

**University of Nebraska-Lincoln
Extended Education & Outreach
Strategic Priorities
FY 08-09**

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 facilitates the development and delivery of quality distance education programs.

List and describe your timeline for completion of this priority:

- Undergraduate on-line degree completion options: 1) Bachelor of Science in Applied Science roll out January 2009, 2) Bachelor of Science in General Business Administration roll out August 2009, and 3) Bachelor of Science and/or Arts in University Studies, roll out August 2010.
- Advanced Scholars courses offered in South Dakota and Iowa high schools in 2008 and Kansas and Missouri in 2009.
- Increase on-line enrollments by at least 12% each of the next three years.
- College Independent Study enrollment target of 1200 open enrollments, and 70 percent capacity for “X” courses.

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

List and describe your timeline for completion of this priority:

- Marketing plans with strategies and committed funding for all colleges with distance education programs by September 2009.
- Marketing plans with strategies and committed funding for ISHS, CIS and Advanced Scholars programs updated each year.
- Assessment processes in place for each marketing program to determine impact of marketing campaigns.
- Standard program and student information to be included in each academic college/department and EE&O distance education web site by September 2009.
- Redevelopment of all EE&O web sites by end of 2008.

Strategic Priority III: Establish a business model that will support entrepreneurship and will allocate distance education revenues to provide adequate faculty/department/college incentives, seed money for new programs, funds for marketing, support services, assessment and etc.

List and describe your timeline for completion of this priority:

- The first step is development of a business plan/model for the four campuses by August 31, 2008.
- The second step is implementation of the business plan over a period of several months.
- The third component of this process is development of the marketing plan to be completed by end of October 2008 and begin implementation.
- Undergraduate on-line degree completion option business model approved by October 2008
- Implement graduate on-line degree and certification program business model recommended changes addressed in the NU distance education business plan.

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

List and describe your timeline for completion of this priority:

As part of the ISHS Vision 2010 the following priorities will be addressed in 08-09:

- Build School Profile that meets accreditation and future marketing needs.
- Develop needed regularly scheduled and ad hoc enrollment, student profile, and financial stand reports.
- Conduct market research on potential students, research distance education trends and develop and implement marketing strategies to achieve enrollment and revenue goals.
- Develop policies, procedures and strategies to ensure a strong financial profile.
- Collect and analyze student performance data drawn from internal system reports and standardized testing sources (SAT, ACT, STARS, etc.)
- Conduct longitudinal studies and follow-up surveys of past and present students, parents/guardians, teachers, staff, proctors and other stakeholders.
- Continue efforts associated with student retention/course completion rates.
- Implement a random test bank system.
- Implement into the content presentation of courses such elements as increased interactivity, multimedia, video, audio, social presence, etc.

Work with faculty and administrators in the Department of Education Administration on partnership between Nebraska high school administrations and UNL ISHS with a focus on serving educational needs of Nebraska high school students. Work with UNL Admissions to include names of ISHS diploma students in the UNL Admissions database.

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

List and describe your timeline for completion of this priority:

- Course management system project plan is being developed and projected to be completed in FY 07-08.
- Review of ISHS and CIS student registration process and support services have been reviewed and a new web store will be implemented by October 2008.
- Addressing the issue of meeting deadlines and quality control, this is ongoing.
- Remove operating barriers associated with ACCPAC and CRM systems by upgrading software and obtaining needed training by end of 2008.

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

List and describe your timeline for completion of this priority:

- Define distance education students barriers with an emphasis on the undergraduate completion degree. Work with on-campus student services infrastructure to address these barriers to create a more student friendly environment for distance education students – to be completed by 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 to address these issues.

May 6, 2008