

**University Distance and Distributed eLearning Strategic Plan
2009-2012**

2010 Annual Report

LEARNING OBJECTIVES FOR THIS YEAR

GOAL 1: UNDERGRADUATE EDUCATION - Strengthen the quality, opportunities and access of undergraduate education through distance and distributed eLearning.

1: 1.1 Expand Access - Expand educational access by: 1) increasing the number of courses in the Curriculum for Liberal Education available online by 5% annually, 2) offering undergraduate minors and concentrations online, 3) initiating undergraduate online certificate programs to meet high interest areas, and 4) accelerating progress toward degree completion through five week online courses offered within terms, 5) effectively marketing program.

2: 1.2 Encourage Students to Take Online Courses - Encourage all undergraduate students to take at least one online course during their college experience to prepare them for future lifelong learning environments.

3: 1.3 Online Degree Completion Program - Develop and implement an online degree completion program targeted to Virginia Tech students who did not complete their degree while at Virginia Tech.

4: 1.4 Increase eLearning Offerings - Increase online and blended undergraduate eLearning course offerings 10% by 2012 to effectively manage classroom capacity issues.

5:1.5 Increase Online Summer Session Courses - Increase by 10% annually, the number of undergraduate online course offerings and enrollments for Summer and special short sessions.

6: 1.6 eLearning Life Science Courses - Develop and implement at least four new eLearning options in undergraduate life science courses.

7: 1.7 eLearning Math Courses - Develop and implement at least three new eLearning options in undergraduate math courses.

8: 1.8 Holistic Assessment Process - Continuously improve distance and distributed eLearning undergraduate education through a holistic assessment process.

GOAL 2. GRADUATE AND PROFESSIONAL EDUCATION - Strengthen the quality, opportunities and access of graduate education through distance and distributed eLearning.

9: 2.1 Online Admissions and Enrollment Processes - Increase access to professional graduate programs through an online admissions and enrollment process option focused on the working adult learner.

10: 2.2 Continuously Improvement Graduate eLearning - Continuously improve distance and distributed eLearning graduate education through a holistic process of assessment management.

11: 2.3 University Governance - Ensure that new degrees, regardless of delivery mode, go through the university's governance process, including the institutional plan for graduate degrees.

12: 2.4 IVC programs Delivered Online - Increase access to existing Virginia Tech graduate and professional education opportunities by converting interactive videoconferencing (IVC), and classroom-based graduate degrees, options, certificate, and licensure programs to online offerings.

13: 2.5 Increase Graduate Online Courses - Increase by 5% each year access to graduate education by increasing the number of graduate course offerings each year offered online or in a distance-hybrid (blended) learning mode.

GOAL 3. eLEARNING and INFORMATION SYSTEMS - Expand access to education, improve the quality of education, and minimize the cost of education through distance and distributed eLearning.

14: 3.1 Value of eLearning - Enhance and improve the university community's understanding of the value of distance and distributed eLearning in achieving the university's goals in learning, discovery, and engagement.

15.3.2 Virtual Campus Container - Establish a virtual campus container that is targeted to the specific needs of professionals and adult learners, and that effectively and efficiently supports colleges' and departments' distance and distributed eLearning activities.

16.3.3 SCHEV Coding System - Implement a course coding system that complies with the State Council for Higher Education's (SCHEV) coding of distance learning courses.

17. 3.4 ACC Relationships - Establish eLearning relations and partnerships with ACC and peer universities to maximize resources, reduce costs, share resources and programs in support of learning discovery and engagement.

18: 3.5 Distance learning Transparency - Improve distance learning technology transparency and computing experiences through: reduced interoperability issues, integrative support models, increased training/orientation, and adaptive enterprise architecture.

19: 3.6 IVC Compliance - Establish and maintain an accurate and timely process for scheduling IVC classrooms that is compliant with off-campus site accreditation requirements, and that meets or exceeds minimum standards of quality for technology, connectivity, and support.

20: 3.7 Library and Learning Resources - Continue to provide library and learning resources and services available to distance learners in a timely and appropriate manner.

GOAL 4. EDUCATING THE WHOLE STUDENT - Strengthen the development of the whole student through distance and distributed eLearning

21: 4.1 Learn to Learn - Enhance students' abilities to learn how to learn through eLearning environments.

22: 4.2 Developing the Whole Student - Provide online experiences for developing the whole student in such areas as leadership, multiculturalism, internationalism, and other competencies.

23: 4.3 Virtual Student Center - Fully implement the university's Virtual Student Center to provide distance learners and campus-based students with the ability to actively participate in student activities and receive appropriate student services.

DISCOVERY OBJECTIVES FOR THIS YEAR

GOAL 5. INNOVATIVE TECHNOLOGIES and COMPLEX SYSTEMS - Implement an eLearning research agenda that focuses on Virginia Tech's own eLearning courses and programs, and use knowledge gains to enhance university education; disseminate new knowledge to the university community and beyond.

