SCF Online Strategic Plan

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**Mission:** SCF Online facilitates individual student goal achievement by providing online courses and programs equal or superior to face to face courses as measured by tangible measures of student success.

**Vision:** SCF Online will provide pathways for student goal achievement by providing superior opportunities for time and place-bound students to achieve their educational objectives.

**Core Values:** Courses and programs offered by SCF Online shall:
- Achieve course and program outcomes that are equivalent or exceed those for on-campus education.
- Be measured against the same Course Performance Standards as all other courses.
- Meet or exceed requirements outlined by Quality Matters and SCF Online for online course design.
- Be developed and delivered by instructors meeting all aspects of qualification for face-to-face courses who meet SCF Online standards for teaching online.
- Provide an accessible learning environment for all students seeking their education online.

**Strategic Goals:**

**Strategic Goal 1:** Develop course and program curriculum and delivery that meets or exceeds outcomes assessment results for all courses regardless of delivery method.

**Initiatives/Action Plans:**

1. Use data-driven decision-making to benchmark existing assessment measures and establish milestones for improvement.
   - **Current Status:**
     - Monitoring existing processes for face-to-face vs. online courses currently being measured by Institutional Research and published in the annual [SCF Fact book](#).
   - **Future Actions:**
     - Expand on course level outcomes in courses with the largest gaps to investigate sources of variation.
     - Continue monitoring to detect trends using existing measures.
     - Develop department/program/course level comparisons to identify promising targets for improvement and appropriate measures to narrow the gaps.

2. Administer the Noel-Levitz’ Priority Survey of Online Learners (PSOL) to specifically identify areas for improvement for online students.
   - **Current Status:**
• Survey has current budget for 200 online surveys.
• Requires identification of course selection across departments by CRN to provide cross section of online courses.

• Future Actions:
  • Administer and evaluate results against other campus Noel Levitz results of Campus Quality Survey
  • Evaluate specific PSOL results and develop a potential improvement plan.
  • Evaluate PSOL for cost/benefit. If positive, coordinate a schedule with Institutional Research for future administrations.

Strategic Goal 2: Build student successes by leveraging the signature strengths of online delivery through consistent course design across programs, common course delivery standards, and active evaluation methods to improve.

Initiatives/Action Plans:
1. Redesign SCF Online eCertification program for online instruction.
   • Current Status:
     • eCertification Level 1 course for basic instructor certification in Angel was redesigned and delivered since fall 2013.
     • eCertification Level 1 course updated and redesigned for Canvas LMS. First course begins Oct 20.
   • Future Actions:
     • Development eCertification Level 2 and Level 3 courses for new course development and creation of signature courses.
     • Continue to add pedagogy into eCertification class for online instructors.
     • Improve incorporation course performance standards into eCertification course.
     • Expand eCertification process to include continuing education topics that update faculty credentials and qualifications.
     • Include eCertification into faculty professional development process for promotion.
2. Ensure SCF courses offered online, meet current and future Quality Matters standards for online course design.
   • Current Status:
     • Intention to Subscribe (re-subscribe) to Quality Matters Submitted. Subscription starts 1 July 2014 as part of FLVC consortium pricing on their renewal schedule.
- Instructional Designers certified as QM Reviewers or in training. Director is QM Master Reviewer.
- Some QM training incorporated into the Canvas LMS training courses for current and new faculty.

**Future Actions:**
- Instructional Designers certified to deliver APPQMR QM Class to faculty.
- Develop plan for Quality Matters implementation plan to accompany LMS transition. Include method for implementing, training, and managing course design standards into courses.

3. Faculty meet current and future SCF Standards for Course Delivery of online courses.

**Current Status:**
- Basic standards are drafted and are incorporated into eCertification, but not widely distributed.

**Future Actions:**
- Refocus on standards as part of LMS continuing training

4. Development an online course evaluation instrument to ensure compliance with practices and standards from 1-3 above.

**Current Status:**
- Initial pilot of online course evaluation is in-place for fall 2014 term on a provisional basis using eXplorance in faculty evaluation.

