Letter from the President and Provost

As you know, all UAB Schools and the College of Arts and Sciences are presently undertaking a strategic planning process to chart our institution’s course through the 21st century. Similarly, we have asked the Division of eLearning and Professional Studies to lead a campus-wide, strategic planning process to guide our university’s journey ahead in online education at UAB. The process of gathering online stakeholder comments for strategic planning began almost a year ago, in November 2012. In the last six months, two online surveys of faculty and staff were conducted and dozens of faculty and administrators have been formally interviewed by the Clarus Group. In July, an online survey went live and it remains available 24/7 for all faculty, staff and students to voice their thoughts on the future of online education at UAB.

Higher education is changing rapidly and online education is a strategic asset for UAB to remain on the cutting edge. As a world-class research university, we must always strive to build on our strengths and transcend boundaries. Online education at UAB is one of our key windows to the world. We will be able to reach a new population of students who are not able to attend classes on our campus because of work or other responsibilities. We will be able to expand our brand awareness, “Knowledge that will change your world,” to a broad, international audience. Expanded online enrollments, coupled with unique online professional development courses, will provide the university with new revenue streams.

We applaud the best efforts of everyone to make this planning process an inclusive, transparent and insightful initiative for the entire UAB community. Please know that we are 100% committed to the strategic planning process being led by the Division of eLPS and the success of all online education initiatives at UAB.

With best wishes,

Ray L. Watts
Ray L. Watts, MD
President

Linda C. Lucas, PhD
Provost