24: 5.1 Engage and Enhance University Research - Increase by 10% yearly, the use of eLearning as an effective means to engage and enhance university research.

25: 5.2 Center for Digital Discourse and Communication - Enhance the efforts of the Center for Digital Discourse and Communication as a mechanism to support scholarly research, including the continuation of traditional research practices, such as scholarly peer review, academic freedom, network formation, and intellectual experimentation.

26: 5.3 Structured Dissemination Method - Initiate a structured method to disseminate new knowledge on eLearning to the university community and wider audiences.

ENGAGEMENT OBJECTIVES FOR THE YEAR

GOAL 6. INTERNATIONAL EDUCATION and RESEARCH – Enhance Virginia Tech's reputation internationally through the effective integration of distance and distributed eLearning into learning, discovery and engagement.

27: 6.1 International Partnerships - Establish at least four new eLearning partnerships with respected international colleges and universities to include: shared courses, partnered degrees, conference activities, cultural programming, foreign languages, and/or faculty development.

GOAL 7. PK-12 ENHANCEMENTS IN SCIENCE, TECHNOLOGY, ENGINEERING AND MATHEMATICS (STEM) - Enhance STEM education through distance and distributed eLearning.

28: 7.1 Online STEM Programs - Develop and offer online and blended STEM education courses, certificates and degrees.

GOAL 8. ALUMNI ENGAGEMENT- enhance alumni engagement with the university through eLearning.

29: 8.1 VTalumnNET - Redesign the VTalumnNET program to increase engagement through the use of new educational programs such as an undergraduate degree completion program and the use of new technologies.

ORGANIZATIONAL OBJECTIVES FOR THIS YEAR

GOAL 9. ORGANIZATIONAL DEVELOPMENT – Foster a high quality diverse and inclusive academic environment.

30: 9.1 Faculty Incentives - Provide appropriate incentives to faculty for developing and teaching distance and distributed eLearning courses.

31: 9.2 Faculty/Staff Development - Enhance and expand faculty and staff development programs by 5% annually for individuals engaged in distance and distributed eLearning.

32: 9.3 Diversity and Inclusion - Continue to foster a diverse and inclusive eLearning community that supports mutual respect.

33: 9.4 Policy Compliance - Promote and ensure compliance with University distance learning policies

34: 9.5 Quality and Service - Continue to promote a culture of quality and service through examination and analysis of eLearning results to promote efficient administrative culture committed to quality and service

CAMPUS INFRASTRUCTURE OBJECTIVES FOR THIS YEAR

GOAL 10. INFRASTRUCTURE – Provide an adequate and appropriate infrastructure for the development and delivery of distance and distributed eLearning courses and programs.

35: 10.1 Physical Infrastructure - Ensure that an adequate and appropriate physical infrastructure is provided for the development and delivery of distance and distributed eLearning courses and programs.

36: 10.2 Information Technologies - Employ information technologies combining new modes of computing and communication to enhance the educational experience of students at off-site locations and on-line.

37: 10.3 IT Security - Implement, maintain and utilize information systems that are secure and protect the confidentiality of university data while also ensuring full replication of all mission-critical information.

38: 10.4 Remove Barriers -Streamline administrative processes and policies by removing 90% of unnecessary barriers to distance and distributed eLearning operations

RESOURCES MANAGEMENT OBJECTIVES FOR THE YEAR

GOAL 11: RESOURCE MANAGEMENT – Provide Effective Resource Development, Allocation, and Management to the University’s Distance and Distributed eLearning centralized operation (IDDL)

39: 11.1 Financial Resources - Provide adequate and appropriate financial resources, and the means to achieve the resources, required to support the university’s distance and distributed eLearning programs and services.

40: 11.2 IDDL Enterprise Fund - Double new tuition revenue earned by the university through the IDDL Enterprise Fund by increasing the effectiveness and efficiency of the pre and post approval process, and increasing both the number of participating Enterprise Fund programs and enrollment within existing programs.

41:11.3 Tuition Rates Simplify and set distance learning tuition and fee rates that are competitive to Virginia Tech’s peers.

LEARNING ACCOMPLISHMENTS FOR THE YEAR

GOAL 1: UNDERGRADUATE EDUCATION - Strengthen the quality, opportunities and access of undergraduate education through distance and distributed eLearning.

1: 1.1 Expand Access

Curriculum for Liberal Education

2010 Target: Offer 43 different CLE courses online during the course of the year

Accomplishment: ACHIEVED

55 different CLE courses have been offered online in Summer 1 2009, Summer II 2009, Fall 2009 and Spring 2010

Undergraduate Minors and Concentrations

2010 Target: Requirements for departmental minors are identified. All eLearning courses that are a part of a minor have been determined

Accomplishment: ACHIEVED

57 courses are currently offered that are required for the online undergraduate minors, and 42 electives that are part of college minors have been identified as part of a degree completion program.

