



Strategic Plan Update: 2007-08

Mission Statement

■ The Center for Professional and Distance Education – providing innovative and flexible learning opportunities to anyone, anywhere, at any time.

Core Values

- Support: We support and enhance the UCO learning environment.
- Excellence: We promote excellence in critical thinking, communication, and a passion for life-long learning.
- Empowerment: We empower individuals through quality educational opportunities.
- Community: We recognize and serve a diverse community of learners.

Professional Education

Goal #1: Establish a clear identity for the Professional Education Division

Objective 1:	Action Steps	Measurements	Deadline	Budget	Ownership	Status
1. Define PE identity as a division – (who we are, what our purpose is, and how we fit within the CPDE mission)	1. Identify members of PE Team	PE Team members identified	October 2007	\$ unknown	VP of CPDE and UCO Administration & Finance	In progress
	2. Create a PE vision statement	Created PE vision statement	November 2007	\$0	L. Smith	Not started
	3. Promote and market the PE identity	PE marketing plan developed	January 2008	\$5000	L. Smith	Not started
	4. Eliminate the old CLPD culture on the UCO campus and outside community	All CLPD programs completed and new identity recognized	January 2008	\$0	L. Smith	Most projects completed or released to appropriate college/department.
	5. Develop pay scale for developing and/or re-design of an existing	A pay scale developed for faculty/instructors that	September 2007	According to PE Protocol	L. Smith	Protocols and processes are being developed

	program by determining the kind of program	develop and teach PE programs.		and Best Practices		
2. Increase enrollments and revenue	1. Expand and create PE programs for non-credit offerings for existing and unidentified clients	Three programs are developed	March 2008	According to PE Protocol and Best Practices	L. Smith	Protocols and processes are being developed
3. Expand non-credit offerings through partnerships with campus departments/colleges	1. Create PE programs with these campus partners; College of Business, Criminal Justice Department, Nursing Department, Forensic Science Institute, Alumni Office, College of Education, Graphic Design Department, UCO Employee Relations, Institutional Research Department, and Graduate College	Four PE programs created utilizing resources from campus colleges/departments	July 2008	According to PE Protocol and Best Practices	L. Smith	One program in development with launch date of December 2007
4. Study for viability existing partnership programs	1. Create marketing plans, review and evaluate existing partnerships including; Oklahoma Technology Institute and Gatlin Education	Marketing plans produce 25% more enrollments for the first year for each partner to justify extending partnerships	December 2007	According to PE Protocol and Best Practices	L. Smith	Marketing plan with OTI in progress; Gatlin marketing plan in progress.

Goal #2: Improve the flexibility and agility of Professional Education

Objective 1:	Action Steps	Measurements	Deadline	Budget	Ownership	Status
1. Develop list of faculty interested in developing and teaching non-credit PE programs	1. Introduce PE to faculty by doing presentations at various meetings and programs; Dean's Council, Faculty Enhancement Day, New Faculty Orientation, Faculty Senate, Chair's Meetings and/or places where faculty gather in groups	# of contacts	July 2008	\$0	L. Smith	In process of obtaining list of faculty meetings/gatherings
	2. Create incentives/ rewards for faculty recruitment opportunities; create "take alwasy" that include promotional items, do door prizes e.g., case of copy paper, bring food/refreshments	A resource list of faculty names and topics available for PE course development.	July 2008	\$500	L. Smith	In process of creating list of opportunities
2. Develop new programs and eliminate programs not meeting contract terms.	1. Action Step 1: Create programs for newly identified "high demand" areas by doing market research and needs analysis and program topics suggested by faculty/staff.	Develop and market three (3) new PE programs in "high demand" areas.	July 2008	According to PE Protocol and Best Practices	L. Smith	This process will begin September 1, 2007
	2. Identify and eliminate programs that do not meet enrollment standard	Enrollment standard developed and all courses not meeting that standard are eliminated from course offerings.	July 2008	Unknown	L. Smith	This process will begin September 1, 2007
3. Establish online orientation for PE students	1. Incorporate orientation program developed by ID Team to increase student online learning success and create a positive online learning experience.	Online assessments of PE students who completed their program.	July 2008	Unknown	Smith with assistance from DE	Will begin when students enroll.

