

SHSU Online

Actively Participate in Thought

Leadership

RELATED ITEMS/ELEMENTS

RELATED ITEM LEVEL 1

Actively Participate in Thought Leadership

RELATED ITEM LEVEL 2

Actively Participate in Thought Leadership

KPI Description:

1. The online ops team will produce up to 10 peer-reviewed submissions.
2. The online ops team will write articles for the SHSU Online and Acad Affairs Newsletters.
3. The online ops team will produce up to 10 presentations that will be submitted to various conferences.
4. The online ops team will contribute to the digital dialogue through social media participation.

Results Description:

1. The online ops team will produce up to 10 peer-reviewed submissions.

• Not Completed. The team did produce peer –reviewed submissions but we did not get 10.
2. The online ops team will write articles for the SHSU Online and Acad Affairs Newsletters.

• Partial Complete. Several team members wrote on appropriate content in our SHSU Online Newsletter. No one to our knowledge wrote articles to the Academic Affairs Newsletter.
3. The online ops team will produce up to 10 presentations that will be submitted to various conferences.

• Completed. The team produced more than 10 presentations that were submitted to various conferences.
4. The online ops team will contribute to the digital dialogue through social media participation.

• Complete. SHSU Online Operations team participated in several digital dialogues at conferences as well as our own social media venues.

Broadcast Partnership

Goal Description:

Assist In The Creation Of A Multi-Department Broadcast Partnership

RELATED ITEMS/ELEMENTS

RELATED ITEM LEVEL 1

Broadcast Partnership Objective

Performance Objective Description:

SHSU Online will work with Mass Communication and Athletics to help build a partnership to grow the universities broadcast presence. SHSU Online will enable Mass Communications to broadcast these events with equipment and training support; In return Mass Comm will dedicate one class a semester to a broadcast team that will produce live broadcast over the course of the year.

RELATED ITEM LEVEL 2

Equipment and Training implantation

KPI Description:

Broadcast quality equipment funded by DELTA installed and functional, training to students delivered, and Broadcast vehicle secured.

Results Description:

SHSU Online designed, purchased, and implemented a sports broadcasting curriculum in an effort to equip students with a skill set that would translate into job security upon graduation. SHSU Online worked with broadcast industry leaders to re-build a previously purchased broadcast truck that met the standards of ESPN, FOX, or any syndicated networks. During construction/installation of the broadcast system, SHSU Online worked with the Mass Communications department on hiring a full time faculty member to teach a sports broadcasting curriculum with the newly equipped broadcast truck. Mass Communications, Athletics, and SHSU Online spent the fall 2015 semester training students in an effort to create a talent pool to feed broadcast opportunities around campus.

RELATED ITEM LEVEL 2

Syndicated Broadcast

KPI Description:

By Spring 2016 Broadcast Community will approach FOX or ESPN3 to gain major coverage of Soccer, Baseball, Volleyball, and Basketball game.

Results Description:

By end of Spring 2016 the broadcast partnership resulted in 38 live sports broadcast, almost doubled enrollment between semesters, and are now in discussion with ESPN3 for syndicated broadcast. ESPN will bring name credibility to the program and offer students the opportunity to work on professional broadcast level. Student will not only receive credits on the production but also develop skills and relationships that should serve them well post graduation.

CE & Correspondence Revenue

Goal Description:

Become more financially sound; ensuring a positive net revenue.

RELATED ITEMS/ELEMENTS -----

RELATED ITEM LEVEL 1

CE & Correspondence Revenue Objective

Performance Objective Description:

Collect \$200,000 in revenue.

RELATED ITEM LEVEL 2

CE & Correspondence Revenue KPI

KPI Description:

By running budget reports through Banner, we will be able to view our expenditures and revenue and adjust accordingly.

- 1. Increase enrollment.
- 2. Keeping expenses low.
- 3. Moving toward a streamlined enrollment where students are able to register online.

Results Description:

As of 07/21/2016 Continuing Education, has not met it budget due to expenditure with starting new programs; however, because of the fund balance they have, they will not go in the red. Currently CE has earned \$138,639.90 of it proposed budget.

As of 07/21/2016 Correspondence has earned \$165,803.80 of its proposed budget; however, due to salary savings this fiscal year of \$115,704.39 and cutting spending to \$88,847.61, Correspondence has net revenue of \$76,956.19. Once the deficit fund balance of \$19,000 is paid, Correspondence will have a net fund balance of \$57,956.19.

CE Contracts

Goal Description:

Increase the number of contract in our Professional Services Area

RELATED ITEMS/ELEMENTS -----

RELATED ITEM LEVEL 1

CE Contracts Objective

Performance Objective Description:

Add an additional two contracts to the current contacts we are working on.

RELATED ITEM LEVEL 2

CE Contracts KPI

KPI Description:

Based on the number of contract we are currently working on that carry over into 2015-2016, we will be able to see how many new ones were added by subtracting the new from the carry over.

- 1. Work with Small Business Development to gain leads on company that might have sought their help in the past.
- 2. Continue outreach with local business through scheduling appointments and inviting them to campus to hear a presentation over Professional Services.
- 3. Attend Conferences to market the scope of work available in our Professional Services Catalogue.

Results Description:

CE added to new projects this year to its Professional Service Area: Region IV Computer Science, Houston Methodist EPIC Training, Creekside Assisted Living Community, Huntsville Health Care Center, and Sam Houston Family Clinic.

CE Visibility

Goal Description:

Become more visible on campus and in the community

RELATED ITEMS/ELEMENTS -----

RELATED ITEM LEVEL 1

CE Visibility Objective

Performance Objective Description:

Increase enrollment by 1% in Allied Health and CPM Program.