Online Certificate Programs

2010 Target: Requirements for departmental certificates offered at the University are identified. All eLearning courses that are a part of a departmental certificate have been determined; 1 online departmental certificate program offered

Accomplishment: PARTIALLY MET

One participating course was offered in the fall 2009 and a second is in development and will be offered for a future semester. Additional non-credit course offerings have been developed and currently accepting enrollments.

Accelerating progress towards degree completion

2010 Target: 1 series of coordinated online courses taught in 5 week segments Scheduled for Fall 2010

Accomplishment: ACHIEVED

3 self paced courses Wood Science courses designed to be offered in sequence on a compressed schedule have been identified. One course is completed and the remaining two are under development.

Program Marketing

2010 Target: Appropriate marketing channels will be identified and utilized to make undergraduate students aware of the array of online course offerings available to them during the traditional Fall and Spring semesters

Accomplishment: EXCEEDED

The marketing and recruitment team further developed existing marketing channels to reach the university's undergraduate students about the availability of online courses for the fall and spring semesters, as well as identified new channels. These included:

Face-to-Face Channels:

- Virginia Tech Online (VTO) and Summer Sessions were represented at the 2009 Freshman Orientation with a booth presence to engage in face-to-face exchange with freshman parents and students
- Participation in the 2009 VT, IT & You Fair held during Move-In Week to inform students of year-round course options, with both a Summer Sessions and VTO presence

Print Mediums (Publications/Articles/Ads)

- Participated in the Blacksburg Transit Orientation campaign, with ads on the interior and exterior of the buses shuttling parents and students to the fair.
- Premium ad placement on the back cover of the BT route schedule, which runs on a yearly cycle
- A series of call-to-action ads placed in the Collegiate Times leading to add/drop closing for both the Fall and Spring semester
- Twelve-week run of table cards for dining halls to remind students of online and summer enrollment milestone dates
- Consistent article placement in the "Roomer," a publication of the Office of Student Affairs distributed through the residence halls

Electronic Communication

- Multiple mass HTML launches to current student body promoting VTO and University Summer Sessions
- Rotating ads featured on highly-trafficked pages of the hokiesports.com (hosted by ISP Sports) during the fall and spring semesters to during peak enrollment periods

New marketing channels were identified for the FY'10 year, which include:

- Creation of VTO and Summer Sessions Facebook pages to foster greater connectivity with undergraduate audience with weekly posts to create further engagement. Both pages are featured as "Favorite Pages" on Virginia Tech's Facebook Page.
- Creation of a Distance Learning and Summer Sessions RSS feed under the Virginia Tech RSS umbrella to better inform the university community about distance learning and summer sessions efforts. Averaged one article per month on the RSS feed.

2: 1.2 Encourage Students to Take Online Courses

2010 Target: 68% of first-time full-time freshmen in 2006 entering cohort have taken an online course.

Accomplishment: ACHIEVED

69% of the first-time full-time freshmen in 2006 entering cohort have taken an online course.

3: 1.3 Online Degree Completion Program

2010 Target: Feasibility study of using majors in each college as a degree completion option. Study includes the following aspects

- Availability of existing majors
- College buy in
- Existing eLearning courses that can be a part of the degree

Accomplishment: ACHIEVED

Report completed entitled "Analysis of Virginia Tech's eLearning Portfolio of Credit Courses and Recommendations for Future Effort". Currently there are no majors with enough courses to be offered online. The report details all course offerings and identifies six departments with enough courses to offer minors. An additional seven departments have at least 50% of a minor available online.

4: 1.4 Increase eLearning Offerings

2010 Target: 9,990 undergraduate enrollments equivalent to 333 30 seat classrooms

Accomplishment: EXCEEDED

13137 undergraduate enrollments equivalent to 438 30-seat classrooms

5:1.5 Increase Online Summer Session Courses

2010 Target: 220 online course offerings; 3800 enrollments

Accomplishment: EXCEEDED

New queries identified graduate course offerings as having 93 unique courses with 143 total section offerings in Summer 2009 with 3978 enrollments.

6: 1.6 eLearning Life Science Courses

2010 Target: 2 online life sciences courses and/or labs developed and delivered

Accomplishment: EXCEEDED

2 new courses offered online starting Summer 2009 and continued through the spring and fall.

