closed-No further action needed Result/Observation Type: Strength Partnership began Feb. 1, 2016, resulted in (64) consultations during Spring 2016. (12/09/2016)</p>	<p>Meaningful Changes: Students who took advantage of this service benefited from consultations on a host of course</p>

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	<p>assignments. Schedule: Annually</p> <p>e-Campus will offer a coaching program to 35-50 students who would benefit from support on dealing with challenging life issues. Schedule: Annually</p>	<p>Result Status: Result Open-Further action needed Result/Observation Type: Limitation Appropriately 12 students participated in the coaching program each semester. (12/09/2016)</p>	<p>assignments. (12/09/2016)</p> <p>Meaningful Changes: This pilot endeavor was poorly attended, but let to substantial reforms to support students with a variety of life challenges. Going forward the program will target 1st Time "online" Freshman and those on academic probation. (12/09/2016)</p>
<p>16-20 PO (2.1.3) - Develop and integrate career preparation opportunities to include co-op, internships, international education, civic engagement, and other activities that build the skills necessary to secure gainful employment in a globally competitive marketplace. Objective Status: Active Objective Type (Control-click to select multiple): 16-20 Plan, Community Engagement, Planning Objectives</p>	<p>The e-Campus Employer Recruitment and Engagement Analyst will collaborate with EKU's Office of Career Services and Cooperative Education to develop 3-4 online tutorials/webinars for the overall online student population to expand their knowledge in reference to crafting a strong resume/cover letter and developing professionalism through business etiquette. Schedule: Annually</p> <p>The e-Campus Employer Recruitment Engagement Analyst will survey current online graduates every fall and spring semester to gain relevant data pertaining to program development, students current career/job involvement, potential employment partnerships and/or mentorships, along with data for overall alumni tracking purposes. Schedule: Annually</p> <p>The e-Campus Employer Recruitment Engagement Analyst will establish formal partnerships</p>	<p>Result Status: Result Closed-No further action needed Result/Observation Type: Strength Created webpage content for our EKU Online students to explore online tutorials/webinars crafting a strong resume/cover letter and developing professionalism through business etiquette. This webpage will be live when the new EKU online webpages go up in the spring. (12/07/2016)</p> <p>Result Status: Result Closed-No further action needed Result/Observation Type: Strength Surveyed past EKU Online graduates up until the spring 2016 semester. Received responses from 530 EKU Online students. Currently working on preparing to survey fall 2016 online graduates as well. (12/07/2016)</p> <p>Result Status: Result Open-Further action needed Result/Observation Type: Limitation</p>	<p>Meaningful Changes: Content was conceptualized and developed, but we are awaiting support from Main Campus' web-support team. Once it goes "live" it will be used to enhance the job seeking skills of our students and graduates. (12/07/2016)</p> <p>Meaningful Changes: The knowledge gained from EKU online alumni will assist current students and recent alumni by providing possible mentorship and/or internship opportunities. Results will also be used to encourage improvements in several online programs with regard to their experience with the curriculum. (12/08/2016)</p> <p>Meaningful Changes: It has been determined that if we are to be</p>

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	<p>with representatives working in 5-8 private and public organizations who can help serve as a resource for online students by offering employment, internship and/or co-op opportunities.</p> <p>Schedule: Annually</p>	<p>This strategic goal is currently a work in progress as, working with the Center for Career and Co-op to determine what organizations we currently have communication with. Also have several leads that are from past online alumni that I am working to be in further communication with. (12/07/2016)</p>	<p>successful with this goal, we will need to be more proactive in reaching out to Alumni willing to work with students and provide co-op opportunities. (12/08/2016)</p>
<p>16-20 PO (2.2.1) - Develop a University-wide, inclusive strategic enrollment process ensuring partnership between Enrollment Management and Academic Affairs.</p> <p>Objective Status: Active</p> <p>Objective Type (Control-click to select multiple): 16-20 Plan, Planning Objectives</p>	<p>e-Campus will use its partnership model and weekly reporting structure which monitors progress through the admissions and enrollment pipeline to provide and support qualified students in its 30+ online programs.</p> <p>Schedule: Annually</p>	<p>Result Status: Result Closed-No further action needed</p> <p>Result/Observation Type: Strength</p> <p>Weekly Reports were provided to the appropriate stakeholders for all e-Campus programs. This helped support a 13% increase in e-Campus student population in Fall 2015 over Fall 2014. (12/08/2016)</p>	<p>Meaningful Changes: Implementing this model has enabled us to more closely monitor applicants to ensure they are able to make it through the admission process in a timely manner. (12/09/2016)</p>
	<p>Ongoing communication and collaboration with enrollment management staff and academic coordinators will occur to focus on retention strategies pertinent to student success initiatives.</p> <p>Schedule: Annually</p>	<p>Result Status: Result Closed-No further action needed</p> <p>Result/Observation Type: Strength</p> <p>Bi-Weekly meetings were held with the appropriate stakeholders to focus retention strategies. (12/09/2016)</p>	<p>Meaningful Changes: Among the activities resulting from these activities include providing more support to students who are at risk dropping out of school by providing services such as consultations, tutoring, and coaching. (12/09/2016)</p>
<p>16-20 PO (2.2.3) - Recruit a prepared, intellectually curious, diversified student body.</p> <p>Objective Status: Active</p> <p>Objective Type (Control-click to select multiple): 16-20 Plan, Planning Objectives</p>	<p>e-Campus will recruit over 350 new students annually for its online programs by engaging in communication strategies tied to Hobson's (EKU's CRM), digital marketing initiatives, and web-based marketing.</p> <p>Schedule: Annually</p>	<p>Result Status: Result Closed-No further action needed</p> <p>Result/Observation Type: Strength</p> <p>e-Campus had 1,762 New Students during 2015/2016 (12/09/2016)</p>	<p>Meaningful Changes: The results from these efforts led to more focused marketing efforts in areas that provided the most leads/results. (12/08/2016)</p>
<p>16-20 PO (2.3.1) - Develop and promote University-wide best practices that provide collaborative and innovative student engagement in and out of the classroom. .</p>	<p>e-Campus Advisors use a variety of tools (e.g., Degree Works, Student Success Collaborative) to retain 50-75% of online students in their academic programs.</p>	<p>Result Status: Result Closed-No further action needed</p> <p>Result/Observation Type: Strength</p> <p>The average overall retention rate for e-Campus Programs during Fall 2015 & Spring 2016 was 61% (12/09/2016)</p>	<p>Meaningful Changes: We are providing more support to students who are at risk dropping out of school by providing services such as consultations, tutoring,</p>

