Distance Learning Center

Mission/Purpose:
The purpose of the distance learning center is to provide centralized services to all faculty, staff, and students involved with distance education.

Outcomes:
1. Serve in a liaison role between students and faculty, staff, UWP administrative offices, external agencies (i.e. DVR, Veteran’s Affairs, etc.) and UW learning Innovations to allow for centralized service for students at a distance.


Accomplishments:
a. Updated the virtual advisor to answer more questions
b. Updated communication regarding veteran’s benefits and WI GI bill
c. Updated process and communication for various password issues
d. Decreased student drop rate by 3%

2. Serve as a conduit to alumni for academic, social, and professional opportunities related to distance learning and the University of Wisconsin-Platteville.

Assessment Practices: Alumni survey, Alumni Advisory Board

Accomplishments:
a. Developed a Distance Learning Constituency Chapter of the Alumni Assoc.
b. Changed processes in the alumni office to include graduates of programs offered at a distance.
c. Developed an annual communication plan for alumni
d. Embarked on the first distance education fund-raising campaign

3. Provide student services that reflect or expand upon the services offered by the traditional campus administrative offices to serve non-traditional and distance learners.

Assessment Practices: Process review committees, SAB, Student Services Survey,

Accomplishments:
a. Streamlined process to reduce time to complete admissions work
b. Updated virtual graduation website and graduation activities
c. Developed new payment options for online students
d. Revamped e-mail and phone communication plan
4. Design a plan for the promotional mix (utilizing tracking results) that will give the broadest exposure within budget constraints.

**Assessment Practices:** Google Analytics, Communication Reports, SAB, AAB

**Accomplishments:**
- Increased yield rates at all levels of the admission funnel
- Updated all promotional material for programs
- Decreased recruitment travel by 60%, while maintaining qualified leads
- Developed and began implementation of corporate marketing component

5. Design communication methods to recruit distance students and improve retention through all stages of admission, re-enrollment, and degree completion.

**Assessment Practices:** Google Analytics, Communication Reports, Committee Reviews, Individual Follow-up with students

**Accomplishments:**
- Increased student recruitment by 12% with less budget
- Increased re-enrollment rate by 3%
- Increased payment rates for classes
- Developed new retention plan

6. Oversee course development and revision processes to ensure timely and accurate completion of courses.

**Assessment Practices:** Course evaluation survey, SAB, Process review

**Accomplishments:**
- Revised and developed 38 courses with decreased staffing
- Incorporated a technology enhancement project for 18 classes
- Developed a new template for standard course information
- Standardized timeline to ensure completion of revisions and new courses
- Developed a process to scale technology enhancements to 30 classes/year

7. Provide initial and on-going training for faculty/staff in developing and teaching distance courses.

**Assessment Practices:** Faculty evaluation survey, training surveys

**Accomplishments:**
- Added 13 new training sessions for faculty
- Developed a standardized follow-up plan for all faculty training
c. Developed a faculty training website
d. Developed and archived online faculty training in 9 areas

8. Develop, implement, and review assessment/evaluation mechanisms for all areas listed above.

Assessment Practices: Assessment committee, Review of industry benchmarks

Accomplishments:
a. Developed standard form for reporting results of surveys
b. Identified process for capturing assessment results from individuals and committees
c. Increased completion rates for all surveys
d. Standardized process for communicating assessment results to students