- BIOL 1105 – Principles of Biology I
- BIOL 1106 – Principles of Biology II

3 new courses under development and will be offered beginning Summer 2010

- BIOL 2104 – Cell and Molecular Biology
- BIOL 2804 – Ecology
- CHEM 4615 – Physical Chemistry for the Life Sciences

7: 1.7 eLearning Math Courses

2010 Target: Current online math courses reviewed. MATH 1526 module and exam process completed and implemented.

Accomplishment: ACHIEVED

The MATH 1526 module designated as CMUM 272 has completed development, review and testing. Implementation is currently underway with 4 anticipated students in its first offering.

8: 1.8 Holistic Assessment Process

2010 Target: Student and faculty surveys are aligned with KQI elements Plan for easy incorporation of WEAVE content into IDDL annual reports has been established. Faculty and student online surveys have been implemented.

Accomplishment: ACHIEVED

Phased Student Evaluation System launched Spring 2010. The phased approach allows for three shorter sets of questions with the intention of boosting response rates among students. Sending the survey out over the course of the semester also allows IDDL to collect formative and summative data as the survey is sent at several critical periods during a student's enrollment.

The faculty evaluation questions will be integrated with the new Phased Student Evaluation System backend and will launch in Fall 2010. The data for both surveys can be reported to corresponding stakeholders enabling each group to resolve any identified issues in a timely fashion.

GOAL 2. GRADUATE AND PROFESSIONAL EDUCATION - Strengthen the quality, opportunities and access of graduate education through distance and distributed eLearning.

9: 2.1 Online Admissions and Enrollment Processes

2010 Target: Increase appeal to non-traditional adult students by being less full-time and campus-centric.

Accomplishment: ACHIEVED

Greater connectivity, and rapport, has been established with the directors of the more recent master's program offering as these faculty clientele have had a direct role and influence in the marketing launch(es) of their programs. The "toolkit" of suggestions is currently in development for a roll-out later in the 2010-11 academic calendar.

10: 2.2 Continuous Improvement of Graduate eLearning

2010 Target: Student and faculty surveys are aligned with KQI elements.

Faculty and student online surveys have been implemented. Online survey data is distributed to stakeholders.

Accomplishment: ACHIEVED

Phased Student Evaluation System launched Spring 2010. The phased approach allows for three shorter sets of questions with the intention of boosting response rates among students. Sending the survey out over the course of the semester also allows IDDL to collect formative and summative data as the survey is sent at several critical periods during a student's enrollment.

The faculty evaluation system will be integrated with the new Phased Student Evaluation System backend and will launch in Fall 2010. The data for both surveys can be reported to corresponding stakeholders enabling each group to resolve any identified issues in a timely fashion.

11: 2.3 University Governance

2010 Target: No distance learning degree programs offered unless degree is already approved by University Governance and on Graduate School's IPD list.

Accomplishment: ACHIEVED

All distance learning degrees have followed governance process. The graduate certificate in Nonprofit and Nongovernmental Organizational Management started an online option. SACS was notified and no additional governance was required since the degree had been approved for face to face delivery.

12: 2.4 IVC Program Delivery

2010 Target: Identify IVC degrees, certificates and licensure programs offered. Identify IVC courses that can be adapted to online delivery.

Accomplishment: ACHIEVED

All IVC degrees, certificates and licensure programs are identified.

13: 2.5 Increase Graduate eLearning Courses

2010 Target: 500 distance learning graduate course offerings

Accomplishment: ACHIEVED

Data governance was initiated to eliminate incorrect course counts partially due to duplicate course records. New queries identified graduate course offerings as having 327 unique courses with 715 total section offerings in FY2010.

GOAL 3. eLEARNING and INFORMATION SYSTEMS - Expand access to education, improve the quality of education, and minimize the cost of education through distance and distributed eLearning.

14: 3.1 Enhance Understanding of the Value of eLearning

2010 Target: Implement a marketing campaign to increase the campus' understanding and the role of the Office of Distance Learning and Summer Sessions.

Accomplishment: ACHIEVED

An aggressive university awareness campaign was developed in Fall 2009, which included numerous metrics for better informing the university community about the role and services of the Distance Learning and Summer Sessions organization

- The inaugural edition of Access & Innovation (organizational) publication launched in Fall 2009, with subsequent Spring and Summer editions developed and distributed electronically to all faculty and administrators on campus. Hard copies of each issue were also delivered to VP level administrators on campus
- Access and Innovation provided a medium to spotlight the success stories and accomplishments of Virginia Tech's eLearning community, thereby leading by example for their faculty peers
- A series of HTML ads were developed and launched to the faculty community, encouraging them to engage in the host of faculty development opportunities, including the FDI teaching and technology workshops, the monthly brown bag lunch discussions (launched in Fall 2009), and the instructor certification program, also launched in Fall 2009. The HTMLS were sent strategically over the Fall and Spring semesters to remind faculty about the events and to encourage enrollment.
- Development and deployment of a "Did you Know?" postcard campaign over the Fall 2009 and Spring 2010 semester, including a series of five oversized postcards to all faculty and administrators on campus promoting the services, value and benefits offered by Distance Learning & Summer Sessions / IDDL
- Launched an open letter/welcome back to faculty community from the Associate Vice President for DL&SS outlining resources for the faculty, such as course development funding and the summer session provost grant program.
- Partnered with the University Academic Advising Center and Center for Academic Enrichment and Excellence to participate in its Fall 2009 Academic Advising Chat Series to provide a DL&SS organizational perspective, and how we can partner on future efforts
- Established relationship with University Relations in order to best promote the organizational anecdotes to the university community through VT News, RSS feeds and Campus Notices

