

# **Strategic Plan 2009 - 2015**

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**School of Extended Learning**

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*Bridging the Distance*

# School of Extended Learning

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## **Mission Statement**

The School of Extended Learning (SXL) is committed to providing exceptional non-traditional educational opportunities, flexible scheduling and delivery, fostering the development of partnerships that lead to accessible education, expanded and enhanced program delivery options, promoting the use of technology in teaching and learning, and providing high quality support services unique to distance learning and off-campus program delivery.

## **Core Values**

The School of Extended Learning believes in the following:

- **Supporting Academic Excellence**  
Facilitate the delivery of programs designed to meet the needs of the distance learning community of learners which includes critical thinking, problem solving, and which leads to learning outcomes that provide knowledge and skills to succeed in a global community.
- **Supporting Adjunct Faculty Effective Teaching**  
Through collaboration, planning, and involvement in the delivery of the Adjunct Faculty Orientation, and the commitment to provide adjunct faculty with a university home for support in teaching both via distance learning modalities and at off-campus locations, SXL is committed to fostering effective teaching.
- **Commitment to Integrity**  
SXL is committed to act honestly and ethically at all times, foster supportive and open communication, and participate in University governance.
- **Commitment to Service**  
Through collaborative relationships, SXL will utilize knowledge and experience to serve the distance learning community and University initiatives and provide high quality support services and increased visibility to the region.
- **Fostering Partnerships**  
Commitment to the development of partnerships, both internal to the university and out in the community that will foster increased involvement and awareness of the GSU mission, increased community college transfers, and increased educational opportunities.
- **Opportunity**  
Work with the internal and external constituencies to access and provide options for fulfilling identified needs by bringing educational opportunity out into the region.

## **Strategic Goals**

The School of Extended Learning serves as a vital resource for a high-quality distance education experience through continuous review and improvement of support services for the distance learning student and faculty. In support of the University Mission,

*"Governors State University is committed to offering an exceptional and accessible education that imbues students with the knowledge, skills and confidence to succeed in a global society. GSU is dedicated to creating an intellectually stimulating public square, serving as an economic catalyst for the region, and being a model of diversity and responsible citizenship,"*

SXL is committed to fostering an environment of increased educational opportunity, access to education, quality of life through knowledge, diversity, and in preparing students for being community leaders.

Working collaboratively with the academic colleges, other support units, and external partners, the goals that follow represent SXL's continuing and committed dedication to

# School of Extended Learning Strategic Plan 2009-2015

## Goal #1- Academic Excellence

Provide distinctive academic programs that effectively prepare students to become leaders and productive citizens in the global community.

### SXL Objective

### Action Plan/Pathways

### Timeline & Responsibility

### Measures of Success

**Objective 1-A:** Identify and implement communication strategies that will aid in the recruitment and retention of students in extended campus undergraduate and graduate programs

- Working collaboratively with the academic colleges, develop an enrollment management plan for extended campus offerings to ensure alignment with college projected growth, student interest, regional needs, and university capacity.

Timeline: Final Plan by May 2009  
Responsibility: SXL College Liaisons and SXL Education Center Managers

Measure: Enrollment Management plan developed. Trimester review of enrollment targets.

**Objective 1-B:** Implement marketing plan that targets identified markets and community need.

- Develop a marketing plan for promoting extended campus programs and student recruitment activities. Assign measurement for effectiveness of each promotion.

Timeline: Academic Year Plan – complete by June 2009.  
Responsibility: SXL Liaisons and SXL Education Center Managers.

Measure: Plan written and implemented; review effectiveness of promotions.

**Objective 1-C:** Identify and collaborate with academic colleges to increase the number of dual admissions in programs offered via extended campus.

- Develop a plan to increase number of programs offered off-campus or online.
- Increase dual admission enrollments in programs offered through extended campus.

Timeline: Annual plan by August 2009.  
Responsibility: SXL Director; SXL Liaisons; SXL Education Center Managers

Measure: Plan completed; increased number of dual admissions..