RELATED ITEM LEVEL 2

CE Visibility KPI

KPI Description:

Run Cognos Reports throughout the 2015-2016 school year to see what our registration number are and adjust accordingly.

To provide literature and have a presence with the following:

- 1. Local hospitals
- 2. Workforce Development
- 3. Other partners

Results Description:

This goal was achieved. CE had the opportunity to meet with several departments on campus this year, thus we implemented a registration process for Graduate Orientation, The Writing Project and work with professors on different projects.

Captioning Services

Goal Description:

Streamline Captioning Services for Video

RELATED ITEMS/ELEMENTS -----

RELATED ITEM LEVEL 1

Captioning Services Objective

Performance Objective Description:

SHSU Online’s caption process should be reviewed and revamped once the current contract runs up. Resulting goal is a more efficient process that less resource heavy on both Course Development and Video Teams.

RELATED ITEM LEVEL 2

Efficient Captioning

KPI Description:

Implement a process/company that can handle at least 100 hours of captioning per semester (including summer). The new service should also automate the majority of the process.

Results Description:

SHSU Online is proactive in providing the best accommodations based on received guidelines from the Service for Students with Disabilities Department. Enrollment of disabled students in online courses has substantially increased in the past two years and a contributing factor in the increase of enrollments is SHSU Online’s involvement in the transcribing process. SHSU Online currently provides all resources in the audio/video transcribing process and will soon be expanding to a more automated process in an effort to support the growing community of disabled students. An RFP Committee has been selected and is currently meeting to choose a vendor that meets our requirements by end of July 2016.

Correspondence Campus Visibility

Goal Description:

The Correspondence program will become more visible on campus

RELATED ITEMS/ELEMENTS -----

RELATED ITEM LEVEL 1

Correspondence Campus Visibility Objective

Performance Objective Description:

Increase enrollment by 1%

RELATED ITEM LEVEL 2

Correspondence Campus Visibility KPI

KPI Description:

Run Cognos Reports throughout the 2015-2016 school year to see what our registration number are and adjust accordingly.

To provide literature and have a presence with the following:

1. Student Orientation
2. Advisors
3. Financial Aide
4. Closed Circuit TV
5. Admissions
6. Student Money Management
7. University Social Media
8. Develop a Video to be housed on the Correspondence website that invite students to enroll in coursework.

Results Description:

This goal was not obtained for multiple reason:

- Mandated to cease marketing our program to current students.
- Department went from 6 individuals to 2.
- Cut spending in Correspondence to ensure a net profit for this fiscal year.

Correspondence Courses

Goal Description:

Increase the number of Correspondence Courses offered to students.

RELATED ITEMS/ELEMENTS -----

RELATED ITEM LEVEL 1

Correspondence Courses Objective

Performance Objective Description:

Increase course offerings by adding 3 new courses in the 2015-2016 school year.

RELATED ITEM LEVEL 2

Correspondence Courses KPI

KPI Description:

By subtracting the number of courses we begin with August 2015 from the number we have available at the end of August 2016.

Results Description:

42 Correspondence Courses offered this year, a 21% reduction. Retirements, death of instructors, and program reorganizations lead to this reduction in course offerings along with the mandate to cease digital and email marking.

Deliver a quality faculty development program

RELATED ITEMS/ELEMENTS -----

RELATED ITEM LEVEL 1

Deliver a quality faculty development program

RELATED ITEM LEVEL 2

Deliver a quality faculty development program

KPI Description:

1. In the 2015-2016 academic year, the training team will create three more self-paced online training courses for Blackboard Instructors.
2. In the 2015-2016 academic year, the training team will offer 5 remote training sessions over the next year.
3. In the 2015-2016 academic year, the training team will create Intro and Outro videos for each of our online courses.
4. In the 2015-2016 academic year, the training team will provide targeted training for constituencies across our campuses.
5. In the 2015-2016 academic year, the training team will increase the number of session evaluations by %15 from the 2014-2015 academic year.

Results Description:

1. In the 2015-2016 academic year, the training team will create three more self-paced online training courses for Blackboard Instructors.
 - - Assessment Strategies, Multimedia in Blackboard Courses & Building Online Communities
2. In the 2015-2016 academic year, the training team will offer 5 remote training sessions over the next year.
 - We met this goal by providing 3 separate remote training sessions for continuing education clients and 2 remote sessions on Blackboard Collaborate.
3. In the 2015-2016 academic year, the training team will create Intro and Outro videos for each of our online courses.
 - Partial Completion: We created intro videos, but outro videos were not created. Time was the only barrier keeping us from completing.

4. In the 2015-2016 academic year, the training team will provide targeted training for constituencies across our campuses.
- We provided targeted training for students for ProctorFree and How to use Blackboard as well as Targeted training for select faculty groups on ProctorFree.
5. In the 2015-2016 academic year, the training team will increase the number of session evaluations by %15 from the 2014-2015 academic year.
- We did not meet this goal. We were able to increase evaluation by 9 percent, 6 percentage points less our goal. Barriers include: faculty just not doing the evals and trainers not reminding attendees to take the survey. We will work this next year on a concerted effort to increase evaluation participating by 10%.

Improve the quality of online courses

Goal Description:

The SHSU Online department will engage in direct and deliberate action to improve the quality of online courses in relation to the teaching and learning environment.

RELATED ITEMS/ELEMENTS -----

RELATED ITEM LEVEL 1

Strategies to improve online course quality

Performance Objective Description:

In the 2015-16 Academic Year, the online ops team will focus their efforts on several strategies to improve SHSU online courses.

RELATED ITEM LEVEL 2

ADA Compliance

KPI Description:

SHSU Online will strive to ensure that online courses in which students with disabilities are enrolled, meet the ADA Compliance indicators as outlined by Federal Regulation.

