

**THE UNIVERSITY OF
ALABAMA AT BIRMINGHAM**

Knowledge that will change your world

“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

Division of eLearning and Professional Studies

2112 11th Ave. South, Suite 200

Birmingham, AL 35205

www.uab.edu/eLearning

205-934-7217

Our Path Forward in Distance Education

Strategic Plan 2014-2019

UAB eLearning

UAB eLearning

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 Goals

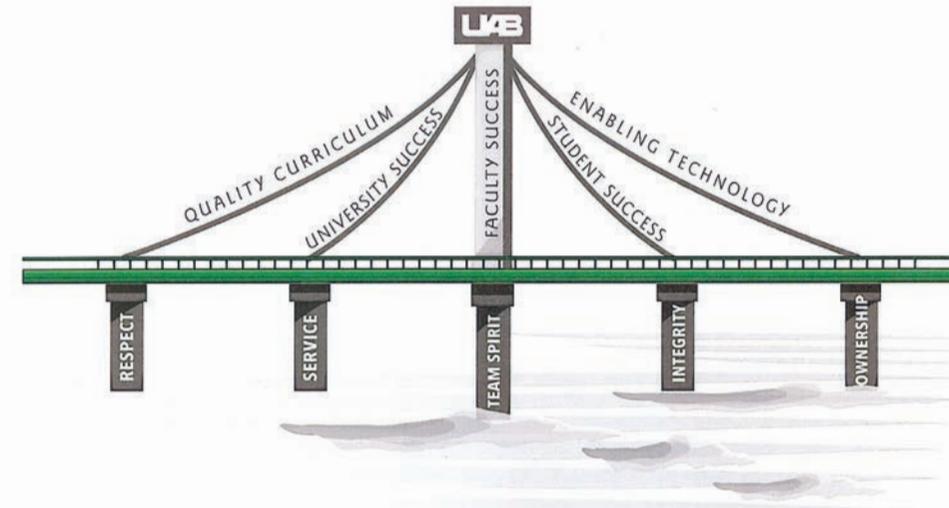
GOAL 1: Achieve recognition as a global leader in quality online education

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 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 SACSCOC 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 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