2016-2017 Assessment Cycle VPAA_Distance Learning

Mission (due 1/20/17)

University Mission

The University of Louisiana at Lafayette offers an exceptional education informed by diverse worldviews grounded in tradition, heritage, and culture. We develop leaders and innovators who advance knowledge, cultivate aesthetic sensibility, and improve the human condition.

University Values

We strive to create a community of leaders and innovators in an environment that fosters a desire to advance and disseminate knowledge. We support the mission of the university by actualizing our core values of equity, integrity, intellectual curiosity, creativity, tradition, transparency, respect, collaboration, pluralism, and sustainability.

University Vision

We strive to be included in the top 25% of our peer institutions by 2020, improving our national and international status and recognition.

College / Department / Program Mission

College Mission
Provide the college mission in the space provided. If none is available, write "None Available in 2016-2017."
None Available in 2016-17

Department / Program Mission
Provide the department / program mission in the space provided. If none is available, write "None Available in 2016-2017".
Vision

The University of Louisiana at Lafayette will become a premier provider of electronically delivered courses and degree programs based on the University's core values, its strategic imperatives, and the guiding principles of any time – anywhere, student-focused, and learning-centered education. The result of leveraging technology to its best capabilities will enhance the reputation of the University, increase intellectually stimulating opportunities for students, and improve retention and graduation rates.

Electronically delivered courses and degree programs will be accessible by students through a personal learning environment with integrated and relevant support services. This environment will facilitate meaningful, consistent engagement with highly-trained faculty and fellow students in activities leading to mastery of course and program learning outcomes while maintaining academic integrity. By adopting nationally established best practices, the University's colleges and departments will employ the appropriate learning technologies to offer a variety of delivery alternatives. These varied formats will address differing student learning styles, needs, and preferences, thereby attracting and serving more contemporary learners.

The University will provide access to electronic learning technologies and training on new pedagogies. Integration of these new instructional tools and techniques by faculty and staff will improve the overall quality of teaching and learning and enhance student engagement and success at the University of Louisiana at Lafayette.

[Office of Distance Learning Vision Statement: Draft approved by the University Council March 8, 2010]

Goals

As the coordinating entity for UL Lafayette's e-learning enterprise, staff and volunteers within the Office of Distance Learning are working to create high quality hybrid and online learning experiences for students over the coming academic years through ULearn. This work is being guided by a shared vision (see above) and these primary program goals:

Create college courses and programs through alternate delivery methods in order to offer educational opportunities to students unable to accommodate a traditional class schedule.
Ensure the technology used is appropriate to the nature and objectives of the academic programs.
Expand educational opportunities in a financially responsible manner through synchronous and asynchronous electronic learning.
Provide technical training to university faculty in the use of e-learning instructional techniques and in the use of associated technologies.
Facilitate student success in distance learning courses and programs by providing and promoting an environment of equal opportunity.

Assessment Plan (due 1/20/17)

Assessment List (Goals / Objectives, Assessment Measures and Criteria for Success)

Assessment List

Goal/Objective	Create college courses and programs through alternate delivery methods in order to offer educational opportunities to students unable to accommodate a traditional class schedule.
Legends	OO - Outcome/Objective (administrative units);
Standards/Outcomes	<table><tr><th>Identifier</th><th>Description</th></tr><tr><td>Student SI.Student SI 1.KPI 3</td><td>Maximize opportunities for student enrollment and progression in traditional and distance education curricula, including strengthening transfer partnerships with community colleges.</td></tr></table>
Assessment Measures	<table><tr><th>Assessment Measure</th><th>Criterion</th><th>Attachments</th></tr><tr><td>Indirect - Benchmarking</td><td>Offer 20 online or hybrid programs by 2020</td><td></td></tr><tr><td>Indirect - Benchmarking</td><td>Fund 10 course design awards to encourage hybrid course growth</td><td></td></tr></table>

Goal/Objective	Provide technical training to university faculty in the use of e-learning instructional techniques and in the use of associated technologies.
Legends	OO - Outcome/Objective (administrative units);
Standards/Outcomes	<table><tr><th>Identifier</th><th>Description</th></tr></table>

Faculty SI.Faculty SI 4	Provide professional development

Assessment Measures

Assessment Measure	Criterion	Attachments
Direct - Programming (Other)	Host 2 user groups for instructional technologies	

Goal/Objective	Promote educational opportunities through marketing and recruitment efforts.
Legends	OO - Outcome/Objective (administrative units);
Standards/Outcomes	