Results Description:

Alt text on images/image tags

Partial Completion. This is a required element of the rubric that all new course designs are guided by. A more tactical approach would have probably served us better for this goal, as there is not an increase in the tags present in existing courses, and those that are developed solely by the professors. When these goals are analyzed for next year's goals I think the team should implement a plan a more direct way to achieve this goal.

Captioning/transcription for videos

Partial Completion. Working with the Video Team, we made substantial gains in getting captions and transcripts for each video before needed by the enrolled student. There were still delays due to the captioning provider contracted not being able to handle our volume of work as well as not keeping up technologically, and as a result there is currently and RFP open soliciting a new captioning provider capable of meeting contractual deadlines and providing a more automated mechanism to deliver videos and return captions and transcript files.

RELATED ITEM LEVEL 2

Aesthetic & Visual Improvements

KPI Description:

1. Offer a selection of Banner options for course landing pages.
2. Work with profs to implement course themes.

Results Description:

1. Offer a selection of Banner options for course landing pages.
 - Partial Completion. Banners have been created periodically for courses that have not had one designed previously, and for the professors that wanted a different banner. There has not been a large scale effort on this project for individualized banners for courses because there is not a dedicated staff member to assist with the multimedia needs of the SHSU-ID team in the previous team structure. Efforts to get the banners completed in a timely manner are now much more effective with the current team dynamic.
2. Work with profs to implement course themes.
 - Partial Completion. Course themes are recommended to all new courses and further discussion may be needed to include mention of the course themes in the rubric itself. The training courses and online training materials provided by the SHSU Online training

department include instructions for using the course themes in Blackboard.

RELATED ITEM LEVEL 2

Multimedia Integration

KPI Description:

- 1. Profs will be encouraged to implement multimedia in their courses.
- 2. Team will offer just in time training on all supported video tools.
- 3. Team will offer samples of student-created multimedia projects.

Results Description:

- 1. Profs will be encouraged to implement multimedia in their courses.
 - Partial Completion. This is a required element of the rubric that all new course designs are guided by. More professors are implementing a variety of multimedia and video elements of their courses. Additionally, instructional designers are assisting their faculty with implementation of media as they learn more technology. Training has also been added to include multimedia driven courses.
- 2. Team will offer just in time training on all supported video tools.
 - Completion. This goal has been achieved through the combined efforts of the ID, Video and Support Desk/Training teams and has resulted in many hours of training on video tools needed for online and face to face courses.
- 3. Team will offer samples of student-created multimedia projects.
 - Not Completed. Did not prioritize this year. We should determine if this goal needs to be continued for next year.

RELATED ITEM LEVEL 2

Pedagogically Sound Course Design

KPI Description:

- 1. Team will promote further adoption of the online course development rubric.
- 2. Team will offer a set of visual examples of exemplary course items from the Rubric.
- 3. Select specific profs to work with to re-do their courses and elevate their rubric rating.
- 4. Team will ensure 90% of new developments and redesigns meet the Satisfactory rubric criteria.

Results Description:

- 1. Team will promote further adoption of the online course development rubric.
 - Partial Completion. Some colleges and instructional designers are already using the rubric for older courses that don’t fall in the required “new development” category per semester to help improve courses. Efforts have been made to discuss the rubric at conferences as well as with deans, chairs, admins, and faculty.
- 2. Team will offer a set of visual examples of exemplary course items from the Rubric.
 - Not Complete. Team has not created examples yet due to time and resources.
- 3. Select specific profs to work with to re-do their courses and elevate their rubric rating.
 - Completed. Several instructional designers have worked with select faculty to increase the scores of their courses.
- 4. Team will ensure 90% of new developments and redesigns meet the Satisfactory rubric criteria.
 - Completed. Academic Year was at 91.4% satisfactory or above.

Increase Brand Awareness on Campus

Goal Description:

Develop and Implement a marketing campaign to drive brand awareness and enrollment in online programs among on-campus students

RELATED ITEMS/ELEMENTS - - - - -

RELATED ITEM LEVEL 1

Increase Brand Awareness on Campus Objective

Performance Objective Description:

Contribute to an increase in enrollment in online programs among current on-campus students.

RELATED ITEM LEVEL 2

Increase Brand Awareness on Campus KPI

KPI Description:

Track and report on online enrollment among on-campus students.

Results Description:

SHSU Online took large strides in increasing brand awareness to on-campus students this past year. SHSU Online has continued to sponsor and be involved in SHSU football tailgate events, the Bearkat Country Crawfish Boil, multiple Grow the Growl events, Graduate Admissions Fairs, Passport to Sam, Saturdays @ Sam, Graduation Ceremonies, and the Ring Ceremony. All of these events have been a large success and on-campus students are becoming more aware of the SHSU Online brand.

Landing Page Videos

Goal Description:

Collaborate with SHSU Online Video Team to create landing page videos for online programs.

RELATED ITEMS/ELEMENTS -----

RELATED ITEM LEVEL 1

Landing Page Videos Objective

Performance Objective Description:

Provide a more engaging user experience for prospective students on SHSU Online landing pages.

RELATED ITEM LEVEL 2

Landing Page Videos KPI

KPI Description:

Implementation plan scheduled and 10 Videos developed by 9/01/2016.

Results Description:

The SHSU Online Marketing & Communications and SHSU Online Video Production teams have successfully collaborated to create a series of videos for the new SHSU Online website. Leadership of the SHSU Online Marketing & Communications team changed midway through the timeline, and it unfortunately took a little longer than we would have liked to organize our efforts - leaving us to push back our timeline. While not all of the media has been created, we’ve used the extra time to increase the quality and make huge strides in clarifying our messaging to create a consistent voice for all of our marketing efforts.

