 Academic Outreach & Innovation

 **Goals & Objectives 2018-19**

🗖 1. Operationalize four new online degree programs

Metric: Receive NWCCU approval and begin marketing the degrees

🗖 2. Initiate the approval process for six new online degree programs

Metric: NOI submitted to the Provost

🗖 3. Recruit business and industry to partner in the development of non-credit/professional education

programs

Metric: The development of three non-credit/professional education programs

🗖 4. Partner with an international university to extend WSU Global Campus programming through an

on-ground/online collaborative partnership

Metric: Signed MOU with international partner

🗖 5. Work collaboratively with the Provost Office on Cougs Rise to extend those opportunities, using

technology, to students at a distance

Metric: Students at a distance enrolled

🗖 6. Establish a Global Campus Alumni Advisory Committee

Metric: First committee meeting

🗖 7. Work with University Advancement to create an AOI development action plan with strategic

metrics and tactics identified

Metric: Plan created

🗖 8. Establish 2+2 articulation agreements for the Data Analytics degree program offered through the

Global Campus with five WA community colleges.

Metric: Agreements signed

🗖 9. Develop successful partnerships with third-party higher education-focused companies to increase

enrollments

Metric: % enrollment growth in GC degree programs

🗖 10. Launch a virtual camp to build connections with middle school thru high school students with

WSU faculty

Metric: Students enrolled

🗖 11. Assume Professional and Continuing Education support for the Tri-Cities campus

Metric: Programs established

🗖 12. Develop a sustainable financial model for WSU videoconference courses.

Metric: Plan submitted to the President for approval

🗖 13. Collaborate with academic department to develop student experiential opportunities—e.g., artist

in residence, mobile food operations

Metric: Students enrolled

🗖 14. Grow Summer and Winter Session course offerings and enrollments

Metric: Summer growth by 5%. Winter growth by 10%

🗖 15. Restructure a mentor program to ensure the ability to scale to meet projected course enrollment

growth and professional needs

Metric: Mentors in online course space

🗖 16. Launch a Global Campus degree program that has replaced textbooks with free digital learning

resources

Metric: Course fee attached to all courses in that degree

🗖 17. Apply for grant funds to identify, implement and promote effective teaching methods for diverse

populations and delivery modalities

Metric: Grant application submitted

🗖 18. Improve faculty access to and diversity of academic technology training offered through AOI

Metric: 500 faculty participants

🗖 19. Implement best practice standards for system-wide academic video conferencing.

Metric: Standards submitted to the President and Provost