- Partnered with the Alumni Association on a number of efforts to promote the DL&SS organization, including success stories, in the October 2009 edition of the VT NetLetter, the Spring 2010 edition of VT Magazine
- Updated and developed a more reader-friendly eLearning “Act a Glance” facts overview posted to both the VTO and IDDL web sites
- Distance Learning and Summer Sessions was included for the first time under the University’s Measures of Excellence, citing measures of distinctions for both units

15.3.2 Virtual Campus Container

2010 Target: Develop and propose a virtual campus container

Accomplishment: ACHIEVED

A proposal to establish a virtual campus was developed and submitted to the vice president and dean of undergraduate education

16.3.3 SCHEV Coding System

2010 Target: Coding system for distance learning courses initiated by the Registrar’s Office

Accomplishment: ACHIEVED

Registrar initiated SCHEV required coding system for distance learning programs

17. 3.4 ACC Relationships

2010 Target: Communication points (liaisons) at each ACC university have met with IDDL staff

Accomplishment: PARTIALLY MET – Target expanded

Contact information for representatives of all distance learning and continuing education of the ACC institutions have been identified. IDDL is now working with the department of Continuing and Professional Education at Virginia Tech to establish a joint conference hosted in Blacksburg. Potential funding opportunities through the ACC have been identified and are currently being pursued.

18: 3.5 Distance Learning Transparency

Reduced Interoperability Issues

2010 Target: CAS and ED-ID integration completed

Accomplishment: PARTIALLY MET – Target no longer applicable

CAS integration prototyped and awaiting deployment. ED-ID integration put on hold due to assessment of needs; CAS will be able to fill the role previously assigned to ED-ID

Integrative Support Models

2010 Target: Design phase of the life cycle development of the DLSS Enterprise Portal completed

Accomplishment: ACHIEVED

The portal is live and used by the marketing department of IDDL. Support for the current version is offered, but no further development is done or planned at this time

Increased Training/Orientation

2010 Target:

- 21 eLearning short courses offered

- 2 eLearning tracks offered
- 2 pedagogical certificate programs offered
- eLearning faculty community group established with 10 active members\
- 6 brownbag lunch sessions for eLearning faculty offered

Accomplishment: ACHIEVED

- 31 eLearning short courses delivered.
- 3 eLearning tracks offered.
- 3 pedagogical certificate program offered.
- eLearning faculty community group established with an average of 20 participants meeting regularly face to face and virtually.
- 8 brownbag lunch sessions offered. 5 scheduled for Spring 2010

Adaptive Enterprise Architecture

2010 Target: All Blackboard based eLearning courses are moved to Scholar LMS NRDLC and Horse Repo sites converted to Drupal CMS format

Accomplishment: ACHIEVED

All new courses developed by faculty collaborating with IDDL with regard to course design and development were created for Scholar delivery. IDDL faculty development workshops have been updated to include Scholar implementation techniques whenever appropriate. As requested by the department of Learning Technologies at Virginia Tech, all faculty requesting Scholar support are directed to 4-Help and OCS. IDDL Leadership chose to terminate the contracted support for NRDLC website development. HorseRepo is still supported but remains in its initial Joomla format.

19: 3.6 IVC Compliance

2010 Target: Process for IVC off site accreditation audits completed. All VT operated IVC sites have completed the audit process.

Accomplishment: ACHIEVED

Accreditation and equipment audit process developed and implemented. All Virginia Tech sites have been audited. All technical and accreditation information has been collected from previously identified and new non VT operated sites.

New sites approved included

- Manassas CEE Occoquan Laboratory (MS/PHD Civil and Environmental Engineering program)
- The University of Texas at Austin (MS/PhD. Civil and Environmental Engineering program)
- Northrop Grumman Shipbuilding (MS/PhD program in Mechanical Engineering)
- The Pennsylvania State University College of Medicine (MS/PhD Biomedical Engineering and Sciences)
- Technische Universitat Darmstadt (MS/PhD program in Mechanical Engineering)

20: 3.7 Library and Learning Resources

2010 Target: 95% of distance learners indicate satisfaction with library services.

Accomplishment: ACHIEVED

96% of distance learners indicate satisfaction with library services for Fall 2009

GOAL 4: EDUCATING THE WHOLE STUDENT

21: 4.1 Learn to Learn

2010 Target: Online noncredit course developed on the topic of “Orientation to learning online”. Planned development of eLearning Student Handbook

Accomplishment: ACHIEVED

Orientation to eLearning webpages and related media have been completed and hosted. A video incorporating eLearning faculty has been incorporated into the pages to act as an introductory piece. The text content of the eLearning Student Handbook is also available as a downloadable pdf document.

