**Distance Education Unit Strategic Plan**

**2021 to 2023**

Every two years, during spring semester, programs/departments/service units are asked to develop Unit Strategic Plans. These plans need to be closely aligned with the Institutional Action Priorities, the College’s Long-Range Goals, and the College’s five-year strategic plan. The Strategic Plans incorporate and reflect the operation of that unit at all campuses and instructional sites. Each unit’s budget needs to reflect the fiscal implications associated with the unit’s identified goals and objectives.

**Name of Program/Department:** Distance Education Division

**Mission Statement**The Distance Education Division increases access to college courses by utilizing educational technologies and Internet based content delivery methods that reduce, and in some cases eliminate, the need for students to be in particular locations at set times to receive instruction.

**Division Outcomes**

• Oversee development and design of transfer, career and developmental courses to ensure comparability of distance education courses with courses delivered in the traditional manner.

• Make effective and innovative use of educational hardware, software and web services to develop and deliver Internet, hybrid/blended and interactive videoconference courses.

• Schedule flexible learning opportunities that meet the needs of students with constraints that prevent them from attending traditional classes.

• Promote faculty development and training in the use of educational technologies and alternative methods of delivering instruction.

• Coordinate dual enrollment courses for qualified high school students.

Distance education courses follow the same course outlines as courses delivered in the traditional manner and are taught by qualified Jefferson State instructors. Upon successful completion of these courses, students receive credit equivalent to traditional courses. Most Transfer/General Studies courses are available in a distance education format, along with many program courses.

**Summary of Access, Productivity and Effectiveness (Including, but not limited to, program load, success rate, retention rate, completion rate, employer surveys, student surveys):**

The Distance Education Division works with all divisions, departments and programs to provide a broad range of high-quality Internet, hybrid/blended, interactive videoconference and dual enrollment courses. Faculty assigned to the division teach distance education courses, dual enrollment courses at local high schools and traditional on-campus courses.

**Internal Conditions:**

1. **Technology**

Blackboard LMS, Knowmia Lecture Capture, and Respondus LockDown Browser with Monitor, and Respondus Exam Creation and Management licenses, which are renewed annually, are current, and meet the needs of the College. Blackboard renewal is not expected in 2021, 2022, and 2023 because ACCS has acquired a multi-tenant license that will provide LMS service for the College.

Faculty and staff computers are upgraded according to the College’s rotation plan.

1. **Budget**

The current budget is sufficient to

* Provide computer resources, classroom resources and office supplies for division faculty and staff.
* Maintain annual licenses needed to provide distance education courses.
* Renew annual memberships: NC-SARA, Online Learning Consortium, Instructional Technology Council.

1. **Staffing**

Alan Davis: Associate Dean of Developmental Education and Distance Education

Lesia Jones: Office Assistant (L-19)

Zac Alexander: History Instructor

Shay Culbertson: Spanish Instructor

LaTonya Jones: Instructional Design Specialist

Alberto Luna: Spanish Instructor

Ann Lyons: Chemistry and Physical Science Instructor

Valerie McCombs: Instructional Technology Specialist

Faculty contribute to the division’s mission by teaching dual enrollment courses, Internet courses, hybrid courses, videoconference courses, and traditional courses. The need for additional faculty and/or staff is assessed as College needs change.

1. **Resources**

Faculty and staff are encouraged to pursue professional development opportunities. Instructors submit annual IAP forms that include professional development requests and needs. IAP forms provide instructors the opportunity to request funding for workshops, conferences, etc. Professional development requests from staff are evaluated on a case-by-case basis.

1. **Enrollment**

Distance education sections are offered to keep pace with demand. The Distance Education Division works with all areas of the College to ensure scheduled classes meet a variety of needs. Summer 2020 – Summer 2021 reflect COVID adjustments that produced high enrollment in Internet courses.