**Future Actions:**
- Align online evaluation instrument with SCF faculty evaluation processes and procedures.
- Develop specific question pool and strategy for data collection and evaluation from the online instrument with buy-in from faculty.

5. (New for September 14) Develop comprehensive library of training courses in Canvas LMS for all technology

6. Provide a comparable or superior level of student services using a combination of campus-based and online student support services accessible online (as opposed to accessible for online students) for all SCF students.

**Current Status:**
- Existing third party software is under evaluation for continuance for the new fiscal year, and alternatives being up for consideration:
  - Online Tutoring (Smarthinking) – Recommend Keep
  - 24/7 student support (Embanet) - Scheduled for deletion at end of year- superseded by Canvas 24/7 support package.
Student preparedness for online coursework (SmarterMeasures)- Scheduled for deletion due to lack of use and high per user cost

- All students, faculty, staff are now in Office 365 with access to increased storage.
- Blackboard Collaborate contract with Collegiate School and Baccalaureate programs has expired, we are now using campus wide Lync as part of Office 365 for web-conferencing.
- Office Mix used for PowerPoint authoring for training purposes
  - Future Actions: Continue to evaluate new options for student services.

7. Environmentally scan for emerging innovation and uses for technology to facilitate improved teaching and learning applications.
   - Current Status:
     - SCF Online Director attends FLVC meetings to learn and share with most Florida Universities and Colleges.
     - Current Active Statewide activities:
       - Evaluation of Proctoring Software/Identity Access software
       - Accessibility issues and actions
     - New SCF Standing Committee chaired by Director, SCF Online to coordinate all SCF Academic Technology. First meets in late November 2014.
   - Future Actions:
     - Semi-annually review current and emerging technologies to share with the SCF online professors.
     - Updates of Canvas enhancements on their two/three seek cycle.
     - Attend conferences, trainings, webinars and other opportunities to keep updated on current and emerging technologies.

Strategic Goal 3: Act as a Revenue-Positive profit center to support current and future SCF activities and initiatives.

Initiatives/Action Plans
1. Use data analysis and proactive scheduling to leverage existing curriculum strengths to outreach to students in and Manatee and Sarasota counties while
developing new curriculum suited to the strengths of our faculty, staff, and our diverse population base.

- Current Status: Comprehensive set of recommendations were submitted to SCF Enrollment Management Committee and are incorporated into the overall Enrollment Management Plan.
- Future Actions: Waiting for Enrollment Management Report results to be implemented.

2. Maximize opportunities to align technology and practices to facilitate student transitions to SCF and forward to their transfer institutions by using Canvas and other instructional software.
   - Current Status: Currently Transitioning to Canvas
   - Future Actions:
     - Contact Manatee and Sarasota county K-12 administrators and Instructional Technology personnel to learn current gaps in school and student needs to help in their transition from K-12 to College.

3. Develop internal and external branding for SCF Online
   - Current Status:
     - SCF Online Director has worked with SCF Creative Services and Marketing to develop an SCF Online logo and stationary.
     - Maintain elements on scf.edu/OnlineLearning for student and faculty use.
   - Future Actions:
     - Develop content and materials for the SCF Online website scf.edu/OnlineLearning that promote and encourage online best practices and tech support that aligns with faculty and student success in the online environment.
     - Attend and participate in school events such as Week of Welcome and Faculty Professional Days to promote services and support.
     - Move the Online Learning link on the SCF website to be listed as one of the Academic departments under the Academics tab on the main landing page.
     - Present at conferences on a variety of Online Learning topics ranging from best practices, implementing a new LMS, etc...

4. Investigate curriculum partnerships for specialized curriculum and expanded offerings across the curriculum.
   - Current Status: On-hold
   - Future Actions: On-hold
**Strategic Goal 4:** Proactively manage the internal and external environment of online delivery at SCF.