22: 4.2 Developing the Whole Student

2010 Target: Virtual Student Center implemented with spaces for student interaction with Student Affairs offices.

Accomplishment: ACHIEVED

Spaces have been identified for each of the Virtual Student Centers participating stakeholders. Each have provided rich content for their service rooms.

23: 4.3 Virtual Student Center

2010 Target: Virtual Student Center operational; assessed for effectiveness and improvements made.

Accomplishment: PARTIALLY MET

Virtual Student Center is operational and hosted in a development setting. Version 1 of the Student center has been moved to a July 1 Launch date to accommodate functionality upgrades requested through testing.

DISCOVERY ACCOMPLISHMENTS FOR THIS YEAR

GOAL 5: INNOVATIVE TECHNOLOGIES and COMPLEX SYSTEMS - Implement an eLearning research agenda that focuses on Virginia Tech’s own eLearning courses and programs, and use knowledge gains to enhance university education; disseminate new knowledge to the university community and beyond.

24: 5.1 Engage and Enhance University Research

2010 Target: 2 new eLearning research projects in process

Accomplishment: EXCEEDED

4 research projects on the topics are underway.

- Targeted professional development designed to improve online instruction
- Longitudinal study of the IDDL Students Perceptions of eLearning Survey
- Informing eLearning course design
- Development of an Online Physical Education Course

1 continued research project in Agriculture

2 NSF research proposals integrating eLearning submitted

14 conference proposals accepted

25: 5.2 Center for Digital Discourse and Communication

2010 Target: Continue partial funding of CDDC; collaborate with CDDC to enhance scholarly research

Accomplishment: ACHIEVED

The CDDC was originally begun in 1998 by working with IDDL, among others on campus, to provide a digital point-of-publication for new forms of scholarly communication, academic research, and cultural analysis. IDDL maintains its historic commitment by providing \$25,000 in annual operational support. Both the retired Associate Vice President for Distance Learning and Summer Sessions, and its current Interim Director, serve on the on-campus advisory board.

26: 5.3 Structured Dissemination Method

2010 Target:

- 7 conference presentations delivered
- 21 eLearning short courses offered
- 2 eLearning tracks offered
- 2 pedagogical certificate programs offered
- eLearning faculty community group established with 10 active members
- 6 brownbag lunch sessions for eLearning faculty offered
- Virtual Student Center piloted

Accomplishment: ACHIEVED

- 9 conference presentations delivered
- 31 eLearning short courses offered.
- 3 eLearning tracks offered
- 3 pedagogical certificate programs offered.
- eLearning faculty community group established and actively working to improve online teaching and learning practices at Virginia Tech.
- 8 brownbag lunch sessions offered.
- Virtual Student Center entering testing phase Spring 2010.

ENGAGEMENT ACCOMPLISHMENTS FOR THE YEAR

GOAL 6: INTERNATIONAL EDUCATION and RESEARCH – Enhance Virginia Tech’s reputation internationally through the effective integration of distance and distributed eLearning into learning, discovery and engagement.

27: 6.1 International Partnerships

2010 Target: Establish at least one new international partnership with a respected college or university through effective integration of eLearning.

Accomplishment: ACHIEVED

The Virginia Tech College of Natural Resources in Collaboration with IDDL has partnered with the Costa Rica Institute of Technology to develop online courses for mutual offerings. IDDL faculty and staff have met with representatives from several countries regarding course development and special initiatives. Countries included The People’s Republic of China, Egypt, Germany, Kyrgyzstan, Nigeria, Senegal, South Africa, Sudan, and the United Kingdom.

GOAL 7: PK-12 ENHANCEMENTS IN SCIENCE, TECHNOLOGY, ENGINEERING AND MATHEMATICS (STEM) - Enhance STEM education through distance and distributed eLearning.

28: 7.1 Online STEM Programs

2010 Target: Goals established with stakeholders

Accomplishment: ACHIEVED

Graduate Certificate in Pre-Engineering Education funded for development and approved for IDDL Enterprise Fund. Because of an unexpected staffing change, Engineering Education Department is currently deciding whether or not to pursue the degree program further.

GOAL 8: ALUMNI ENGAGEMENT- Enhance alumni engagement with the university through eLearning.