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<p>Objective Status: Active Objective Type (Control-click to select multiple): 16-20 Plan, Planning Objectives</p>	<p>Schedule: Annually</p>		<p>and coaching. (12/09/2016)</p>
<p>16-20 PO (2.3.2) - Employ coordinated, data-driven advising that uses intentional intervention milestones for designated populations and strengthens academic advising. Objective Status: Active Objective Type (Control-click to select multiple): 16-20 Plan, Advising Effectiveness, Planning Objectives</p>	<p>e-Campus will use a term over term retention formula and assessment process for tracking term over term retention rates for the purposes of making enhancements that increase program retention by 5% for two programs in 2017/18. Schedule: Annually</p>	<p>Result Status: Result Closed-No further action needed Result/Observation Type: Strength Two programs had retention rate increases of 5% or higher. (DNP - Spring B over Spring A = 5%) & (Police Studies - Fall A over Fall B = 7%) (12/09/2016)</p>	<p>Meaningful Changes: We are closely monitoring retention rates and looking at individual programs to see if there are ways to provide more support to students in those programs. (12/15/2016)</p>
<p>16-20 PO (2.3.3) - Provide increased support for programs that address student preparedness challenges. Objective Status: Active Objective Type (Control-click to select multiple): 16-20 Plan, Planning Objectives</p>	<p>e-Campus will offer a coaching program to 35-50 students who would benefit from support on dealing with challenging life issues. Schedule: Annually</p>	<p>Result Status: Result Open-Further action needed Result/Observation Type: Limitation Approximately 12 students participated in the coaching program each semester. (12/09/2016) notes: Recruitment of 1st Freshman and those on probation has begun to make students aware of this service.</p>	<p>Meaningful Changes: This pilot endeavor was poorly attended, but led to substantial reforms to support students with a variety of life challenges. Going forward the program will target 1st Time "online" Freshman and those on academic probation. (12/09/2016)</p>
<p>16-20 PO (3.1.1) - Enhance staff professional development opportunities with focuses on leadership development, student support and engagement, and providing customer-focused service to all. Objective Status: Active Objective Type (Control-click to select multiple): 16-20 Plan, Planning Objectives, Professional Development (Faculty/Staff)</p>	<p>80% of e-Campus staff will participate in professional development opportunities, including those sponsored by ECU's Human Resources department. Schedule: Annually</p>	<p>Result Status: Result Closed-No further action needed Result/Observation Type: Limitation 65% of e-Campus staff participated in professional development opportunities in 2015 / 2016 (12/08/2016) notes: e-Campus will seek and provide more professional development opportunities. Staff will be made aware of them and provided opportunities to participate.</p>	<p>Meaningful Changes: e-Campus leadership has been seeking and providing more professional development opportunities for staff. Staff are being made aware of these, and this has led to an increase in participation, with greater participation expected in FY 16/17. (12/08/2016)</p>
	<p>Approximately \$15,000 will be budgeted for participation in out-of-state conferences or professional development opportunities. Schedule: Annually</p>	<p>Result Status: Result Closed-No further action needed Result/Observation Type: Strength \$15,000 was budgeted for participation in out-of-state conferences or professional development opportunities (12/09/2016)</p>	<p>Meaningful Changes: These funds made it possible for several staff to benefit from professional development offered at such national conferences as SACSCOC,</p>