**Initiatives/Action Plans (External):**

1. Meet all standards for continuing SACS accreditation for existing and future programs, degrees, or certificates.
   - **Current Status:** The collective actions and processes of this document serve as plan for current and future activities.
   - **Future Actions:**
     - Evaluate team report to determine gaps and future courses of actions.

   - **Current Status:**
     - Stay current with any updates with state reciprocity as a voting member of the FLVC Distance Learning & Student Services Committee.
   - **Future Actions:**
     - Continue to be a voting member of the FLVC distance learning committee.

3. Ensure proactive compliance with Section 508 of the Rehabilitation Act which provides the first federal regulations for Internet content.
   - **Current Status:**
     - Instructional Developers work one-one-one with faculty and present at Faculty Professional Development days.
     - Canvas Endorsement has accessibility training as part of our eight core modules for faculty training in Canvas. Special attention to captioning of video presentations and use of pre-captioned availability.
     - eCertification course for new online faculty includes accessibility training as part of overall certification modules.
   - **Future Actions:**
     - Mainstream accessibility training into current and
     - Update training materials for new QM rubric on accessibility.

4. Monitor and evaluate feasibility to implement enhancements for student identity verification and reducing opportunities for cheating violations of academic policies and standards.
   - **Current Status:** Completed SACS Response on this topic
   - **Future Actions:** Evaluate current processes in light of SACS review of 4.8.1, 4.8.2, and 4.8.3.

5. Develop a comprehensive Course LMS Backup Plan
Current Status:
- Canvas now implemented on a pilot basis. Backup plan will commence on completion of successful Canvas/Banner integration.
- New Backup is being implemented on a one-time basis
- Needs to be completed.

Future Action:
- Blackboard after contract access to archived courses needs to be negotiated.

Initiatives/Action Plans (Internal):
1. Replace current Learning Management System (LMS) Canvas Support:
   - Current Status:
     - Recommendations made to PAC to replace Angel system with D2L/Canvas. (Canvas Selected)
     - Vendor Cost Proposals for D2L/Canvas/Blackboard received from vendors and submitted for analysis.
     - Committee to discuss vendor performance are underway to evaluate vendor performance and acceptance at other Florida institutions.
   - Future Actions:
     - Canvas Selected. Goal completed.
2. Fully staff and support Online Learning department.
   - Current Status:
     - Completed staffing of SCF Online for authorized positions
     - LMS Administrator
     - Lead Specialist, Instructional Design
     - Specialist, Instructional Design
     - Staff Assistant, Online Learning
     - Completed physical relocation of SCF Online staff into common area.
     - Remodeled Online Learning Complex completed July and move complete.
     - Hardware needs assessment- Completed and acquired
     - Software needs assessment- Completed and acquired
3. Develop appropriate policies and procedures for ongoing operations and improvements.
4. Provide for professional development and ongoing staff development activities for SCF Online staff.
   - Current Status:
• Fully utilize all Canvas resources to enhance the student experience.
• Attend conferences, trainings, webinars and other opportunities to stay current in professional development.

• Future Actions:
  • Participate in Quarterly Canvas User’s Group activities
  • Participate in Quality Matters authorized training.

5. Develop a comprehensive training program design to meet the needs of the faculty teaching in an online environment.
   • Current Status:
     • Implementing Canvas LMS following timeline.
     • Fall training schedule in place and ongoing.
     • Spring training schedule to be released October 20.
     • All College Day sessions scheduled and developed for faculty to outline conversion to Canvas process, requirements.
     • Canvas eCertification courses begin.
     • “Canvas Certification” courses developed to be rolled out Oct 20, 2014 to recertify all faculty in using the Canvas LMS regardless of background and experience.
     • Instructional Developer meets with faculty one-on-one as part of course conversion from Angel to Canvas.
     • Introduction to Canvas for Students developed incorporated for every SCF student mainlined into their actual course list.
     • Online Learning Newsletters publishing to inform campus community.
     • Communicating all activities via scf.edu/Canvas.
   • Future Action:
     • Develop regularly scheduled training that promotes the LMS and tools that has deliverables and is promoted to faculty on the website, flyers and campus emails.