29: 8.1 VTalumnNET

2010 Target: VTalumnNET redesigned, launched and assessed for effectiveness. 30 video based non credit courses offered.

Accomplishment: PARTIALLY MET – Target no longer applicable

VTalumnNet redesign has completed its development and been tested. 21 courses have been completed. IDDL leadership revisited the VTalumnNet concept and will be presenting it to the Virginia Tech Alumni Association Director and propose the updated concept of using repurposed video for the website Summer 2010. Such repurposing of existing content costs very little to produce and as a result could be turned over fairly frequently. IDDL could update and maintain such a system but could not absorb the cost of providing video to be included. IDDL would also not be the right group to decide on the specific content. The system could be modified to collect Alumni information, track contacts by individual alums, and provide reports to the Virginia Tech Alumni Association.

ORGANIZATIONAL DEVELOPMENT ACCOMPLISHMENTS FOR THIS YEAR

GOAL 9: ORGANIZATIONAL DEVELOPMENT – Foster a high quality diverse and inclusive academic environment.

30: 9.1 Faculty Incentives

2010 Target: \$150,000 incentive funding is provided faculty to encouraged them to develop new online courses and revise seat-based courses for online delivery

Accomplishment: ACHIEVED

\$220,477 was funded within the fiscal year for grants from the Provost Course Development Fund. These grants are awarded in two halves to a faculty member's department: the first 50% immediately after the faculty member meets with IDDL course designers/developers, and the remaining 50% when the course is completed and posted to a timetable of classes. At least the first half of every award has been distributed.

31: 9.2 Faculty/Staff Development

2010 Target: 87 faculty from 48 departments participate in faculty development in the process of designing, developing, and delivering eLearning courses through IDDL; 39 faculty participate in specific course design consultation

Accomplishment: ACHIEVED

127 faculty and staff from 68 departments participated in faculty/staff development or individual training in the process of designing, developing, and delivering eLearning courses through IDDL; 55 faculty have participated in specific course design consultation.

32: 9.3 Diversity and Inclusion

2010 Target: Establish a diverse eLearning community group representing various fields of study, gender, race, sexual orientation, religion and teaching and learning perspectives. Continue to support Virginia Tech's Principles of Community.

Accomplishment: ACHIEVED

A diverse eLearning faculty community group established with more than 20 active members. 8 brownbag lunch sessions for eLearning faculty offered. Participants actively participate in IDDL sponsored initiatives including outreach, orientations, and workshops.

33: 9.4 Policy Compliance

2010 Target: Disseminate University distance learning policy to university community.

Accomplishment: ACHIEVED

Distance learning policy distributed to all members of the University's Distance and Distributed eLearning Advisory Board, and the University's Distance Learning Program Council.

34: 9.5 Quality and Service

2010 Target: Student Perception of eLearning results:

- 90% - course design enabled learning
- 90% - were more confident in reach their academic goals
- 92% - quality of technology & connectivity supported learning
- 95% - support services met or exceeded needs
- 89% - indicated they were satisfied with their eLearning course

Accomplishment: PARTIALLY MET

Fall 2009 Student Perception of eLearning results:

- 89% - course design enabled learning
- 89% - were more confident in reach their academic goals
- 92% - quality of technology & connectivity supported learning
- 95% - support services met or exceeded needs
- 88% - indicated they were satisfied with their eLearning course

CAMPUS INFRASTRUCTURE ACCOMPLISHMENTS FOR THIS YEAR

GOAL 10: INFRASTRUCTURE – Provide an adequate and appropriate infrastructure for the development and delivery of distance and distributed eLearning courses and programs.

35: 10.1 Physical Infrastructure

2010 Target: Complete quality audit of Virginia Tech distance learning (IVC) classrooms. Identify infrastructural needs, particularly as they inhibit efficient

execution of the office mission, and seek to correct them or develop a plan of correcting them over time.

Accomplishment: ACHIEVED

Process for IVC off site accreditation audits completed. All Virginia Tech site audits completed. Significant upgrades were made to computer servers during Summer and Fall 2009, Desk-top computers were upgraded where required to promote the most efficient operation. A faculty course design meeting area and a small office remodeling project improved space utilization. Analysis continues as we seek opportunities to improve the infrastructure.

New sites approved included

- Manassas CEE Occoquan Laboratory (MS/PHD Civil and Environmental Engineering program)
- The University of Texas at Austin (MS/PhD. Civil and Environmental Engineering program)
- Northrop Grumman Shipbuilding (MS/PhD program in Mechanical Engineering)
- The Pennsylvania State University College of Medicine (MS/PhD Biomedical Engineering and Sciences)
- Technische Universitat Darmstadt (MS/PhD program in Mechanical Engineering)

36: 10.2 Information Technologies

2010 Target: Assess Virginia Tech's current primary distance learning technology capabilities for maximum effectiveness and efficiency:

- Online Course Management System (Scholar)- provided by Learning Technologies of IT Division
- Web Conferencing (Centra) - provided by IDDL
- Video & audio streaming - provided by IDDL and Video Broadcast Services (VBS)of IT Division
- Video Conferencing Equipment & Network - provided by VBS of IT Division
- VT- IVC classrooms (23 origination rooms and 10 receive rooms) at university owned extended campus sites - Equipment & connectivity provided by VBS of IT Division
- Non-VT IVC Classrooms at non-VT owned sites – Space, equipment and connectivity provided by receive site entity.

