Our Path Forward in Distance Education

Strategic Plan 2014-2019
UAB eLearning

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“I am only one, but still I am one.
I cannot do everything, but still I can do something;
and because I cannot do everything,
I will not refuse to do something that I can do.”
Helen Keller
The entire UAB community participated in developing a bold strategic plan for UAB eLearning. Beginning in July 2013:

- A Steering Committee was selected as a cross-representation of key leaders across campus.
- 17 stakeholders were interviewed, including University Administration and Deans.
- 3 focus groups were held with the Instructional Designer’s Consortium, Undergraduate Academic Program Review Committee, and Graduate Council Advisory Committee.
- A public survey was posted on the UAB eLearning website for anyone to comment.
- A day-long retreat was held with over 75 key stakeholders from across campus to discuss the framework and overarching priorities of the Strategic Plan.
- Working Groups were formed during the fall of 2013, in order to align the priorities and objectives with each strategic goal.
- The final proposed Strategic Plan was submitted to the Provost and President in January 2014.
- Implementation is underway with each person contributing their unique part.

**Our Values**

- **RESPECT** We Value all Voices
- **SERVICE** We Practice Servant Leadership
- **TEAM SPIRIT** We are Part of One University
- **INTEGRITY** We are Honest and Transparent
- **OWNERSHIP** We Find Solutions & Make it Happen

**Our Objectives**

- **QUALITY CURRICULUM**
  - Deliver clear, consistent, university-wide practice guidelines and policies that address online quality issues
  - Ensure online education content and delivery is aligned with SACSOC and Sloan, Quality Matters or other standards
  - Deliver effective and engaging faculty training to achieve high quality online education

- **UNIVERSITY SUCCESS**
  - Expand the research capacity of UAB in the field of online teaching and learning
  - Establish strategic partnerships to fuel growth in online education
  - Increase online enrollments
  - Diversify UAB student population with the online, adult learner market

- **FACULTY SUCCESS**
  - Develop faculty-driven incentives and recognition strategies for online, adjunct teaching faculty
  - Ensure faculty evaluation measures are aligned with online goals
  - Provide personalized instructional design and online pedagogy support
  - Create strong membership and communities of practice programs for faculty
  - Support professional development of online faculty

- **STUDENT SUCCESS**
  - Provide equivalent access to university support services for online and face-to-face students
  - Provide systems for authentication and verification of online student identity
  - Ensure all online course content is compliant with the Americans with Disabilities Act (as amended)
  - Provide online technology support and training for students
  - Establish a technology-enhanced, comprehensive approach to enhancing student retention & on-time degree completion

- **ENABLING TECHNOLOGY**
  - Provide a state-of-the-art portfolio of reliable, user-friendly, learning technology tools
  - Provide state-of-the-art, scalable IT infrastructure for the delivery of world-class, online education
  - Develop streamlined and efficient administrative operations
  - Deliver customer-centric, integrated technical support services for online faculty and students
  - Provide enhanced universal design and accessible instructional technology for online users