UNIVERSITY OF ARKANSAS

DISTANCE EDUCATION Top 5 Goals

The University of Arkansas Global Campus, charged with expanding distance education opportunities, has identified the following five goals related to distance education, the focus being that of providing exemplary distance education programs that are recognized as benchmarks and destination programs in their respective disciplines. These goals align with the university's plan to make progress toward becoming a top 50 public research university and with Goal 14 of Chancellor G. David Gearhart's *Providing Transparency & Accountability to the People of Arkansas* report.

1 Expand and enhance online degree program offerings and courses at the University of Arkansas

- Add at least 3-5 undergraduate and 3-5 graduate degree programs online by 2020 to the online portfolio of programs offered by the university
- Add online course offerings for high-demand classes
- Each college/school will develop degree programs or courses
- Work closely with our faculty and involve them in all dimensions of the design, development, delivery and assessment of online courses and programs (for credit and not for credit, including executive education and professional development programs)

2 Expand access and educational availability for a wide spectrum of Arkansas, regional, national and international students

- Assess market needs/trends to identify areas where our efforts will best serve students (non-traditional, adult learners, income-challenged, military professionals, as well as on-campus students)
- Expand the offerings of courses and degrees, leveraging the great value that the University of Arkansas offers regarding quality and cost
- Enhance convenience, flexibility and accessibility of our online and/or other delivery mode programs and courses

3 Enhance current support systems for students taking courses online

Provide enhanced services to facilitate student success, including:
- Orientation, admission and registration
- Supplemental instruction/tutoring
- Accessibility
- Advising/retention
- Degree completion
- Career development
- Alumni connections

4 Develop and market online programs to further enhance the university's strong brand

- Enhance marketing, advertising, recruitment, retention and alumni relations efforts for online students to complement current efforts for on-campus programs
- Expand the branding of online programs and courses in ways that support the University of Arkansas' efforts to continue its reputation of excellence in higher education

5 Enhance and expand support for U of A faculty regarding the use of technology and distance education teaching

- Work with and provide incentives for faculty to prepare to teach the next generations of students. Future students will search for and enroll in programs (for all modalities: online courses, hybrid and flipped classroom courses, and web-based self-paced courses) offered by institutions of higher education that have incorporated technology into the fabric of teaching and learning dynamics
- Identify paths for teaching innovation; this should be driven by the collaboration of the Teaching and Faculty Support Center, the Global Campus and UITS, while always looking for ways to connect with students in this process
- Actively seek spaces and interested parties that can drive research for pedagogy and best practices for the implementation and adoption of new teaching technologies

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