Accomplishment: ACHIEVED

- Online Course Management System (Scholar)- IDDL continues to collaborate with OCS with regard to new developments as they relate to the Scholar system. As requested by the department of Learning Technologies at Virginia Tech, all faculty requesting Scholar support are directed to 4-Help and OCS.
- Web Conferencing – assessed against competitors and found to provide highest quality service
- Video & audio streaming – assessed and found acceptable
- Video Conferencing Equipment & Network – All Virginia Tech IVC locations have passed all technical requirements of the IDDL site audit
- VT- IVC classrooms - All Virginia Tech IVC locations have received a full audit. Each site was determined to have passed all technical and accreditation requirements.

- Non-VT IVC Classrooms at non-VT owned sites – Technical and accreditation documentation is on file for all non Virginia Tech maintained IVC classrooms used for Virginia Tech credit courses.

37: 10.3 IT Security

2010 Target: DLSS data remains secure based on University audits, and revised credit card processing procedures;

Accomplishment: ACHIEVED

All DLSS data remains secure based on University audits, and revised credit card processing procedures.

38: 10.4 Remove Barriers

2010 Target: 50% of 2007 identified barriers to eLearning have been resolved or eliminated and new barriers are identified

Accomplishment: ACHIEVED

64% of 2007 barriers have been resolved or eliminated and an additional 14% have been partially resolved through the use of cross-functional teams. A review of new potential barriers will be conducted Spring 2010.

RESOURCES MANAGEMENT ACCOMPLISHMENTS FOR THE YEAR

GOAL 11: RESOURCE MANAGEMENT – Provide Effective Resource Development, Allocation, and Management to the University’s Distance and Distributed eLearning centralized operation (IDDL)

39: 11.1 Financial Resources

2010 Target: Anticipate funding shortfalls due to potential budget reductions, and adjust expenses as appropriate while attempting to achieve the highest priorities. Identify new sources of revenue to off-set any reduction in E&G funding and to support the growth of eLearning at the university.

Accomplishment: ACHIEVED

To accommodate for reductions in E & G funding and reduced external contracts, operating expenses were controlled and expenditures on new initiatives curtailed. Also, revenue distributed to DLSS through the Enterprise Fund exceeded expectations. As a result, the following status is forecasted for FY10 (as of early June) – rounded to the nearest “000” to accommodate for this being an estimate: Total Revenue (including State-based funding + Enterprise Fund Overhead + Enterprise Fund Surplus + External Contractual Projects) exceeded Total Expense by **\$117,000**. This positive fund balance (in Enterprise Fund dollars, not E&G dollars) will carry forward to net reserve to cover potential unanticipated expenses in FY11, and additional development expenses required to grow.

40: 11.2 IDDL Enterprise Fund

2010 Target: \$3,645,750 in Enterprise Fund revenue; 2 additional programs within the Enterprise Fund

Accomplishment: ACHIEVED

Enterprise Fund revenue was \$3,793,933, or \$148,183 (4%) above mid-year forecast and 21.6% above FY09. Enterprise distributions are as follows

- CALS: \$372,378
- CLAHS: \$752,262

- COE: \$713,974
- CNR: \$135,163
- PCOB: \$483,179
- University overhead: \$598,847
- Distance Learning: \$468,873
- Provost Course Development Fund: \$269,257

From 2001 until 2010, a total of \$15,641,016 has been earned and distributed as part of this unique program coordinated by Distance Learning

One new program entered the Enterprise Fund in FY10, with the Wood Science program's entry into the Enterprise Fund tabled. Another program, originally scheduled for FY10, will now begin in Summer of 2010 (which is counted in the FY11 Enterprise Fund accounting model), and still another program is scheduled to start in Fall 2011. Enterprise Fund revenue is forecasted to grow in FY11 over FY10 due to a combination of growth within existing programs and new programs entering in FY11.

41:11.3 Tuition Rates

2010 Target: Identify program groupings and analyze against Virginia Tech's SCHEV peers toward the purpose of simplifying distance learning tuition and fee rates

Accomplishment: ACHIEVED

Due to the announced tuition rate increases for FY11, state spending shortfalls to higher education, and the potential for budget reductions, no plans are underway to make a proposal to the Budget Office for a lower tuition rate for any online program.