

Wichita State ONLINE

Summary of strategic planning for the establishment of infrastructure to expand online learning at Wichita State University.

Vision: To provide quality education unbounded by time or distance.

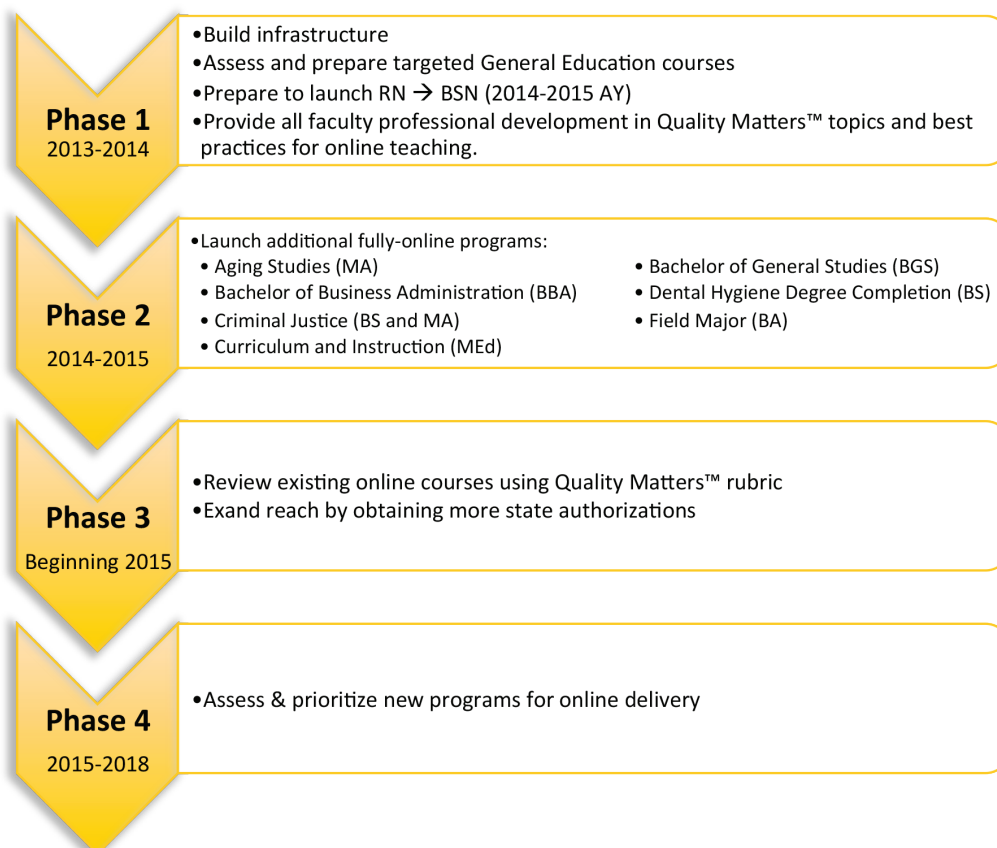
Mission: Deliver a cadre of undergraduate and graduate online programs and certificates that address workforce needs and also provide opportunities for undergraduate students to complete the general education requirements for the first two years of their education (for any program) in a timely fashion.

The mission of the Office of Online learning helps support the following goals: **Kansas Board of Regents Goal 1:** increase education attainment, **Wichita State University's goals 3:** capitalize systemically on relevant existing and emerging societal and economic trends that increase quality educational opportunities, 5: empower students to create a campus culture and experience that meets their changing needs, and 6: be a campus that reflects—in staff, faculty and students—the evolving diversity of society.

Online Learning will administer online courses and programs using:

- Higher Learning Commission's accreditation standards, found in [Guidelines for the Evaluation of Distance Education](#).
- Online Learning Consortium's best practices in the [Quality Scorecard for the Administration of Online Education Programs](#).
- [Quality Matters™](#) Program to promote quality online course development and design.

The strategic plan for Online Learning is in four major phases, a year by year detail summary is included in the following pages.



The Office of Online Learning was established by Academic Affairs in 2013 in response to the demand for expanding online learning, beyond offering additional online courses. The mission of the Office of Online learning is to deliver a cadre of undergraduate and graduate online programs and certificates that address workforce needs and also provide opportunities for undergraduate students to complete general education requirements in a timely fashion.