Online Education

Goal #1: Enhance faculty competency in online teaching.

Objective 1:	Action Steps	Measurements	Deadline	Budget	Ownership	Status
2. Provide pedagogy training for UCO faculty.	1. Determine training/development needs.	Complete faculty assessment of training needs.			S. Burkey	Completed
	2. Create online workshop prototype with pedagogy modules identified in needs assessment.	Online workshop available for testing/piloting				Completed
	3. Create original content for modules.					Completed
	4. Procure original icon artwork.			\$1,000		Completed
	5. Beta test pedagogy modules with Spring 08 cohort.	Spring 08 program completion assessment				In progress
	6. Refine pedagogy modules.		7/1/2008			
	7. Release and facilitate workshop.		9/1/2008			
	8. Survey participants for potential changes and enhancements following each cycle.		Ongoing			
3. Provide technology training for UCO faculty.	1. Determine training/development needs.		Ongoing		S. Burkey	
	2. Consult with IT for online technical training content.		Ongoing			In progress
	3. Enlist IT trainer for technical training facilitation.					Completed
	4. Beta test technical modules with Spring 08 cohort.		7/1/2008			In progress
	5. Refine technical modules.		9/1/2008			
	6. Release workshop.		9/1/2008			

4. Provide pedagogy workshop to outside entities.	1. Beta test online workshop.	When completed			S. Burkey	
	2. Survey Oklahoma universities/colleges for interest and demand.	When completed				In progress
	3. Analyze current facilitation resources and determine need for additional instructional designer/facilitator.	Faculty service expectations/feedback Survey tool completed				In progress
	4. Determine pricing.					
	5. Release workshop for fee.		TBD	TBD – Marketing costs		
	6. Hire additional instructional designer/facilitators as usage demands.	Faculty needs based upon service survey	TBD	\$60,000		

Goal #2: Provide all UCO student services online

Objective 1:	Action Steps	Measurements	Deadline	Budget	Ownership	Status
1. Meet HLC requirements for online student services.	1. Work with associated departments (Enrollment Management, IT, Student Services) to identify potential services.	Services identified	6/1/2008		S. Burkey	In Progress
	2. Analyze options and determine cost for offering online services.	Costs identified for services	9/1/2008	TBD		
	3. Survey students to determine needs.	Survey created and implemented	9/1/2008	TBD		
	4. Implement services.		12/1/2008			

Goal #3: Release 40 UOnline quality courses.

Objective 1:	Action Steps	Measurements	Deadline	Budget	Ownership	Status
1. Provide quality instructional design resources.	1. Analyze and perfect instructional design process.				S. Burkey	Completed
	2. Analyze instructional designer needs and identify associated resources/personnel.					Completed
	3. Hire additional instructional designer/facilitator.					Completed
	4. Use continuous improvement process to ensure client needs are met.					Completed
2. Provide tools and resources associated with best practices in online learning to faculty designers.	1. Identify tools and resources, including templates, multimedia elements, guest lecturers, software applications.		On going			On going
	2. Create templates for multiple course format options (e.g., simple, traditional and high-tech, or Biology, Humanities and Business).					Completed
	3. Identify funding for associated costs.	Brain gain funding CPDE income identified	On going	TBD	S. Burkey	On going
	4. Identify faculty interested in testing tools and resources.					On going
	5. Use continuous improvement process to ensure client needs are met.	Satisfaction survey completed	On going			On going
3. Provide eMentors from each college (or department) to assist and support faculty designers.	1. Determine stipend for faculty eMentors.			\$6,000		Completed

	2. Identify candidates from current cohort as eMentors, and determine their interest and availability.					Completed
	3. Determine duties and length of service for eMentors.					Completed
	4. Continue to recruit new eMentors from each designer cohort.	Participant observations Participant feedback				On going
4. Celebrate “best in class” courses.	5. Work with Rubric Committee to identify potential courses.	Committee recommendations		TBD		On going
	6. Identify funding for award, and type of award (stipend, plaque, etc.)	Identification completed				Completed
	7. Request award distribution at Fall/Spring convocations.					In progress

Goal #4: Enhance CPDE Website.

