Armstrong Atlantic State University
Division of Business and Finance
Road Scholar Department
2013-14 SACS Student Learning Outcomes Assessment

Learning Outcome (Program Administration) Goals:

Maintain a rating score of 4.70 or higher in each component of the following Program Evaluation criteria:

- Overall Program Educational Quality
- Program in General
- Value for the Money

This goal is applicable to every program site this department oversees; for the current fiscal year, Armstrong Road Scholar oversaw three distinctive programs:

- Historic Savannah, which is based centrally in the Historic District.
- Midtown Savannah, which is based at Oglethorpe Inn & Suites on Hodgson Memorial Dr.
- Christmas in Savannah, which is a themed program also based in the Historic District and offered in December.

Method:

- Armstrong Road Scholar utilizes a standardized, web-based evaluation system that is offered to all participants of programs. These respondents have a detailed selection of criteria that they rate based on their personal experiences and opinions.

- The rating process consists of both a “Question/Answer” portion and a “Personal Comments” section to elaborate and/or explain their selection on the former segment if they wish.

- The evaluation system allows participants to rate a particular program site on a specific week; this enables our office the opportunity to very narrowly concentrate our efforts to applicable areas.

- Armstrong Road Scholar utilizes the numerical evaluation portion to quantify as accurately as possible whether our Program Administration Outcome Goals are being met or not; we subsequently rely on the “Personal Comments” section to better understand the numerical ratings. This section also allows us to foster those elements of our programs that garner very positive results as well as to focus carefully on and adjust the aspects that need to be improved or modified in any way.

- The numerical rating system is configured to translate selections to a number grade that range from:
  - “Very Satisfied” (5)
  - “Somewhat Satisfied” (4)
  - “Neither” (3)
  - “Somewhat Dissatisfied” (2)
  - “Very Dissatisfied” (1)

- Elderhostel Main computes the results, averages them for each program week, displays them online in a detailed, spreadsheet report format (of which this office has continuous access), and finally, cumulatively averages the results for a 12-month period. Additionally, all accompanying written comments and suggestions are also posted verbatim; these are accessible through an icon on the report that opens a separate window.

- All evaluations are anonymous so respondents may rate programs and comment freely and honestly.
Results:

♦ From September 2013 through May 2014, Armstrong Road Scholar hosted a total of 20 program weeks with 642 participants in attendance at two separate sites.

  o Historic Savannah site: 579 total attendants over 18 program weeks. Total responses: 320
  o Midtown Savannah site: 63 total attendants over 2 program weeks. Total responses: 42

♦ Total results for 2013-14:

  o Historic Savannah (Site #11376):
    • Overall Program Educational Quality: 4.88
    • Program in General: 4.89
    • Value for the Money: 4.86
  o Midtown Savannah (Site #11377):
    • Overall Program Educational Quality: 4.83
    • Program in General: 4.84
    • Value for the Money: 4.83
  o Christmas Program – Downtown Savannah – 1 program week (Site #20734):
    • Overall Program Educational Quality: 4.53
    • Program in General: 4.56
    • Value for the Money: 4.47

Changes as a Result of Assessment:

♦ For the 2013-14 fiscal year, Armstrong Road Scholar met or exceeded all of its Program Administration Goals. However, since there is room for improvement among the rating scores, we will continue to strive to improve our program sites in every applicable area while endeavoring to maintain our current success levels.
For the upcoming fiscal year (2014-15), we will once again offer our Christmas program (#20734) in December, since the past two years’ programs have been very successful. We are confident this continuing facet of our program design and coordination efforts will further enhance our proven current program lineup.

♦ We will remain committed to enhancing and updating our program schedules as in years past. Innovative schedule components, which offer experiences at Historic District landmarks, are tailored specifically to our groups. This means our participants enjoy a unique, special presentation that the general public doesn’t have access to; in turn, this also escalates the satisfaction level our participants feel when they attend our program.

♦ Our first charter group program, which was implemented in May 2014, was very well received and earned extremely positive feedback in post-program evaluations. We continue to be enthusiastic about the potential this new venture will afford us in terms of increased enrollments and revenues as well as continuing opportunities to collaborate with various local business partners.

♦ For the upcoming fiscal year (2014-15), we have also developed another new program, which is currently listed in Road Scholar catalogs for fall 2014 and spring 2015: #21747/Bountiful Barrier Islands of Savannah’s Low Country, which is an entirely unique offering among our already established Historic District programs.

Our Mission: Not-for-profit Road Scholar inspires adults to learn, discover and travel. Our learning adventures engage expert instructors, provide extraordinary access, and stimulate discourse and friendship among people for whom learning is the journey of a lifetime.