

# UW-Stout Distance Education Recruitment and Retention plan

**Purpose Statement:** *Develop a three-year plan to increase recruitment and retention of distance education students at UW-Stout*

The Distance Education committee was chaired by Carol Mooney, other members of the committee included: Doug Stevens, Wendy Dittman, Mary Hopkins-Best, Pam Holsinger-Fuchs, Byron Anderson, Cheri Grandt, Joan Vandervelde and Heidi Rabeneck.

Goals		Strategies/Implementation			Cost	Assessments	Targets
Activities <i>What we're doing</i>	Responsible partners	2010-11 <i>What we plan to achieve</i>	2011-12	2012-13			Focus 2015 goals are in red
Conduct audit of policies and procedures to ensure customized user-friendly services for CI/DE students	Directors of LTS/TLC, Financial Aid, Admissions, Registration and Records, Library, Graduate School, Distance Education Service Providers	Include LLC, Instructional Resources, Financial Aid, Registration and Records, Student Business Services, Graduation, Procedures & Policies.	Work to change policies and procedures that are identified in audit Implementation of an optimal service-model for CI/DE students.	Implementation of an optimal service-model for CI/DE students	Staff time	Results of CI/DE students on ACT Student Opinion survey will show improved satisfaction	Results are higher than peer comparisons
Ensure that UW-Stout Online is part of the university's integrated marketing plan Employ marketing technologies to enhance CI/DE recruitment efforts – from prospects to enrollment	CI/DE Marketing; UW Extension, Admissions, Graduate School; Undergraduate and Graduate Program Directors; UW-Stout Marketing Committee	Utilize new CRM database; updated CI/DE website; web optimization; social media marketing, EMMA e-mail marketing tool, marketing committee Visible presence of DE/CI programs in TV, radio and print media.	Communicate degree completion opportunities to transfer students and UW-Stout students who have stopped out	Target correspondence to adult students identified by UW-system	University marketing and CI/DE budgets.	Number of new marketing technologies utilized. Number of stopped out students contacted. Number of stopped out students contacted who return.	
Increase Distance education course sections offered (243 for 2008-09)	Deans, Program Directors,	DE course sections increase by 26	DE course sections increase by 26	DE course sections increased by 26	DE budget	Number of courses	375 by 2015 Accountability report performance indicators
Develop enrollment assessment criteria. 2333 class enrollments for FA09 (not headcount)	Deans, Program Directors, Admissions, BPA	Establish enrollment targets for CI/DE programs and review annually Total number of CI/DE enrollments increases every year	Meet enrollment targets	Update and develop new enrollment targets	DE/CI budget	Breakdown by program Breakdown by general education offerings	Annual enrollment of 9000 without additional support, 9235 with additional state support
Conduct market research on new CI/DE programs and on converting existing UW-Stout programs to online/DE formats.	Deans, Program Directors, BPA, UW-Extension Marketing and Discovery Center Marketing	Develop new/convert programs based on market research. Conduct ongoing market research on new CI/DE programs and on converting existing UW-Stout programs to online/DE	Develop new/convert programs based on market research.			Number of programs converted to DE Number of new programs started	
Increase retention and graduation rates of CI/ DE Students	Budget Planning & Analysis; UG and Grad program directors; Deans; Provost	Determine graduation and retention rates of CI/DE program students Conduct a research study to determine barriers to degree completion (campus barriers and student barriers)	Develop graduation rate benchmark data for each CI /DE programs. Identify the issues that affect student retention	Evaluate graduation benchmarks Utilize data to develop plans	Dependent on size/scope	Increased retention Increased graduation	6-year graduation rate of 87% or higher

	ARC; CI/DE Coordinator		and graduation.	to increase recruitment and retention.	of study		
Provide greater visibility for CI programs on a state, regional, national and global basis	CI/DE Coordinator; purchase names to advertise programs	Improve website, target veteran's for DE course completion	% of CI students from regional, national and outside the US exceeds that of the UW-Stout non-CI population			% of CI students that come from the region, the nation, and outside of the US vs. the same % for the UW-Stout non-CI population	Breakdown by state and country
Provide workshops, webinars and training on developing and teaching online courses.	LTS, Nakatani TLC, CI/DE Program Directors, Department Chairs, CI/DE Coordinator and Faculty/Staff	Plan, provide and ensure training for CI/DE faculty and staff that is sequential and ongoing.	Develop a comprehensive training schedule.	Evaluate and revise training schedule.	Built into CI/DE program budgets.	Number of training sessions held Number of CI/DE faculty attending each session Evaluations from faculty attending each session	
Disaggregate ACT Student Opinion Survey results to analyze performance and satisfaction of undergraduate distance education students.	Department Chairs, Program Directors, Faculty, CI/DE Coordinator	Institute quality measures for CI/DE programs, courses and personnel that parallel on-campus expectations. Examples include but are not limited to course evaluations, PRC/Assessment in the Major and personnel performance reviews.	Utilize quality measures, analyze data and make modifications as needed.	Utilize quality measures, analyze data and make modifications as needed.	Use revenue from CI/DE programs to cover program delivery costs.	Results of DE respondents on ACT Student Opinion survey  Results of Course evaluations for CI/DE classes	Means on ACT student opinion survey questions on student engagement are statistically higher than poly peers
Provide an infrastructure to deliver quality Distance Education programs at UW-Stout	Department Chairs/Program Directors/Deans/Provost Students	To be able to have adequate faculty to serve as advisors, serve on committees, work with advisory boards and promote the various programs.	Given consistent enrollment history, departments will hire permanent faculty positions for customized instruction/distance education programs		CI revenue		