Objective 1:	Action Steps	Measurements	Deadline	Budget	Ownership	Status
1. Enhance CPDE website.	1. Review and refine constituents.	Constituents identified			S. Burkey	Completed
	2. Identify and create content.	Content identified Tasks assigned			S. Burkey	
	3. Identify and create CPDE website content policies (e.g., document aging, content approval)				D. Donaldson	
	4. Market test website and refine based upon feedback.				S. Burkey	
2. Use LCMS for site content.	1. Work with IT to create LCMS workflow.				S. Burkey	
	2. Train CPDE staff in LCMS usage.	Identify training needs Training completed			I.T.	
	3. Convert content to LCMS template.	All content converted			S. Burkey	
	4. Roll site over to LCMS URL.	When completed/ successful rollover			I. T.	

Correspondence Studies

Goal #1: Increase enrollment and revenue

Objective 1:	Action Steps	Measurements	Deadline	Budget	Ownership	Status
1. Make CS eligible for financial aid and residency hours.	1. Create and implement “term-based” contract.	Anticipated revenue target four percent with stretch target six percent.	June 30, 2008	\$0	D. Donaldson/L. Mask	In Progress
	2. Establish “UCOre” a university core certificate program.	Enrollment > target 2 percent with stretch target > five percent	June 30, 2008	\$0	D. Donaldson/L. Mask	In progress

Goal #2: Improve CS working Space

Objective 1:	Action Steps	Measurements	Deadline	Budget	Ownership	Status
1. Streamline CS operation	1. Implement on-line registration with Banner Open Registration	Evaluations. Student satisfaction > 1 percent, stretch target > 2 percent	January 1, 2008	\$0	S. Burkey/L. Mask	In progress
	2. Establish internet resource for submission of homework	< time of processing. Target 20 % (2 min.) stretch - 33 % (3 min.)	January 1, 2008	\$0	S. Burkey/L. Mask	In progress
	3. Arrange for Banner payroll for graders	Cut payroll processing time by fifty percent (1 day instead of 2)	January 1, 2008	\$0	S. Burkey/L. Mask	In progress

Goal #2: Increase visibility of CS

Objective 1:	Action Steps	Measurements	Deadline	Budget	Ownership	Status
1. Dean's, Chairs and Faculty.	1. Assess college's needs/interests for adopting CS program	One new course identified for development per college	June 30, 2008	\$1,200 – 30,000	D. Donaldson/L. Mask	In progress
	2. Attend Dean's meetings and other faculty events	Attend one Dean's meeting.	June 30, 2008	\$1,200 – 30,000	D. Donaldson/L. Mask	In progress
	3. Enable faculty to integrate/buy into print-based model	Ten new course developments and five current course revisions	June 30, 2008	\$1,200 – 30,000	D. Donaldson/L. Mask	In progress
2. Research course quality models for existing and future course offerings	1. Enhance website, publish ads, and create brochures	Model will support the goals of the colleges and UCO	June 30, 2008	TBD	L. Mask	In progress
	2. Benchmark/best practices models	Shadow two peer universities.	June 30, 2008	TBD	L. Mask	In progress
3. Improve CS visibility to students	1. Enhance website, publish ads, and create brochures	Track on RBase, applications used (web-walk-in) and request tracker	June 30, 2008	TBD	L. Mask	In progress
	2. Visit student organizations	Attend and or speak at three student events	June 30, 2008	TBD	L. Mask	In progress