The purpose of these funds is: 
$25,000 to conduct environmental scanning in the local community and develop and promote a series of evening classes designed to meet the needs of non-traditional learners in the community.

Details: 
Members of the local community routinely call for MSU to offer a greater range of evening courses that would be of interest to working adults interested in pursuing higher education. The experience with offering individual courses is that few community members enroll and that our normal student population would rather not be required to take evening classes. Indeed, the only way to fill evening classes with students in our regular student body is to restrict access to daytime sections. The goal of this proposal is to develop a program, based on identified interest and need in the community, that can assist adult students in entering the university and achieve their educational goals. Recognizing that MSU is unlikely to be in the position to offer the full range of courses necessary for an undergraduate degree, a likely outcome of this process is the identification of a degree path that can be completed through a mix of face-to-face and online courses (offered by MSU and our affiliated institutions). To support this, returning adult learners will be encouraged to begin with a Strategies for Student Success course, delivered in the evenings with a significant online component. This courses would be designed to introduce students to online instruction in a supportive environment, and to assist in educational planning for their futures.

Funding is sought to survey the local community to identify needs, to research potential degree programs that could be offered through this mechanism, to develop the new course described above, and to develop and deliver appropriate marketing materials. Funds to support instruction will be required in FY 11 and are not included in this request.

The Return On Investment from these expenditures will be: 
The target audience for the program is county residents, so eventual revenues will be based on resident tuition rates. It is difficult to predict the size to which such a program could grow, and the educational expenses are not included in this proposal so eventual ROI cannot be determined. However, class sizes of 20 students (if limited to a new audience) generate approximately $14,600 in new tuition and fees. Assuming $6500 in salary plus benefits for instruction results in a net revenue increase of $8100 per course. In reality, implementation will likely demand that some new evening or on-line courses offered for this audience will enroll a mix of new and continuing students, lowering the net revenue per course. Continuation of this program will be contingent on a positive revenue projection.
Development/ Promotion of Evening Courses – Questions & Answers

Will these serve existing MSU students or attract a new student population?

(Jeff Adams) The goal with the evening classes is to attract a new population. This is a response to the regular call we hear for MSU to respond to the needs of working adults. Indeed, current students have shown a general resistance to enrolling in evening classes. The environmental scanning is intended to focus entirely on the community; there is no intention to survey existing students. That said, unfilled seats in evening classes will be opened to existing students to maximize the use of the courses.