Maintain best practices in system administration

RELATED ITEMS/ELEMENTS -----

RELATED ITEM LEVEL 1

Maintain best practices in system administration

RELATED ITEM LEVEL 2

Maintain best practices in system administration

KPI Description:

1. In the 2015-2016 Academic Year, the System Administration area will add and manage at least 2 integrations between Blackboard and third-party tools to better meet the academic needs of online teaching and learning space at Sam Houston State University.
2. In the 2015-2016 Academic Year, the System Administration area will work with IT to add to and streamline the SIS upload process that loads information from Banner into the production Blackboard server.
3. In the 2015-2016 Academic Year, the System Administration area will maintain and streamline the Institutional Hierarchy tool within the Blackboard server to organize and facilitate release of tools and information to different colleges and course departments on the production Blackboard server.
4. In the 2015-2016 Academic Year, the System Administration area will write and refine System Administration Protocol documentation to define policies and procedures for Blackboard system administration.
5. In the 2015-2016 Academic Year, the System Administration area will implement a Course Archival policy and process to archive and store courses/materials over 2 academic years old.
6. In the 2015-2016 Academic Year, the System Administration area will audit and refine all Blackboard user roles, System Admin accounts and access, and Tool Availability on the system.
7. In the 2015-2016 Academic Year, the System Administration area will collect, query, and provide metrics around online attendance for the purposes of student loan verification, issuing a minimum of 100 individual Course Activity Reports.
8. In the 2015-2016 Academic Year, the System Administration area will upgrade the Blackboard production server to better meet the academic needs of online teaching and learning space at Sam Houston State University.

Results Description:

1. In the 2015-2016 Academic Year, the System Administration area will add and manage at least 2 integrations between Blackboard and third-party tools to better meet the academic needs of online teaching and learning space at Sam Houston State University.
- SHSU Online has added and maintained several integrations, including the addition of Tk20, Pearson Custom Integration, and CampusLabs integrations as well as major upgrades on the ProctorFree and Kaltura integrations. Accomodations were also made for

student recording using the Kaltura integration following the quick deprecation and removal of the Video Everywhere function in Blackboard.

2. In the 2015-2016 Academic Year, the System Administration area will work with IT to add to and streamline the SIS upload process that loads information from Banner into the production Blackboard server.

- SHSU Online worked with IT to add new Secondary Role types and course designations to newly created courses during the academic year.

3. In the 2015-2016 Academic Year, the System Administration area will maintain and streamline the Institutional Hierarchy tool within the Blackboard server to organize and facilitate release of tools and information to different colleges and course departments on the production Blackboard server.

- SHSU Online has continued to maintain the Institutional Hierarchy structure and add new course designations and departments to it as they are created.

4. In the 2015-2016 Academic Year, the System Administration area will write and refine System Administration Protocol documentation to define policies and procedures for Blackboard system administration.

- SHSU Online continues to work on a large document detailing System Administration Protocol procedures.

5. In the 2015-2016 Academic Year, the System Administration area will implement a Course Archival policy and process to archive and store courses/materials over 2 academic years old.

- SHSU Online implemented a Course Archival Policy and process in December 2015, as well as a process for instructors to request the retrieval of archived information as needed. Courses and materials over 2 years old are now stored on a virtual drive accessible by SHSU Online.

6. In the 2015-2016 Academic Year, the System Administration area will audit and refine all Blackboard user roles, System Admin accounts and access, and Tool Availability on the system.

- SHSU Online audited the role permissions for instructors, as well as System Admin accounts and Tool Availability beginning in September 2015 and continuing throughout the academic year.

7. In the 2015-2016 Academic Year, the System Administration area will collect, query, and provide metrics around online attendance for the purposes of student loan verification, issuing a minimum of 100 individual Course Activity Reports.

- SHSU Online provided 175 online attendance reports to the Registrar's office from Fall 2015 to Summer 2016 to date. The process is still ongoing.

8. In the 2015-2016 Academic Year, the System Administration area will upgrade the Blackboard production server to better meet the academic needs of online teaching and learning space at Sam Houston State University.

- SHSU Online updated the Blackboard system to the October 2014 Service Pack in December 2015.

Maintain top of the line Support Services

RELATED ITEMS/ELEMENTS -----

RELATED ITEM LEVEL 1

Maintain top of the line Support Services

RELATED ITEM LEVEL 2

Maintain top of the line Support Services

KPI Description:

1. In the 2015-2016 academic year, the support desk will continue to update and improve the just-in-time Blackboard Resource Organizations for SHSU faculty, staff and students.
2. In the 2015-2016 academic year, the support desk will offer Blackboard orientation services to 50 face-to-face courses at the beginning of each fall semester.
3. In the 2015-2016 academic year, the support desk will promote consistency in data collection via support desk contact mechanisms.
4. In the 2015-2016 academic year, the support desk will continue the Support Desk quality evaluation process by sending out monthly surveys to measure client satisfaction.

Results Description:

1. In the 2015-2016 academic year, the support desk will continue to update and improve the just-in-time Blackboard Resource Organizations for SHSU faculty, staff and students.
- The Support Desk added resources for new tools and updated resources and guides for updated software programs utilized at SHSU Online. Specifically, we have added Proctor Free resources, Turnitin, Windows 10, Blackboard Calendar, Content Collection, Safe

Assign, Course Copy, Blogs, Announcements, Course Reports, Wikis, Retention Center, Pools, Groups, Users, Date Management, Achievements, Lockdown Browser, Turnitin, and Grade Center in both student and faculty blackboard resource organizations.

2. In the 2015-2016 academic year, the support desk will offer Blackboard orientation services to 50 face-to-face courses at the beginning of each fall semester.

- The Support Desk organized data from the 2014-2015 academic year and determined which courses recieved the most support related incidents. Once the top 50 courses were identified, Blackboard orientation services were offered to the students/faculty and 6 seperate faculty chose to utilize this service from the Support Desk.

