UW-Stout
University Priority: Academic Plan

1. University Priority

One to two sentences summarizing the answer to the question: *"What solution are you proposing?"*

Reach new markets and provide new programs through online learning, hybrid courses, programs and partnerships.

Linkage to Strategic Plans
University of Wisconsin-Stout Strategic Plan
- Excellence in teaching within high quality, student-centered undergraduate and graduate education involving active learning and appropriate technology.
- Collaborative relationships with business, industry, education, community and government.
- Growth and development of students, faculty and staff through active participation in a university community.
- Diversity of people, ideas and experiences.

Enduring Goals
- Offer high-quality, challenging academic programs that influence and respond to a changing society.
- Preserve and enhance our educational processes through the application of active learning principles.
- Promote excellence in teaching, research, scholarship and service.
- Provide responsive, efficient, and cost-effective educational support programs and services.

Linkage to FOCUS 2010 goals
Goal 1: Prepare alumni for success
Goal 2: Create a learning community that supports and encourages the engagement of its members in active learning
Goal 3: Achieve national leadership and excellence in educating students in the theory and application of a broad range of technologies.
Goal 5: Create a school outside a school enterprise that serves learners statewide, nationally, and internationally.

2. Statement of the Issue:

"What issue are you trying to solve?"
Possible university priorities to advance the FOCUS 2010 goals were solicited through the division heads and senate chairs. A complete listing of priority ideas can be found at: http://www.uwstout.edu/bpa/planning/spgretreat/2006/priorcomp.pdf.

These ideas were reviewed by the Strategic Planning Group and <u>Academic Plan</u> was identified as one of the top three priorities. Based on the feedback from the SPG, the Chancellor has identified the following question for resolution:

- How can we strategically increase program enrollments, launch new programs and reach new markets through online learning, hybrid programs and technical college partnerships?

3. Action Plan:	Responsible:	Timeline:
Write 3 – 5 high level steps needed to accomplish the priority statement above. *"What has to be done for this priority to succeed?"*	*"Who are the positions or people that will be responsible for each step?"*	*MUST be specific target completion date.*
1. Develop campus-wide plan for outreach, distance, and online learning (carryover from last year). Include inventory of current offerings (adopt definitions from Sloan Foundation), and plan for how to evaluate the quality of online courses. *see end of document for Sloan definitions	**Provost** and Deans	December 2006
2. Assess, coordinate and implement student (customer) support services for online programs for on and off-campus learners. Utilize the listening session comments as a resource for potential support services to investigate	Director of Outreach Services	May 2007
3. Redesign selected courses using the academic transformation model **see end of document for more information	Provost	RFP issued by May 2007, Courses completed by May 2008

4. Implication for Resources:

"What is needed for this priority to succeed?"
(Human, fiscal, physical, other)

Resources needed for redesigning courses.

5. Key Measures of Performance:

Process Measures:
Identify no more than two process measures when answering the question:

"What information will be collected to assess successful deployment of the action plan?"

- Plan and inventory developed

  See report http://www.uwstout.edu/bpa/planning/spgretreat/2007/outreachplan.pdf

  See university priorities progress report
  http://www.uwstout.edu/bpa/planning/stratplanrep/yrend08.pdf

- Distance education student satisfaction (on ACT student opinion survey)

  See 2006 ACT Student Opinion Report
  http://www.uwstout.edu/bpa/ir/surveyresults/studopin06.pdf

- Course evaluations and enrollments in redesigned courses

  Redesigned courses have been identified:
  - ECON-210 - Fall 2007
  - SPCOM-100 – Fall 2007

- DWF analysis for redesigned courses

Course Name	Fall 2004		Fall 2005		Fall 2006		Fall 2007	
	Pass	Withdraw	Pass	Withdraw	Pass	Withdraw	Pass	Withdraw
ECON-210	80.3%	1.5%	73.4%	3.4%	78.7%	4.6%	90.0%	1.4%
SPCOM-100	90.4%	1.8%	91.8%	2.1%	88.7%	1.9%	85.9%	1.9%

Note: Pre-deployment data is fall 2004 - fall 2006

Course Name	Spring 2008			
	Pass		Withdraw	
*	E	C	E	C
SPCOM-100	95.5%	95.0%	1.4%	0.0%

* E = Experimental, C = Control
Note: Includes 6 sections only of SPCOM-100

- Participants in the spring 08 study indicated they wanted an active learning environment.
- Participants in the spring 08 study indicated they wanted more information and guidance in classroom technology use.

Performance Indicators:
BPA is responsible for benchmarking overall performance to answer the question:

"What information will be collected to benchmark and measure the priority's success?"

- Transfers in: http://www.uwstout.edu/bpa/ir/performance/transfers.pdf
- Distance education courses/programs: http://www.uwstout.edu/bpa/ir/performance/distance.pdf
- New, revised and discontinued academic programs: http://www.uwstout.edu/bpa/ir/performance/acadprog.pdf

*Sloan definitions:
- **Traditional**: course with no online technology used- content is delivered in writing or orally (0% of content delivered online)
- **Web facilitated**: course which uses web-based technology to facilitate what is essentially a face-to-face course. Uses a course management system or web pages to post the syllabus and assignments, for example (1-29% of content delivered online)
- **Blended/hybrid**: course the blends online and face-to-face delivery. Substantial proportion of the content is delivered online, typically uses online discussions,

typically has some face-to-face meetings (30-79% proportion of content delivered online)

- **Online**: a course where most or all of the content is delivered online. Typically has no face-to-face meetings (80%+ proportion of content delivered online)

**Academic Transformation model: For more information, see:
http://www.center.rpi.edu/howtodoit.htm