

SHSU Online

SHSU Online will engage in strategies for delivering quality online education

ELEMENTS

RELATED ITEM LEVEL 1

Quality Education Objective 1

Performance Objective Description:

SHSU Online will support the development and ongoing care of the University’s digital course infrastructure designed to foster the academic transformation of its students.

RELATED ITEM LEVEL 2

Quality Education KPI 1

KPI Description:

- Instructional Design Services will be provided to every college through the appointment of dedicated course designers,
- Ongoing Faculty Development for Online Teaching will be offered in a face-to-face, online, webinar, one-on-one, faculty lunch-and-learns, and on-demand formats.

RELATED ITEM LEVEL 1

Quality Education Objective 2

Performance Objective Description:

In support of an engaging and relevant student learning experience within the Learning Management System, SHSU Online will support the development of dynamic, multimedia course content.

RELATED ITEM LEVEL 2

Quality Education KPI 1

KPI Description:

- Video Lectures & Video Demonstrations
- Graphic Design
- Course Photography
- Simulations

RELATED ITEM LEVEL 1

Quality Education Objective 3

Performance Objective Description:

In support of academic integrity, SHSU Online will provide fully-funded exam proctoring services for SHSU students.

RELATED ITEM LEVEL 1

Quality Education Objective 4

Performance Objective Description:

In support of accessibility, SHSU Online will provide ongoing ADA Compliance support through responsible Instructional Design, as well as by funding captioning of video in online courses.

RELATED ITEM LEVEL 1

Quality Education Objective 5

Performance Objective Description:

In support of quality standards in online education, SHSU Online will provide online course review services through the Technical Evaluation process, and the use of the SHSU Online Rubric for Online Course Design.

RELATED ITEM LEVEL 1

Quality Education Objective 6

Performance Objective Description:

In support of adult learner populations returning to school, SHSU Online will strengthen its non-degree options through a diversified continuing education curriculum.

SHSU Online will engage in strategies for enrollment growth

RELATED ITEMS/ELEMENTS

RELATED ITEM LEVEL 1

Growth Objective 1

Performance Objective Description:

In support of the University’s enrollment goals, and in support of the TSUS growth rate, SHSU Online will improve access and opportunity for traditional, non-traditional and degree-completer students by...

RELATED ITEM LEVEL 2

Growth KPI 1

KPI Description:

- synchronizing SHSU Online recruitment efforts with Enrollment Management and Graduate Studies to strengthen recruitment and coordinate admissions processes,
- improving the transition between bachelor’s and master’s degrees, offering scholarship opportunities to SHSU graduates,
- providing opportunities for financial assistance through numerous SHSU Online Scholarships that support students’ educational goals,
- supporting the creation of additional online programs to expand degree offerings at the undergraduate and graduate levels,
- supporting the planned development of new online courses to increase the total percentage of annual online credit hours to 30%,
- implementing the release of fifty ACE Accredited, fully-online, self-paced courses in General Education, Business and Criminal Justice,
- supporting the transition of all SHSU correspondence courses to a fully-online, self-paced modality,
- and by supporting continuing education opportunities for lifelong and non-degree-seeking students, offering diversified vocational and workforce development options.

RELATED ITEM LEVEL 1

Growth Objective 2

Performance Objective Description:

In support of the University’s recruitment goals, and in support of the 60X30TX Plan, SHSU Online will design a more aggressive marketing campaign to attract new traditional, non-traditional and degree-completer students by...

RELATED ITEM LEVEL 2

Growth KPI 2

KPI Description:

- launching a marketing campaign of state-wide reach to attract Texans’ new or returning to school,
- allocating additional resources and staffing to support a growing recruitment effort,
- aligning recruitment tactics with target markets indicating strong yield in metropolitan areas across Texas (Austin, Houston, San Antonio, Waco, Dallas, etc.)
 - Broadcasting video, television and radio ads
 - Coordinating Web Ads in YouTube, Facebook, Google, etc.
 - Developing engaging visual media for program landing pages on the web
 - Implementing SEO and Paid Search
- Implementing a Social Media Campaign aimed at augmenting SHSU brand awareness
 - Instagram, Twitter, Facebook

SHSU Online will engage in strategies for promoting student success

RELATED ITEMS/ELEMENTS -----

RELATED ITEM LEVEL 1

Student Success Objective 1

Performance Objective Description:

In support of a successful online learning experience, SHSU will promote online learner success through technology support services

RELATED ITEM LEVEL 1

Student Success Objective 2

Performance Objective Description:

In support of a successful online learning experience, SHSU will provide access to relevant and robust tools for learning and academic development

RELATED ITEM LEVEL 2

Student Success KPI 2

KPI Description:

- provide a functional and robust set of apps for learning (Kaltura, Blackboard Mobile, Blackboard Collaborate, Blackboard Student, NBC Learn)
- in partnership with the NGL, SHSU Online will offer a wide range of library resources from within the Learning Management System (Blackboard), including...
 - Embedded Librarians
 - Library Guides

RELATED ITEM LEVEL 1

Student Success Objective 3

Performance Objective Description:

SHSU will actively promote success beyond the classroom by providing SHSU student with opportunities to develop marketable skills.

RELATED ITEM LEVEL 2

Student Success KPI 3

KPI Description:

- In partnership with SHSU Athletics and the College of Fine Arts and Mass Communication, SHSU Online will continue to provide a broad range of internship opportunities in various positions, including...
 - Audio Techs, Graphics Operators, Camera Operators, Production Assistants, Sports Anchors, Teleprompter Operators, Floor Directors and Digital Media Assistants.
- SHSU Online will provide SHSU student workers with on-the-job training and market experience in the fields of academic technology, online education, data analytics, GIS, recruitment, video production, graphic design and more, effectively improving Texans’ marketable skills for gainful employment.

SHSU Online will provide best-in-class services to the SHSU community

RELATED ITEMS/ELEMENTS -----

RELATED ITEM LEVEL 1

Services Objective 1

Performance Objective Description:

In support of the University's enduring traditions, SHSU Online will provide year-round video production and live streaming services for campus events.

RELATED ITEM LEVEL 2

Services KPI 1

KPI Description:

- Athletic games, tree-lighting ceremony, ring ceremony, commencement, graduation, and others.

RELATED ITEM LEVEL 2

Student Success KPI 1

KPI Description:

- provide the best in class troubleshooting and technical support through the SHSU Online Support Desk, open 24/5
- maintain a 95% or higher satisfaction rating on Support Desk operations
- provide Blackboard student training for increased and success in online courses
- support the ongoing development of institutional services aimed at retaining and supporting students throughout their educational career (SAM Center, Writing Center)

RELATED ITEM LEVEL 1

Services Objective 2

Performance Objective Description:

In partnership with Enrollment Management, SHSU Online will participate in all Orientation Events.

RELATED ITEM LEVEL 2

Services KPI 2

KPI Description:

- Freshmen Orientation, Transfer Orientation, Graduate Orientation, Online Orientation

RELATED ITEM LEVEL 1

Services Objective 3

Performance Objective Description:

SHSU will host an annual Conference (Digital Education Summit) designed to bring together faculty, higher education practitioners and university leaders from the region and across the State, to network and exchange discussion on best practices for delivering online education.

Update to Previous Cycle's Plan for Continuous Improvement

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

New Plan for Continuous Improvement was not created in 2015-2016 cycle.