3. In the 2015-2016 academic year, the support desk will promote consistency in data collection via support desk contact mechanisms.

- The Support Desk rebranded several of their monthly reports as well as identified additional categories to add/adjust in order to provide more accuriate data collection.

4. In the 2015-2016 academic year, the support desk will continue the Support Desk quality evaluation process by sending out monthly surveys to measure client satisfaction.

- Monthly satisfaction surveys were delivered each month within the first three days of a month. Satisfaction scores continue to be above 90% total satisfaction.

Manage data & digital assets

RELATED ITEMS/ELEMENTS -----

RELATED ITEM LEVEL 1

Manage data & digital assets

RELATED ITEM LEVEL 2

Manage data & digital assets

KPI Description:

1. By end of November of 2015 completion of the automation of a daily update will be done.
2. In the 2015-2016 Academic Year, a new database feature will be implemented to allow permissions to be managed in order to control access to the data.
3. In the 2015-2016 Academic Year we will identify semester begin, semester end, and annual reports to be run from Cognos, Blackboard and the Delta Database.
4. In 2015-2016 Academic Year the online program tracking and percentage calculations will be enhanced to include the core programs and all minors for the BGS.

Results Description:

1. By end of November of 2015 completion of the automation of a daily update will be done.
 - Automation of the daily update of the database from Banner was completed. Reports from Cognos were set up to be emailed into a Reports folder in Cognos. Code was implemented in VBA and a form created to execute the update in three separate processes. The first step imports the reports by semester into a local folder on the T drive and the data is formatted in each excel file and uploaded to the database. The second step is a validation procedure to check the number of sections and faculty against the old numbers to make sure the Cognos update from Banner properly completed. The last step executes the update of all banner data files in the database from the new uploads.
2. In the 2015-2016 Academic Year, a new database feature will be implemented to allow permissions to be managed in order to control access to the data.
 - Code was written and implemented in VBA to validate the users and the version of the database application being executed. When the IDs execute their versions of the Database a procedure now executes that pulls the windows environment variables for that user such as login id, path and name of the database file they are executing etc. This information is then searched for in a file of valid users and the database version is checked to see if it is the current version. If there are any problems messages are popped up to inform the user of the issue and actions to take. This method does no work for anyone working through the VPN as the computer user name is not passed through the VPN but simply shows up as SHSU.
3. In the 2015-2016 Academic Year we will identify semester begin, semester end, and annual reports to be run from Cognos, Blackboard and the Delta Database.
 - I have identified the semester section enrollment reports that need to run on the 2nd day of the semester, the day after census, and the week after grades are due in Banner. These have been scheduled to run in Cognos beginning with the Fall 2016 semester. Further work will be done to automatically download the data and upload to the database. Other code will be written to create charts to show growth and retention in online courses.

4. In 2015-2016 Academic Year the online program tracking and percentage calculations will be enhanced to include the core programs and all minors for the BGS.

- Online tracking and percentages has been changed to include the Core and each Component Area can be overridden per program so that courses that are required and count towards both the degree and the core can be counted in the core instead of the degree. This was done by creating reserved Requirement IDs that indicate that the requirement is to be applied to a core component and not the degree. I am currently working with others to produce all combinations of the BGS minors that can be taken to complete the degree.

Market and Promote SHSU Online Programs

Goal Description:

Market and promote SHSU Online Programs to prospective students.

RELATED ITEMS/ELEMENTS -----

RELATED ITEM LEVEL 1

Market and Promote SHSU Online Programs Objective

RELATED ITEM LEVEL 2

Market and Promote SHSU Online Programs KPI

KPI Description:

Track and report on online enrollment.

Results Description:

SHSU Online has promoted online programs in new ways this year. A large part of this is to current students on campus through events. SHSU Online promoted its online programs through web and radio commercials this fiscal year in the Houston, College Station and San Antonio area through television and radio advertising. The current students have been reached through Passport orientation, Saturday’s @ Sam and athletic events.

Market and Promote Services Internally

Goal Description:

Market and promote SHSU Online and its services to internal university constituents of faculty and staff.

RELATED ITEMS/ELEMENTS -----

RELATED ITEM LEVEL 1

Market and Promote Services Internally Objective

Performance Objective Description:

Ensure positive public relations with SHSU Online faculty, and SHSU staff constituencies, help foster an inclusive, supportive environment for faculty and staff.

RELATED ITEM LEVEL 2

Market and Promote Services Internally KPI

KPI Description:

Develop content, track and report on newsletter articles and page views and faculty-related social media posts and engagement.

Results Description:

A large part of SHSU Online marketing to SHSU faculty and staff is through our annual conference and through our newsletter. SHSU Online produced a magazine for this year’s conference that told success stories of how staff use SHSU Online’s services as well as included many tips. SHSU Online also completed a monthly newsletter that included tips and services provided.

Media for Landing Pages

Goal Description:

Develop Media For Online Program Landing Pages

RELATED ITEMS/ELEMENTS -----

RELATED ITEM LEVEL 1

Media for Landing Pages Objective

Performance Objective Description:

Video Team will help to create landing page videos for all online program pages in conjunction with Marketing and Communications.

RELATED ITEM LEVEL 2

Format Developed

KPI Description:

Format developed to Mass Produce videos 30 seconds in length. Videos can be turned around for 30-second advertisement for TV and Radio.

Results Description:

SHSU Online Multi-Media department currently has 20 full videos produced for online program landing pages. We are currently in production for videos for the remaining 20 videos. Changes in management of Marketing and Communication department has offset website and production timelines. Additions have been made to previously designed graphic and video elements that have forced us to

extend deadlines.

RELATED ITEM LEVEL 2

Video Implanted

KPI Description:

Produce the majority of the LPV by Fall 2016; can be additional videos added as we offer more programs.