## Goal #2 High Quality Faculty and Staff

Provide students access to a highly qualified, motivated, and diverse faculty and staff.

SXL Objective	Action Plan/Pathways	Timeline & Responsibility	Measures of Success
<b>Objective 2-A:</b> Identify and implement procedures to encourage faculty to use educational technology.	<ul style="list-style-type: none"><li>Working collaboratively with the academic colleges and The Center for Excellence in Teaching and Learning in support of faculty development opportunities to include</li></ul>	Timeline: Ongoing Responsibility: SXL Director, SXL staff	Measure: Feedback from annual review of appropriate GSU staff. Feedback from adjunct faculty regarding usefulness of document.
<b>Objective 2-B:</b> Develop and implement a plan for professional development and organizational growth.	<ul style="list-style-type: none"><li>Provide opportunities for SXL staff to gain knowledge of grant writing.</li><li>Research and implement Best Practices in extended campus support services.</li><li>Each SXL staff member will develop a annual work plan for growth and professional development.</li><li>Provide opportunities to gain knowledge in key areas related to extended campus delivery and services through webinars, and related conferences.</li></ul>	Timeline: Annually Responsibility: SXL Director, SXL staff	Measure: Number of staff attending training, number of grants written, review of work plans – number of professional goals met;
<b>Objective 2-C:</b> Develop and implement faculty training for video conferencing equipment.	<ul style="list-style-type: none"><li>Provide scheduled training sessions for faculty teaching in the video conferencing classrooms.</li></ul>	Timeline: Each Trimester. Responsibility: SXL Liaisons.	Measure: Scheduled developed and published.

## Goal #3 Continuous Process Improvement

Develop and sustain a climate of continuous improvement that is defined by evidence-based decision-making focused on enriching the student experience.

### SXL Objective

**Objective3-A:** Develop and publicize a Distance Learning Adjunct Faculty Handbook

### Action Plan/Pathways

- Provide a regularly updated handbook for adjunct faculty teaching courses supported by the School of Extended Learning.

### Timeline & Responsibility

Timeline: Ongoing  
Responsibility: SXL College Liaisons and SXL Education Center Managers

### Measures of Success

Measure: Faculty focus group-feedback from faculty using handbook; GSU staff feedback.

**Objective 3-B:** Develop and implement a plan to improve support services to SXL students.

- Research “Best Practices” in extended campus support services to include the use of technology as a means of providing extended campus support.
- Develop and implement enhanced SXL website utilizing feedback from the Web Consultant.

Timeline: September 2009 – initial update then ongoing updates as appropriate.  
Responsibility: SXL Director, SXL staff, SXL web content managers.

Measure: Website updated; capture website hits/click through; SEI; feedback using focus groups.

## Goal #4 Visibility, Outreach, and Economic Catalyst

Pursue initiatives that make GSU a preferred destination in the region, that create a vibrant public dialogue, and that increase the university's effectiveness as an economic catalyst in the region.

SXL Objective	Action Plan/Pathways	Timeline & Responsibility	Measures of Success
<p><b>Objective 4-A:</b> Increase the number of opportunities for individuals in the region for professional development and personal enrichment.</p>	<ul style="list-style-type: none"> <li>Working with the regional Chambers of Commerce and Community Colleges, develop and implement professional development opportunities that will address the current needs for working and living in today's economy.</li> </ul>	<p>Timeline: Ongoing Responsibility: SXL College Liaisons and SXL Education Center Managers</p>	<p>Measure: Increased offerings by 5% annually; alumni survey data; feedback through evaluation.</p>
<p><b>Objective 4-B:</b> Increase WIA opportunities.</p>	<ul style="list-style-type: none"> <li>Identify and develop a plan to provide increased number of opportunities for individuals who are qualified for WIA assistance by registering programs with WIA.</li> </ul>	<p>Timeline: Ongoing. Responsibility: SXL Director; SXL Education Center Managers; SXL College Liaisons</p>	<p>Measure: Plan written; Increased WIA registrations.</p>