Identifier	Description
Student SI.Student SI 1.KPI 2	Expand recruitment of high-potential undergraduate and graduate students, which embraces diversity and enhances the university

Assessment Measures

Assessment Measure	Criterion	Attachments
Direct - Portfolio	Build email communications for 10 programs	
Indirect - Benchmarking	Generate 1,200 leads for online and/or hybrid programs through marketing initiatives	

Goal/Objective	Expand educational opportunities in a financially responsible manner.
Legends	OO - Outcome/Objective (administrative units);
Standards/Outcomes	

Identifier	Description
SACS-2012.3.3.1.2	administrative support services

Assessment Measures

Assessment Measure	Criterion	Attachments

	Direct - Portfolio	Create or refine pro formas for 3 online and/or hybrid programs. Pro Forma's will model direct and indirect costs of course delivery, including but not limited to faculty and course design compensation, administrative staff support, marketing costs, instructional materials, and additional University provided or outsourced services.	

Results & Improvements (due 9/15/17)

Results and Improvement Narratives

Assessment List Findings for the Assessment Measure level for Create college courses and programs through alternate delivery methods in order to offer educational opportunities to students unable to accommodate a traditional class schedule.

Goal/Objective	Create college courses and programs through alternate delivery methods in order to offer educational opportunities to students unable to accommodate a traditional class schedule.
Legends	OO - Outcome/Objective (administrative units);
Standards/Outcomes	
Assessment Measures	
Assessment Findings	

Standards/Outcomes:

Identifier	Description
Student SI.Student SI 1.KPI 3	Maximize opportunities for student enrollment and progression in traditional and distance education curricula, including strengthening transfer partnerships with community colleges.

Assessment Measures:

Assessment Measure	Criterion
Indirect - Benchmarking	Offer 20 online or hybrid programs by 2020
Indirect - Benchmarking	Fund 10 course design awards to encourage hybrid course growth

Assessment Findings:

Assessment Measure	Criterion	Summary	Attachments of the Assessments	Improvement Narratives
Indirect - Benchmarking	Has the criterion Offer 20 online or hybrid programs by 2020	The University launched three new online programs in support of this objective in the Fall 2017 semester: a Bachelor of General Studies, a Master of Business Administration, and a Master of Business Administration in Health Care Administration.		- Assessment Process: Continuous monitoring: The Office of Distance

	been met yet? Not met			Learning is seeking approval on a business plan, which includes a timeline and strategy to achieve this assessment measure.
Indirect - Benchmarking	Has the criterion Fund 10 course design awards to encourage hybrid course growth been met yet? Met	Ten hybrid course design awards were funded during FY16-17, and four hybrid course design awards were funded during FY16-17. Six additional hybrid course design awards were made to faculty in June 2017 (FY16-17) and will be funded during FY17-18. The solicitation process is documented at this site - https://distancelearning.louisiana.edu/news-events/news/20170222/re-imagine-classroom-experience.		- Resources / Resource Allocation (for Administrative Units): ODL will continue to support quality hybrid course creation with financial incentives. Sub-quality course designs will not be awarded in order to achieve this metric, however course design award opportunities will continue being afforded to faculty to incent growth.

Assessment List Findings for the Assessment Measure level for Provide technical training to university faculty in the use of e-learning instructional techniques and in the use of associated technologies.

Goal/Objective	Provide technical training to university faculty in the use of e-learning instructional techniques and in the use of associated technologies.

Legends	OO - Outcome/Objective (administrative units);
Standards/Outcomes	

Identifier	Description
Faculty SI.Faculty SI 4	Provide professional development

Assessment Measures	

Assessment Measure	Criterion
Direct - Programming (Other)	Host 2 user groups for instructional technologies

Assessment Findings

Assessment Measure	Criterion	Summary	Attachments of the Assessments	Improvement Narratives
Direct - Programming (Other)	Has the criterion Host 2 user groups for instructional technologies been met yet? Met	The Instructional support team endeavored to facilitate two user groups - one to support Moodle users and one to support and expand the users of VoiceThread. MUG Events Fall 2016 - https://distancelearning.louisiana.edu/news-events/news/20160909/get-most-out-integrated-tools-moodle Spring 2017 - https://distancelearning.louisiana.edu/news-events/news/20170308/teaching-moodle-want-learn-more VoiceThread Events - February 13, 2017 Welcome & Introduction Faculty Presenter - Denise Stagg General VoiceThread Features Upcoming New VT Features! Q&A April 10, 2017 Welcome & Introduction Converting a Discussion Forum, Faculty Presenter: Denise Rogers Search for Comments within a VoiceThread Commenting on Movie and Audio Clips Q & A		- Professional development/training: Distance Learning will continue to support faculty in expanding use of Moodle tools and VoiceThread usage.

