

# DISTANCE EDUCATION STRATEGIC PLAN



## GOALS AND STRATEGIES

- ▶ 1. Contribute to economic development and professional development for the people of Iowa by delivering high quality, distance education offerings and increasing enrollments in strategic areas that contribute to the economy and quality of life for Iowa and its citizens.
  - a. Strategy: Monitor needs of employers and organizations in the state to assess distance education needs with a focus on delivery model preferences.
    - i. Objective 1: Analyze workforce data and economic indicators by region of the state and compare it to graduation and completion data from Regent institutions.
    - ii. Objective 2: Monitor Future Ready Iowa work teams or objectives.
- ▶ 2. Plan and cooperate in the delivery of high-quality, high-demand distance education programs among the Regent Universities and post-secondary institutions in Iowa.
  - a. Strategy: Ensure faculty and staff are highly trained in pedagogy and technology needs for effective distance education.
    - i. Objective 1: Identify faculty and staff professional development and training to share or jointly conduct at the three Regent Universities.
    - ii. Objective 2: Monitor Quality Matters standards to assure alignment of practices.
- ▶ 3. Leverage innovative educational technology resources to more efficiently and effectively deliver distance programming.
  - a. Strategy: Ensure achievement of student learning in online offerings.
    - i. Objective 1: Evaluate student success (e.g. pass rates, withdraw rates, learning outcome attainment) in online courses on at least an annual basis.
    - ii. Objective 2: Conduct environmental scan of innovative educational technology resources that could improve efficiency or effectiveness in reaching different audiences.
- ▶ 4. Market selected distance education programs beyond Iowa to leverage cost effectiveness of distance education programs.
  - a. Strategy: Develop a marketing strategy focused on programs that are unique to Iowa Regent Universities, or in which a Regent University is "best in class" nationally or internationally.
    - i. Objective 1: Evaluate current and future marketing campaigns for distance education programs to determine effectiveness of marketing spend for enrollment obtained.
    - ii. Objective 2: Explore multi-channel campaigns to optimize messaging.
    - iii. Objective 3: Identify opportunities to increase enrollments in program areas in which capacity to expand exists.

## VISION, MISSION, VALUES

### VISION

The Regent Universities will be Iowa's premier providers of distance education at the baccalaureate and post-baccalaureate levels in targeted programs and content areas. Regent distance education will leverage educational technology; encourage collaborative and complementary offerings by the three universities; and be known for providing distance education programs that are of the same high quality as on-campus programs.

### MISSION

The mission of distance education at the Regent Universities is to provide access to courses and programs beyond the physical boundaries of the campuses to meet learning needs of Iowans, and to enable regional, national, and international audiences to access the faculty expertise and high-quality programs of Regent Universities.

### VALUES

Regent Universities are dedicated to the public good. Through distance education they increase access to the universities and their teaching and learning resources for students otherwise constrained by obstacles of distance and schedule.

Our values include:

- Maximizing student success and intellectual development
- Commitment to high-quality teaching and learning using technology and highly prepared, well-supported faculty
- Collaboration in development, administration, and delivery
- Respect for and responsiveness to a diverse, global society
- Ethics and integrity in all undertakings