Strategic Plan 2014-2019

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 Goals

**Goal 1:** Achieve recognition as a global leader in quality online education

**Goal 2:** Join the vanguard of online teaching and learning

**Goal 3:** Create a learning community of successful, online students who are engaged with the university, the faculty and each other

**Goal 4:** Foster a world-class faculty who are inspired and professionally fulfilled by teaching in an online environment

**Goal 5:** Provide cutting-edge campus technology and infrastructure that ensures faculty and student success

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 SACS COC 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 mentorship 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 American 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