Assessment List Findings for the Assessment Measure level for Promote educational opportunities through marketing and recruitment efforts.

Goal/Objective	Promote educational opportunities through marketing and recruitment efforts.
Legends	OO - Outcome/Objective (administrative units);

Standards/Outcomes	

Identifier	Description
Student SI.Student SI 1.KPI 2	Expand recruitment of high-potential undergraduate and graduate students, which embraces diversity and enhances the university

Assessment Measures	

Assessment Measure	Criterion
Direct - Portfolio	Build email communications for 10 programs
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Assessment Findings	

Assessment Measure	Criterion	Summary	Attachments of the Assessments	Improvement Narratives
Direct - Portfolio	Has the criterion Build email communications for 10 programs been met yet? Not met	A minimum of two (2) post-inquiry email communications are built for 13 online programs. Out of those programs, six (6) are currently built out to send a minimum of five (5) post-inquiry email communications to prospective students who inquire through the one of the distance learning interest pages.		- Resources / Resource Allocation (for Administrative Units): The Office of Distance Learning aims to enhance email communications to prospective students to include 5 post-inquiry email communications for all existing online programs by hiring a full time Communications Specialist to ensure completion of this objective. Staff hiring is contingent on University approval of the Office of

Indirect - Benchmarking	Has the criterion Generate 1,200 leads for online and/or hybrid programs through marketing initiatives been met yet? Met	During Fiscal Year 2016-2017 a total of 1,586 leads were generated through various marketing efforts to the online.louisiana.edu and onlinedegrees.louisiana.edu inquiry forms.		Distance Learning business plan.
				- Policy / Process / Procedural: The Office of Distance Leanrning has contracted with KeyPath to improve SEO and content marketing that will complement the digital marketing that this partner will manage for ODL.

Assessment List Findings for the Assessment Measure level for Expand educational opportunities in a financially responsible manner.

Goal/Objective	Expand educational opportunities in a financially responsible manner.
Legends	OO - Outcome/Objective (administrative units);
Standards/Outcomes	

Identifier	Description
SACS-2012.3.3.1.2	administrative support services

Assessment Measures	

Assessment Measure	Criterion
Direct - Portfolio	Create or refine pro formas for 3 online and/or hybrid programs. Pro Forma's will model direct and indirect costs of course delivery, including but not limited to faculty and course design compensation, administrative staff support, marketing costs, instructional materials, and additional University provided or outsourced services.

Assessment Findings	

Assessment Measure	Criterion	Summary	Attachments of the Assessments	Improvement Narratives

Direct - Portfolio	Has the criterion Create or refine pro formas for 3 online and/or hybrid programs. Pro Forma's will model direct and indirect costs of course delivery, including but not limited to faculty and course design compensation, administrative staff support, marketing costs, instructional materials, and additional University provided or outsourced services. been met yet? Met	The Distance Learning Business Manager and Budget Analyst has created a pro forma for an Online MBA Program and an Online Systems Technology Masters Program and refined an Online RN to BSN Program pro forma. Please contact the Office of Distance Learning for supporting documentation of these three pro forma spreadsheets.		

Reflection (Due 9/15/17)

Reflection

1) How were assessment results shared in the unit?
Please select all that apply. If "other", please use the text box to elaborate.
Distributed via email
Presented formally at staff / department / committee meetings
Discussed informally (selected)
Other (explain in text box below) (selected)

Discussed with our management team.

2) How frequently were assessment results shared in the unit?

Frequently (>4 times per cycle) (selected)
Periodically (2-4 times per cycle)
Once per cycle
Results were not shared this cycle

3) With whom were assessment results shared?
Please select all that apply.
Department Head
Dean / Asst. or Assoc. Dean
Departmental assessment committee (selected)

Other faculty / staff

4) What were the measurable or perceivable effects on your current (2016-2017) findings based on prior action plans (created in 2015-2016)?

None. We are looking to the future and how these findings impact our current assessment cycle.

5) What has the unit learned from the current assessment cycle?

We selected achievable criteria and measures and though we did not met all, we made significant gains. While these assessment efforts do not constitute a fraction of the benefit the University receives from our unit, our objectives are reflective of Distance Learning's alignment to the University's strategic plan and focus on enrollment growth in a fiscally responsible manner.

Attachments