Results Description:

SHSU Online Multi-Media department currently has 20 full videos produced for online program landing pages. We are currently in production for videos for the remaining 20 videos. Changes in management of Marketing and Communication department has offset website and production timelines. Additions have been made to previously designed graphic and video elements that have forced us to extend deadlines.

Multimedia and ITV Support Services

Goal Description:

Provide quality multimedia and ITV support services for SHSU faculty.

RELATED ITEMS/ELEMENTS -----

RELATED ITEM LEVEL 1

Multimedia and ITV Support Services Objective

Performance Objective Description:

Provide high-quality classroom ITV services to faculty and students.

RELATED ITEM LEVEL 2

Multimedia and ITV Support Services KPI

KPI Description:

Track projects completed by college and functional area.

New Search Rankings

Goal Description:

Achieve high Google search rankings for new SHSU Online programs.

RELATED ITEMS/ELEMENTS -----

RELATED ITEM LEVEL 1

New Search Rankings Objective

Performance Objective Description:

Increase the visibility and reach of SHSU Online programs on the Internet.

RELATED ITEM LEVEL 2

New Search Rankings KPI

KPI Description:

Obtain a position in Google's Top 10 SERPs for new SHSU Online Programs within 6 months of new program landing pages being launched.

Results Description:

Unfortunately the tool employed by prior leadership was never set up to track for SHSU Online. We made attempts to remedy the situation when we discovered the issues, but there hasn’t been enough time to adequately report any findings for SHSU Online specifically. We will continue to monitor this tool, as well as look for better options to keep track of SHSU Online’s presence in search engines.

All of that said, we can report on rankings of the keywords tracked for SHSU.edu’s appearances in SERPs. Since January 1, 2016, 41 keywords have improved their rankings. 19 of the tracked keywords appear in the top 3 of Google’s SERPs, 63 appear in the top 10, and 119 appear in the top 20.

Online Course Templates

Goal Description:

Collaborate with SHSU Online Operations Team to develop a custom suite of SHSU Online course template suite.

RELATED ITEMS/ELEMENTS -----

RELATED ITEM LEVEL 1

Online Course Templates Objective

Performance Objective Description:

Provide a consistent high-quality course experience to students.

RELATED ITEM LEVEL 2

Online Course Templates KPI

KPI Description:

Templates developed by 9/01/2016.

Results Description:

It’s well known that the Marketing & Communications team went through some leadership woes, and unfortunately that lead to quite a bit of communication issues. In this instance, the need and priority of this goal was never expressed to the team. We’re now aware of it, and will begin collaboration with the Online Operations team to plan how to best complete this goal.

Production Recognition

Goal Description:

Gain Recognition For Production of Educational Content

RELATED ITEMS/ELEMENTS -----

RELATED ITEM LEVEL 1

Production Recognition Objective

Performance Objective Description:

Video team will produce educational material to be used in course that can also used for contest entry in an attempt to gain recognition for producing education content.

RELATED ITEM LEVEL 2

Contest entry ready by award season

KPI Description:

Video Produced and entered in national awards (Telly’s or the link) by May 2016.

Results Description:

Gain Recognition For Productions

Confirmed Telly Awards recipients for FY15-16 are:

SHSU Online – A Seat at the table – Bronze Telly

<https://www.youtube.com/watch?v=WJgR98goCu0>

The E.U.R.E.C.A. Center – What Will You Discover? – Bronze Telly

<https://www.youtube.com/watch?v=q9ZXikWlDmU>

Expansion: Putting Online into Motion

Not available online – Venue use

Promote F2F Technology Adoption

Goal Description:

SHSU Online will dedicate effort to supporting and promoting the adoption of technology in the use of face-to-face, on-campus classes.

RELATED ITEMS/ELEMENTS -----

RELATED ITEM LEVEL 1

Promote F2F Technology Adoption

RELATED ITEM LEVEL 2

Promote F2F Technology Adoption

KPI Description:

1. Team will drive adoption of best practices in technology implementation.
2. Team will make available “classroom” support to all F2F courses utilizing LMS.
3. Team will make recommendations for potential areas of tech integration and web-assisted options.

Results Description:

1. Team will drive adoption of best practices in technology implementation.
 - Completed. Operations team treats F2F courses in the same way that they would an online course, meaning that Instruction Designers, Support Desk, and Training Team all work continuously with faculty to provide instruction and guidance with adoption of technology implementation.
2. Team will make available “classroom” support to all F2F courses utilizing LMS.
 - Complete. Support desk as well as instructional designers were available throughout semester terms to help facilitate new technologies used within Blackboard. An example of this would be the use of ProctorFree. Resources were created, staff met with

F2F classrooms to guide them in the process, and instructional designers met with faculty to ensure a seamless implantation for all involved.

3. Team will make recommendations for potential areas of tech integration and web-assisted options.
- Complete. Instructional designers and support desk staff work with faculty on a daily basis to assist in tech integration within courses. Our Blackboard administrator also assists with technology requirements needed on the LMS side or with specific building blocks.

Promote Rubric Adoption

RELATED ITEMS/ELEMENTS -----

RELATED ITEM LEVEL 1

Improving adoption of online course development rubric

Performance Objective Description:

In the 2015-16 Academic Year, the online ops team will focus their efforts on improving adoption of online course development rubric.

RELATED ITEM LEVEL 1

Promote Rubric Adoption

RELATED ITEM LEVEL 2

Promote Rubric Adoption

KPI Description:

1. Team will promote further adoption of the online course development rubric.
2. Team will offer a set of visual examples of exemplary course items from the Rubric.
3. Team will participate in Departmental presentations about the Rubric.
4. Team will work 1:1 with faculty members who utilize the Rubric for online course development.
5. Team will write articles about the Rubric and publish them to the SHSU Online newsletter.
6. Team will add bibliography to Rubric.
7. Team will have the Rubric vetted by faculty reps from every College.
8. Team will promote awareness of Peer-Review Instrument, how to utilize it, and its value-add.

