

Extended Education & Outreach Strategic Priorities-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 I: Collaborative partnerships with academic colleges that facilitate the development and delivery of quality distance education programs.

Benchmarks and timelines:

- On-line undergraduate degree completion roll out, College of Agricultural Sciences and Natural Resources August 2008 and College of Arts & Sciences August 2009.
- Business tuition differential plans for all degree programs with out-of-state students completed by August of 2008.
- Advanced Scholars courses offer 20 each semester and enrollments to 400 in three years; 180 in FY 07-08.
- Five new undergraduate and/or graduate certificate programs in FY 07-08.
- Increase on-line course enrollments minimum of 10% each of the next three years.
- College Independent Study enrollment target of 1200 open enrollments, and 800 term based (X) enrollments with 70 percent capacity for X courses FY 07-08.
- Work with academic departments/colleges to include several questions specifically directed at distance education course issues in end-of-course evaluations.
- Work with academic departments and programs to include distance education courses and programs in PEARL assessment and continuous improvement initiatives.
- Collect data to help us understand the impact of distance programs on parallel programs on our UNL campus.

Strategic Priority II: Comprehensive marketing strategies to include program/college marketing plans, research, implementation and impact assessment.

Benchmarks and timelines:

- Marketing plans for all colleges with distance education programs and sharing funding in place by September 2009, with assessment process to determine impact.
- Market assessment to define new program opportunities and market demand tied to program development support.
- Marketing plans with strategies and committed funding for ISHS, CIS and Advanced Scholars programs updated each year.
- Standard program and student information to be included in each academic college/department and EE&O distance education web site by September 2009.
- Align all UNL distance education programs with UNL core brand position and messaging platform by August 2009.
- Call center staff who cross-sell all UNL distance educational programs and are customer focused.

Strategic Priority III: Position UNL Independent Study High School as a supporting program in carrying out the mission of UNL.

Benchmarks and timelines

- ISHS Vision 2010 to be completed by June 1, 2007 with full implementation by January 2010.
- ISHS electronic transcript and student management system in FY 07-08.
- Partner UNL Department of Education Administration in working with Nebraska high school administrations with a focus on serving educational needs of Nebraska high school students.
- Partner with UNL Admissions to recruit ISHS diploma students to UNL.
- Partner with Graduate students and UNL faculty to author ISHS courses.

Strategic Priority IV: Facilitate and manage linkages between academic colleges and supporting infrastructure necessary for these programs to succeed.

Benchmarks and timelines:

- Define distance education student barriers with an emphasis on the undergraduate completion degree, work with on-campus student services infrastructure to address barriers and create a more student friendly environment for distance education students, September 2008.
- 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 in addressing issues, September 2009.

Strategic Priority V: Evaluate EE&O operational procedures and processes to determine and implement more efficient and effective practices.

Benchmarks and timelines:

- Course management system project plan is being developed and projected to be completed in FY 07-08.
- Fully automate and streamline ISHS and CIS student registration process July 2008.
- Provide training and implement Project Management as a way of meeting deadlines, working within budget and managing quality control, September 2008.
- Remove operating barriers associated with ACCPAC and CRM systems.
- Task force to identify organizational inefficiencies and recommend procedures changes.

Strategic Priority VI: Create an organizational culture that fosters creative thinking, open communications, collaborative problem solving and self initiative.

Benchmarks and timelines:

- Reward staff who take initiative to work within and across departments to provide vision, solve problems, meet deadlines, provide excellent customer service and produce quality educational products and support services.
- Support staff development that aligns with individual performance goals and standards and organizational priorities.
- Reward supervisors who articulate and enhance employee and team performance and provide feedback and appreciation regarding accomplishments of those expectations.