

University of Nebraska-Lincoln
Extended Education & Outreach
Strategic Priorities
FY 2006-2007

The mission of EE&O is to:

- facilitate increased participation by all colleges in providing distance education as a core mission.
- create linkages between academic units providing distance education and supporting infrastructure for these programs to succeed.

Strategic Priority: Create strong collaborative partnerships with academic college administrators, faculty and staff that facilitate increased distance education offerings and student enrollments.

Benchmarks: Business plan, tuition differential returned to program, instructional design support, participation in course/program development grants, enrollment increases and faculty training.

- Strategies:
 - business plan for distance education programs to include tuition differential and special contracts
 - start-up funds for master's degree, certificate programs, Advanced Scholars courses and high enrollment General Education courses
 - increase number of College of Arts and Sciences distance education courses/programs
 - instructional design support (including new position in College of Arts and Sciences)
 - marketing support
 - advisory councils (administrators, faculty and community leaders)
 - joint projects between UNL Independent Study High School and Computer Science Department, College of Education and Human Sciences, and Admissions
 - mainstream support services with an emphasis on student and faculty seamless services

Strategic Priority: Increase number of applicants applying to distance education graduate programs through better market research and development and implementation of collaborative marketing plans with academic departments/colleges and Graduate Studies.

Benchmarks: College distance education marketing plan, program website, number of leads and conversion of leads to applications and collaborative funding support for marketing plan implementation.

- Strategies:
 - college marketing plans for distance education programs to include funding support and websites focusing first on CASNR and CEHS
 - system for tracking leads and conversion of leads to applications
 - program market research to determine demand and target audiences
 - collaborate with academic college administrators and faculty, Graduate Studies and Office of University Communications

Strategic Priority: Develop a four year UNL undergraduate distance education strategic plan with a focus on Advanced Scholars program, high enrollment General Education courses, term based College Independent Study courses, certificate programs and general baccalaureate degree completion program.

- Benchmarks: Advanced Scholars program MOU with high schools, courses offered and enrollments; high enrollment General Education courses offered and enrollments; "X" (College Independent Study term based courses) offered and enrollments and undergraduate certificate programs developed, offered and enrollments.
- Strategies:
 - conduct market research to determine demand for undergraduate certificates and four year baccalaureate degree completion program

- work with college administrators and faculty in identifying and developing five new undergraduate certificate programs, provide seed funding for certificate program development
- develop undergraduate baccalaureate degree completion program business plan
- increase number of Advanced Scholars courses to 20 by fall 2007 and high school MOUs to 45
- collaborate with Undergraduate Studies, Academic Affairs and academic college administrators

Strategic Priority: Create a more collaborative partnership in the development and delivery of College Independent Study and Summer Reading courses with academic colleges/departments.

- Benchmarks: Number of new courses developed and offered, increased enrollment in College Independent Study courses, “X” term based courses and Summer Reading courses.
- Strategies:
 - work with Director of Summer Sessions Program and Associate Vice Chancellor Ron Roeber to determine ways in which there can be more collaboration
 - work with academic college department heads and faculty to determine new courses that can be taught as Summer Reading

Strategic Priority: Position University of Nebraska-Lincoln Independent Study High School as a supporting program in carrying out the mission of UNL and as a provider of high quality, innovative learning opportunities to high school students anytime, anywhere.

- Benchmarks: Evidence of new or expanded collaboration with faculty in College of Education and Human Resources. Recruitment of UNL ISHS students as UNL college students.
- Strategies:
 - work with UNL Admissions to include names of UNL ISHS diploma students in the UNL Admissions database
 - work with faculty and administrators in the Department of Education Administration on partnership between Nebraska high school administrators and UNL ISHS with a focus on serving education needs of Nebraska high school students

Strategic Priority: Facilitate and manage linkages between academic colleges and educational institutions that provide distance education programs and supporting infrastructure necessary for these programs to succeed.

- Benchmarks: Definable processes that create a seamless process for distance education students to access on campus support service. Expansion of existing programs and implementation of new programs supported by two or more colleges or institutions.
- Strategies:
 - define distance education student barriers and work with on-campus student services infrastructure to address these barriers in order to continue creating a more student friendly environment for distance education students
 - define issues that make it difficult to offer interdisciplinary programs and collaborate with Academic Affairs, academic college administrators, Office of Undergraduate Studies and Office of Graduate Studies to address these issues

UNL Core Values: Strategic priorities support all core values with emphases on excellence, prepares students for success and leadership and engagement with academic, business, and civic communities.