Results Description:

1. Team will promote further adoption of the online course development rubric.

- Partial Completion. Some colleges and instructional designers are already using the rubric for older courses that don’t fall in the required “new development” category per semester to help improve courses. Efforts have been made to discuss the rubric at conferences as well as with deans, chairs, admins, and faculty.
2. Team will offer a set of visual examples of exemplary course items from the Rubric.

- Not Complete. Team has not created examples yet due to time and resources.
3. Team will participate in Departmental presentations about the Rubric.

- Completed: There were a few members of the team that made departmental presentations on the rubric which included Library Science, some COBA and CHSS departments.
4. Team will work 1:1 with faculty members who utilize the Rubric for online course development.

- Complete. Instructional designers meet with faculty routinely to develop their courses using the rubric as a guide.
5. Team will write articles about the Rubric and publish them to the SHSU Online newsletter.

- Not Completed. Although team made other efforts to get the word out about the rubric, the newsletter was not a mechanism that was used to accomplish this goal this year.
6. Team will add bibliography to Rubric.

- Partial Completion. Work is still in progress for this.
7. Team will have the Rubric vetted by faculty reps from every College.

- Partial Completion: A committee was formed in Education to get rubric adapted for redevelopment or redesign of courses. CHSS adjusted rubric to work for their own course needs. Still working on other colleges.

8. Team will promote awareness of Peer-Review Instrument, how to utilize it, and its value-add.

- Not Completed. Peer-Review instrument was not rolled out this year so we did not share it with anyone.

SHSU Online Website

Goal Description:

Redesign the SHSU Online website.

RELATED ITEMS/ELEMENTS -----

RELATED ITEM LEVEL 1

SHSU Online Website Objective

Performance Objective Description:

Achieve optimal website usability for prospective online students.

RELATED ITEM LEVEL 2

SHSU Online Website KPI

KPI Description:

Redesign SHSU Online website by 12/31/15. Conduct usability studies with prospective students to evaluate effectiveness by 9/01/2016.

Results Description:

A new SHSU Online website was launched in mid-June of 2016. A lot of time was put into the user experience, with the goal being that our primary prospective student audience was served the clearest message possible. A website should never be a complete project, and we will continue to improve the experience, add new content, and ensure that the various audiences that utilize our site are served in the best possible way.

Search Rankings

Goal Description:

Maintain high Google search rankings for existing SHSU Online programs.

RELATED ITEMS/ELEMENTS -----

RELATED ITEM LEVEL 1

Search Rankings Objective

Performance Objective Description:

Increase the visibility and reach of SHSU Online programs on the Internet.

RELATED ITEM LEVEL 2

Search Rankings KPI

KPI Description:

Maintain a presence for existing SHSU Online Programs in Google's Top 10 SERPs.

Results Description:

Tracking the rankings of SHSU Online programs falls under the same category of issues with the overall SHSU Online website. We were able to see keyword rankings within the given programs offered.

The rankings of the keywords tracked for SHSU.edu’s appearances in SERPs in which the programs are listed. Since January 1, 2016, 41 keywords for the programs have improved their rankings. 19 of the tracked keywords appear in the top 3 of Google’s SERPs, 63 appear in the top 10, and 119 appear in the top 20.

Strengthen Conference

Goal Description:

Continue to strengthen the effectiveness of the SHSU Online Teaching & Learning Conference.

RELATED ITEMS/ELEMENTS -----

RELATED ITEM LEVEL 1

Strengthen Conference Objective

Performance Objective Description:

Ensure positive public relations with faculty and staff constituencies, help foster an inclusive, supportive environment for faculty and staff.

RELATED ITEM LEVEL 2

Strengthen Conference KPI

KPI Description:

Develop and track the effectiveness of conference sessions. Increase 2015 conference attendance by 10%.

Results Description:

The SHSU Online annual teaching conference was again successful and has created large interests from other universities including Texas A&M. A large part of the success of getting interest from other colleges is the TXDLA connections SHSU Online has created through the SHSU Online Ops Team. SHSU Online has also learned from the 2016 conference and has major plans and changes for the 2017 conference.

Strengthen Online Community

Goal Description:

Continue to strengthen the "online community" of SHSU Online current students

RELATED ITEMS/ELEMENTS -----

RELATED ITEM LEVEL 1

Strengthen Online Community Objective

Performance Objective Description:

Help foster an inclusive, supportive environment for current online students outside of their academic courses.

RELATED ITEM LEVEL 2

Strengthen Online Community KPI

KPI Description:

Develop content, track and report on the effectiveness of Student Central, the portal for the current student community in Blackboard.
Track and report on student-related social media posts and engagement.

Results Description:

SHSU Online has increased the community with online and campus students by being a part of more campus events. SHSU Online has started to be a part of events such as the SHSU Ring Ceremony where we make a connection to those students who can not attend the event by using social media to convey the experience. SHSU Online is also involved in many events, including athletic events, to connect students to the organization and to each other.

Support SHSU Online and Academic Affairs

Goal Description:

Support SHSU Online and Academic Affairs to the best Ability

RELATED ITEMS/ELEMENTS -----

RELATED ITEM LEVEL 1

Support SHSU Online and Academic Affairs Objective

Performance Objective Description:

Video team will continue to support all teams in SHSU Online and Academic Affairs.

RELATED ITEM LEVEL 2

Academic Affairs

KPI Description:

Support provided to President Speaker Series, President Faculty Meeting, Provost Faculty Meeting, Graduation, and the like.