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<p>16-20 PO (3.1.3) - Delineate and promote career pathways for all employees. Objective Status: Active Objective Type (Control-click to select multiple): 16-20 Plan, Planning Objectives</p>	<p>e-Campus will explore a new organizational structure in its Enrollment Management operations that offers promotional opportunities for up to two employees. Schedule: Annually</p>	<p>Result Status: Result Open-Further action needed Result/Observation Type: Limitation This is in progress and to be completed in 2016 / 2017. (12/09/2016) notes: e-Campus has contacted EKU Human Resources and is working with them to complete.</p>	<p>Online Learning Consortium and the Wisconsin Teaching Institute. (12/08/2016) Meaningful Changes: A new structure has been developed that will streamline and improve communication and results. We are working with EKU HR to complete this Goal. (12/09/2016)</p>
<p>16-20 PO (3.1.4) - Recruit, promote, and retain staff who are highly qualified and high performing in their area of expertise. Objective Status: Active Objective Type (Control-click to select multiple): 16-20 Plan, Planning Objectives</p>	<p>e-Campus will hire at least three new staff in 2015/16. Criterion: hire at least three new staff in 2015/16. Schedule: Annually</p>	<p>Result Status: Result Closed-No further action needed Result/Observation Type: Strength e-Campus hired 12 new employees during 2015/2016 (12/09/2016)</p>	<p>Meaningful Changes: This need to hire new staff was primarily a function of adding additional programs that required staff to be successful. The e-Campus model calls for new staff to support new programs when capacity makes it essential to success. (12/09/2016)</p>
	<p>e-Campus will retain 90% of its existing staff in 2015/2016 Criterion: retain 90% of its existing staff in 2015/2016 Schedule: Annually</p>	<p>Result Status: Result Closed-No further action needed Result/Observation Type: Strength e-Campus retained 94% of it's existing Staff during 2015/2016 (12/09/2016)</p>	<p>Meaningful Changes: This data confirms that our hiring process works to help hire the right people for the job duties required for supporting online programs, primarily advisors and instructional designers. (12/08/2016)</p>
<p>16-20 PO (3.2.1) - Craft a compelling brand identity and communication strategy. Objective Status: Active Objective Type (Control-click to select multiple): 16-20 Plan, Planning Objectives</p>	<p>Using Hobsons, the EKU Online Website and a variety of print and digital mediums, the e-Campus Marketing team will facilitate a communication strategy that promotes the EKU Online programs in a variety of forums. Schedule: Annually</p>	<p>Result Status: Result Closed-No further action needed Result/Observation Type: Strength e-Campus Marketing promotions for EKU Online Programs included:</p> <ul style="list-style-type: none"> • Banner ads on industry websites • Email blasts to targeted groups • Awareness campaigns on local TV station and newspaper websites • Print ads in magazines targeted to applicable professions (i.e., nursing) 	<p>Meaningful Changes: These strategies provided a balanced approach to our marketing strategies that produced the best results (leads) and converted students. We learned that some programs benefit from selected weighting in favor of one strategy over another. (12/09/2016)</p>

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<p>16-20 PO (3.2.4) - Promote the value of higher education. Objective Status: Active Objective Type (Control-click to select multiple): 16-20 Plan, Planning Objectives</p>	<p>The e-Campus marketing team and multimedia producer will develop a series of student and alumni profiles that will demonstrate how completing a degree at ECU has helped them reach their goals. Schedule: Annually</p>	<p>• Cost-per-click campaigns on Google, Bing and Facebook (12/09/2016)</p> <p>Result Status: Result Closed-No further action needed Result/Observation Type: Strength The e-Campus marketing team and multimedia producer developed (7) Alumni Profiles (12/09/2016)</p>	<p>Meaningful Changes: These profiles aided in student recruitment by highlighting the quality features of our programs. Having students and graduates "tell their story" is immensely beneficial to communicating the best features of our programs. (12/09/2016)</p>
<p>16-20 PO (3.3.5) - Promote opportunities for faculty, staff, and students to participate in significant and conscientious shared governance. Objective Status: Active Objective Type (Control-click to select multiple): 16-20 Plan, Planning Objectives</p>	<p>At least 15 e-Campus staff will participate minimally in 10+ university committees and/or workgroups in FY 2015/16. Schedule: Annually</p>	<p>Result Status: Result Closed-No further action needed Result/Observation Type: Strength 17 e-Campus staff participated in over 30 university committees and work groups in FY 2015/2016 (12/08/2016)</p>	<p>Meaningful Changes: While our job duties are concentrated with e-Campus activities, participation in committees helps communicate our strategies, values and needs, while also facilitating a greater understanding of all aspects of university life. (12/09/2016)</p>
<p>16-20 PO (6.3.4) - Provide high-quality, responsive, and relevant programming for adults in our Region to help them complete degrees. Objective Status: Active Objective Type (Control-click to select multiple): 16-20 Plan, Planning Objectives, Regional Stewardship</p>	<p>e-Campus will enroll over 750 students who reside in the 22 county ECU service region into one of its 30+ online degree programs. Schedule: Annually</p>	<p>Result Status: Result Closed-No further action needed Result/Observation Type: Strength e-Campus averaged (799) Regional Campus Students per Semester (Fall 2015 & Spring 2016) (12/07/2016)</p>	<p>Meaningful Changes: This data confirms that online programs are reaching citizens in ECU's service region as well as a national audience. (12/09/2016)</p>