PRIORITIES	2012 & 2013	2014	2015
<p>1 Quality Online Programs</p>	<p>Establish Online Learning Task Force to plan and conduct readiness assessment for expansion of online learning (2012).</p> <p>Conduct first Quality Scorecard Review (2012).</p> <p>Assess and prioritize new online programs for launch.</p> <p>With a consultant, document best practice processes for developing comprehensive online programs.</p>	<p>Launch programs: RN to BSN (Fall)</p> <p>Develop Faculty Training and Engagement processes.</p> <p>Develop accessibility and evaluation standards for online courses.</p>	<p>Launch programs Associates Degree Path (Fall) BA - Aging Studies (Fall) BGS - Aging Studies (Fall) BA - Criminal Justice (Fall) BGS - Criminal Justice (Fall) BGS - Sociology (Fall) BA - Women's Studies (Fall) BGS - Women's Studies (Fall) BSDH - Dental Hygiene (Fall) MA - Aging Studies (Fall) MA - Criminal Justice (Fall) Care of Populations Health Professions Badge Tilford Diversity Studies Certificate</p>
<p>2 Online Students Enrollment Engagement Retention</p>	<p>Develop a virtual one-stop portal for distance education students to access student services.</p> <p>Develop marketing strategy for recruiting online students.</p>	<p>Launch OneStop for Student Services, physical location and virtual portal.</p> <p>Hire RN to BSN Academic Advisor.</p> <p>Create orientation modules for the online student.</p>	<p>Hire program specific Online Academic Advisors.</p> <p>Hire Online Student Retention Specialist.</p> <p>Expand orientation modules for the online student.</p> <p>Brand and market Wichita State Online.</p>
<p>3 Continuous Improvement</p>	<p>Establish Office of Online Learning to provide strategic oversight and coordination of WSU's online education activities.</p> <p>Establish Online Advisory Committee.</p> <p>Hire Director, Office and Project Manager, and Instructional Designers.</p>	<p>Online Advisory Committee conduct review of Online Procedure Manual.</p> <p>Establish Online Faculty Fellows.</p> <p>Expand State Authorizations.</p>	<p>Hire Instructional Designers.</p> <p>Plan Quality Matters program review program.</p> <p>Join SARA for State Authorization.</p> <p>Online Advisory Committee conduct triennial Quality Scorecard Review.</p>

2016-2018 Strategic Plan

Today's typical college student is no longer an 18-year-old recent high school graduate, enrolling in college for the first time. **Students today are older, more diverse and have more work and family obligations to balance.** The mission of **Wichita State Online** is to serve today's student by delivering a cadre of online programs and certificates that address workforce needs and provide opportunities for timely completion. The strategic plan reflects the needs and interests of the University and responds to pressing issues facing online and distance education. It positions Wichita State Online to take a strong leadership role in increasing enrollment and improving the quality and diversity of Wichita State University's online and distance program offerings.

PRIORITIES	2016	2017	2018
1 Quality Online Programs	<p>Launch programs: M.Ed Learning & ID (Spring) BS in Criminal Justice (Fall) BBA Full Program (Fall)</p> <p>Successful HLC Accreditation Visit.</p> <p>Deploy Quality Matters course review program.</p>	<p>Launch programs: DNP Post Masters (Spring) M.Ed Sport Mgmt (Summer) BGS Expansion (Fall) MBA Hybrid (Fall)</p> <p>Develop Faculty Training and Engagement processes.</p> <p>Develop accessibility and evaluation standards for online courses.</p>	<p>Assess and prioritize new online programs for launch.</p> <p>Conduct Triennial Quality Scorecard Review.</p>
2 Online Students Enrollment Engagement Retention	<p>Improve recruitment and enrollment practices for online students.</p> <p>Deploy online student retention program.</p> <p>Develop on-demand orientation sessions for online students.</p>	<p>Deploy Online Student community.</p> <p>Deploy on-demand training sessions for faculty, staff and students.</p>	
3 Continuous Improvement	<p>Authorization in all 50 states.</p> <p>improve processes for financial supports to departments offering online programs.</p>	<p>Online Advisory Committee conduct review of Online Procedure Manual.</p>	<p>Conduct Triennial Quality Scorecard Review.</p>