Results Description:

SHSU Online has supported multiple departments in production of multimedia elements, assisting in video conferencing at The Woodlands Center, and provided A/V support for presidential events.

Between Fall and Spring semesters SHSU Online has produced:

- Informational Faculty/Staff videos for Academic Affairs
- Promotional graphics and videos for ACE/FYE/New Student Convocation
- Emergency Preparedness Safety video series
- EURECA Center promotional video and graphics
- Assisted in production of Athletics video board & broadcast operations
- Assisted Mass Communications in Broadcast Partnership Faculty member search
- Supported multiple events across campus including but not limited too: Graduation, Ring Ceremony, Saturday@Sam, Richard Linkletter Movie Premiere, Athletics Auction, President’s Faculty and Staff Address, President Speaker Series, and more.

RELATED ITEM LEVEL 2

Lecture Capture

KPI Description:

Lecture captures studios run Monday-Friday 9am-5pm. After production videos are uploaded as professor in Kaltura Designers notified via smartsheet notification.

Results Description:

SHSU Online has supported multiple departments in production of multimedia elements, assisting in video conferencing at The Woodlands Center, and provided A/V support for presidential events.

Between Fall and Spring semesters SHSU Online has recorded over 500 lecture captures

RELATED ITEM LEVEL 2

Marketing Production

KPI Description:

Video team will produce advertisement content when new campaigns are run and provide A/V support for large events similar to SHSU Online conference.

Results Description:

SHSU Online has supported multiple departments in production of multimedia elements, assisting in video conferencing at The Woodlands Center, and provided A/V support for presidential events.

Between Fall and Spring semesters SHSU Online has produced:

- Informational Faculty/Staff videos for Academic Affairs
- Promotional graphics and videos for ACE/FYE/New Student Convocation
- Emergency Preparedness Safety video series
- EURECA Center promotional video and graphics
- Assisted in production of Athletics video board & broadcast operations
- Assisted Mass Communications in Broadcast Partnership Faculty member search
- Supported multiple events across campus including but not limited too: Graduation, Ring Ceremony, Saturday@Sam, Richard Linkletter Movie Premiere, Athletics Auction, President’s Faculty and Staff Address, President Speaker Series, and more.

Target Austin and San Antonio

Goal Description:

Develop and implement a marketing campaign to increase brand awareness among leaders in the San Antonio and Austin areas.

RELATED ITEMS/ELEMENTS -----

RELATED ITEM LEVEL 1

Target Austin and San Antonio Objective

Performance Objective Description:

Increase brand awareness among leaders in the San Antonio and Austin areas.

RELATED ITEM LEVEL 2

Target Austin and San Antonio KPI

KPI Description:

Track and report on advertising activities targeted at this audience.

Results Description:

A marketing campaign through radio was complete through iHeartradio this past year. A large problem in deciding if this goal was a success or not was the lack of a dedicated landing page for this marketing campaign. There is no data on whether potential students took action on the ads or whether those leads led to enrollments.

Tegrity to Kaltura Migration

Goal Description:

Assist in Successful implantation of Tegrity to Kaltura migration

RELATED ITEMS/ELEMENTS -----

RELATED ITEM LEVEL 1

Tegrity to Kaltura Migration Objective

Performance Objective Description:

Video team will work in conjunction with Course Development to ensure we have migrated the content the Tegrity archive to Kaltura successfully.

RELATED ITEM LEVEL 2

Content and players functioning

KPI Description:

All instructor content migrated and player functioning with both videos.

Results Description:

Tegrity to Kaltura Migration completed and Tegrity contract has been terminated. All Tegrity content has been moved to Kaltura servers and is accessible to faculty. Custom build players have been implemented to support both screen and webcam view.

Web Design Services

Goal Description:

Provide quality web design and content development services to SHSU Online and Academic Affairs.

RELATED ITEMS/ELEMENTS -----

RELATED ITEM LEVEL 1

Web Design Services Objective

Performance Objective Description:

Engage campus in continuous improvement of SHSU websites ensuring accurate, timely, user-friendly content.

RELATED ITEM LEVEL 2

Web Design Services KPI

KPI Description:

Track projects completed by college and functional area.

Results Description:

The SHSU Online Marketing & Communications team continues to provide quality web design and web content services to multiple entities on campus. This year brought us an opportunity to refine and focus our efforts on best serving our users, and we look forward to continuing to serve SHSU Online and it’s partners in the years to come. Most notably, this past year we added SHSU Athletics to our list of clients by working with NeuLion, their third-party hosting and platform provider, to design and implement a complete overhaul of their website.

Web Optimization Project Advisory Committee

Goal Description:

Continue leading and supporting Web Optimization Project Advisory Committee.

RELATED ITEMS/ELEMENTS -----

RELATED ITEM LEVEL 1

Web Optimization Project Advisory Committee Objective

Performance Objective Description:

Engage campus in continuous improvement of SHSU websites. Increase the visibility and reach of SHSU on the Internet. Identify and eliminate barriers to enrollment.

RELATED ITEM LEVEL 2

Web Optimization Project Advisory Committee KPI

KPI Description:

Host at least 4 meetings per year of the Web Optimization Project Advisory Committee that result in proactive evaluation of SHSU websites.

Results Description:

The Web Optimization Project Advisory Committee was co-chaired by Elisa Crossland, former Executive Director for SHSU Online Marketing & Communications. Her efforts to lead and support the Web Optimization Project Committee diminished in her last few months, ultimately leading to the project committee appearing to halt functions after her departure. We’re unsure of the committee’s plan going forward, but will reach out and see how we can help if they expect to continue.

Update to Previous Cycle's Plan for Continuous Improvement

Previous Cycle's Plan For Continuous Improvement (Do Not Modify):

No plan has been added to this level.