

Division of Academic Affairs

Center for Distance Learning

Strategic Plan

2003–2004 through 2007–2008

Vision Statement of the Center for Distance Learning:

The University of Texas-Pan American is committed to offering high quality courses using the World Wide Web. Such courses shall maintain high levels of academic rigor equal to those delivered in the traditional classroom. They are targeted to the population in the Rio Grande Valley, but are available to others. Excellence shall be created and maintained by the application of a rigorous program of faculty training, technical support, and sound pedagogical practice.

Mission Statement of the Center for Distance Learning:

The Center for Distance Learning, a component of the Division of Academic Affairs, supports and fulfills the mission of the University of Texas-Pan American by providing services and facilities that promote, support, and integrate the best known pedagogic principles, using appropriately applied technologies and multimedia in learning, teaching and research to provide a unified structure to coordinate various digitally-based efforts to enhance the traditional classroom environment and support web-based learning offerings at the University of Texas-Pan American.

Goal 1

Provide a variety of quality academic programs grounded in the liberal arts that cultivate active learning, critical thinking, and interdisciplinary perspectives.

1. In support of Division Objective #4, “Develop and implement critical thinking and freshman success seminars by AY 2004-05,” and in support of Division Strategy “*Utilize and involve the University Writing Center and the Faculty Development Council in developing, implementing and supporting the critical thinking and freshman success seminars.*”

Strategies

- ◆ As part of the CDL task of creating a unified web presence for the Division, create an Online Writing Lab (OWL) for the University Writing Center.

Goal 2

Recruit and retain highly qualified faculty by providing an environment that promotes and rewards excellence in teaching, research, service, and student success.

1. In support of Division Objective #3, *Increase the retention of new faculty members by 30% by AY 2006-07 the Center*, make services available from the Center.

Strategies:

- ◆ Participate in the orientation for new tenure-track
- ◆ Provide pamphlets, posters, web sites, and other means to market the services of the Center to all faculty members.
- ◆ Conduct organized meetings with academic departments to explain the function of the Center and market its services to them.

2. In support of Division Objective #4, *Support the ongoing professional development of the faculty as classroom teachers*, continue to offer the “Teaching Online in Higher Education” (TOL) online faculty development workshop as a means of increasing teaching effectiveness in web-augmented courses.

Strategies:

- ◆ Market the availability of the TOL.

Goal 3

Facilitate excellence in scholarship, research, and/or creative activities for the enhancement of knowledge that can be shared with the public through presentation, publication, or performance.

1. In support of Division Objective #3 *Increase the number of tenure/tenure-track faculty members designated as research/creative activity faculty to 80% by AY 2006-07*, Offer mini-grants through the Center to faculty doing research on web-based learning.

Strategies:

- ◆ Offer support monies to the Curriculum and Instruction Department in the College of Education to develop an online ExCET review program, leading to publishable research paper on the viability of web-based methods for teacher development.

Goal 4

Encourage and support ongoing professional, university, and community service activities by faculty and students that enhance the quality of life of a multiculturally diverse learning community.

1. In support of Division Objective #2, *Increase multicultural activities on campus by 25% by AY 2005-06*, Develop cooperative agreements with distance learning offices in other countries.

Strategies:

- ◆ Working with the Center for International Programs, identify universities seeking collaborative arrangements.
- ◆ Exchange distance learning staff visits between this university and the University of Danang (Viet Nam)

Goal 5

Provide effective student recruitment, development, retention, and placement programs designed to promote and serve a diverse student population.

1. In support of Division Objective #4, *Increase the pass rate for each teacher certification area to 90% by AY 2004-05*; provide direct support to the effort using web-based learning technology.

Strategies:

- ◆ Provide direct support to the Curriculum & Instruction Department of the College of Education in providing an online ExCET re3view workshop
- ◆ Provide direct mini-grants to those professors participating in the ExCET Review program

Goal 6

Develop and coordinate an ongoing planning, evaluation, and dissemination process designed to ensure academic excellence.

Goal 7

Identify, increase availability, and ensure appropriate utilization of resources that support academic programs, faculty, staff and students.

Goal 8

Provide academic leadership for the University.

1. In support of Division Objective #1, *Support the ongoing professional development of academic administrators and support staff*; provide continued training and professional growth to Center staff members:

Strategies:

- ◆ Assistant Director attend the Institute for the Management of Distance Education
- ◆ Systems Supervisor and Specialist attend wireless network training
- ◆ Secretary and Held Desk Specialist attend Basic Supervision workshop
- ◆ All staff receive time management training

2. In support of Division Objective #1, *Support the ongoing professional development of academic administrators and support staff*; continue to provide faculty development opportunities for faculty.

Strategies

- ◆ Teaching Online in Higher Education workshops
- ◆ WebCT workshops
- ◆ Front Page workshops

3. In support of Division Objective #3, *Upgrade the level of communication by the division by AY 2004-05 using the strategy of Disseminating news and information on the Academic Affairs website.*

Strategies:

- ◆ Develop a database-driven website for all entities (except the Colleges) within the Division of Academic Affairs for the creation and dissemination of management and evaluation data.
- ◆ Such web sites will be data driven and the information will be posted by clerical personnel within the entities, not by a “webmaster.”

Goal 9

Promote and support the use of technology and pursue the adoption of emerging academic and research platforms.

1. In support of Division Objective # 1, *Increase the integration of instructional technology in general education courses by 25% by AY 2007-08,*

Strategies

- ◆ Provide training for faculty to help them keep abreast of new potential uses of IT
- ◆ Provide a one-stop shopping for instructional course design consulting
- ◆ Work with faculty, staff, and students to design and adapt instructional materials for web-based augmentation of content to traditionally taught courses.
- ◆ Provide support for faculty in the instructional development, implementation and integration of new media and technology for teaching and learning.

- ◆ Provide technical support for augmented, reduced seat time, and completely online learning materials using institutionally supported and maintained products.
- ◆ Maintain skills of technical support staff current, assuring they can support the curriculum.
- ◆ Improve communication between the Center and faculty and students by establishing a list serv for faculty, conducting demonstrations and informational meetings with academic departments, and publishing pamphlets, posters, and other marketing material aimed at both faculty and students.
- ◆ Develop and disseminate the pedagogical uses for wireless networks.

2. In support of Division Objective # 2, develop a comprehensive website for Academic Affairs by AY 2004-05.

Strategies:

- ◆ Develop a database-driven site for each division component (except the colleges)
- ◆ The web sites will be developed according to the need to disseminate information internally or externally.