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Fall Semester** | **Total Registration** | | **Total Registration** | | **Total Registration** | | **Total Registration** | | **Total Registration** | |
| **Method of Delivery** | **2021** | **2021** | **2020** | **2020** | **2019** | **2019** | **2018** | **2018** | **2017** | **2017** |
| Traditional | 8,237 | 39.4% | 2,095 | 9.8% | 14,643 | 67.8% | 15,193 | 67.3% | 14,996 | 67.6% |
| Hybrid | 1,175 | 5.6% | 701 | 3.3% | 539 | 2.5% | 830 | 3.7% | 699 | 3.2% |
| Internet | 11,498 | 55.0% | 18,543 | 86.9% | 6,217 | 28.8% | 6,207 | 27.5% | 6,150 | 27.7% |
| Video Conference | 0 | 0.0% | 0 | 0.0% | 199 | 0.9% | 238 | 1.1% | 209 | 0.9% |
| Independent Study | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| Co-Op | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 108 | 0.5% | 117 | 0.5% |
| Report Total | 20,910 | 100% | 21,339 | 100% | 21,598 | 100% | 22,576 | 100% | 22,171 | 100% |
|  |  |  |  |  |  |  |  |  |  |  |
| **Spring Semester** | **Total Registration** | | **Total Registration** | | **Total Registration** | | **Total Registration** | | **Total Registration** | |
| **Method of Delivery** | **2021** | **2021** | **2020** | **2020** | **2019** | **2019** | **2018** | **2018** | **2017** | **2017** |
| Traditional | 1,750 | 9.2% | 11,866 | 63.0% | 12,166 | 61.9% | 12,578 | 64.4% | 13,141 | 66.7% |
| Hybrid | 756 | 4.0% | 463 | 2.5% | 756 | 3.8% | 587 | 3.0% | 648 | 3.3% |
| Internet | 16,518 | 86.8% | 6,281 | 33.4% | 6,375 | 32.4% | 6,046 | 30.9% | 5,556 | 28.2% |
| Video Conference | 0 | 0.0% | 210 | 1.1% | 244 | 1.2% | 205 | 1.0% | 197 | 1.0% |
| Independent Study | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 11 | 0.1% |
| Co-Op | 0 | 0.0% | 0 | 0.0% | 120 | 0.6% | 121 | 0.6% | 139 | 0.7% |
| Report Total | 19,024 | 100% | 18,820 | 100% | 19,661 | 100% | 19,537 | 100% | 19,692 | 100% |
|  |  |  |  |  |  |  |  |  |  |  |
| **Summer Semester** | **Total Registration** | | **Total Registration** | | **Total Registration** | | **Total Registration** | | **Total Registration** | |
| **Method of Delivery** | **2021** | **2021** | **2020** | **2020** | **2019** | **2019** | **2018** | **2018** | **2017** | **2017** |
| Traditional | 492 | 5.2% | 142 | 1.5% | 4,309 | 44.2% | 4,877 | 46.6% | 4,974 | 48.5% |
| Hybrid | 631 | 6.7% | 555 | 5.8% | 418 | 4.3% | 402 | 3.8% | 362 | 3.5% |
| Internet | 8,289 | 88.1% | 8,791 | 92.7% | 4,888 | 50.2% | 5,073 | 48.5% | 4,816 | 46.9% |
| Video Conference | 0 | 0.0% | 0 | 0.0% | 78 | 0.8% | 81 | 0.8% | 79 | 0.8% |
| Independent Study | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| Co-Op | 0 | 0.0% | 0 | 0.0% | 51 | 0.5% | 28 | 0.3% | 27 | 0.3% |
| Report Total | 9,412 | 100% | 9,488 | 100% | 9,744 | 100% | 10,461 | 100% | 10,258 | 100% |

1. **Facilities**

Current office space and instructional facilities meet the needs of distance education faculty and staff. Interactive videoconference resources at all locations are sufficient to meet current needs.

1. **Equipment**

The Distance Education Division has the equipment needed for daily tasks. Copiers, scanners, fax machines and office supplies are available and accessible at all locations. Faculty and staff computers are upgraded according to the College’s planned rotation.

**External Conditions**

Program accreditation is a high priority for Jefferson State. The Distance Education Division assists with reports and participates in meetings with the visiting committees during accreditation visits. Distance Education Division faculty and staff are active in supporting institutional goals related to the assessment of student learning outcomes.

**2020 – 2021 Accomplishments**

Provided leadership in COVID related adjustments to the College’s course schedule construction process.

Distributed messages to instructors with guidance for complying with recent changes to DOE interaction requirements for Internet courses.

Monitored enrollment in, and completion of, Online Learning Consortium self-paced workshops (Engagement, ADA, Feedback) for faculty teaching 2020 fall courses.

* Strategies for Increasing Interaction & Engagement Self-Paced Workshop
* ADA & Web Accessibility Self-Paced Workshop
* Fundamentals: Giving Effective Feedback Self-Paced Workshop

Worked with Learning Success Center to purchase Smarthinking.com tutoring hours needed to provide expanded service during COVID.

Completed Quality Matters Coordinator course, purchased Quality Matters Higher Education Rubric Workbooks for faculty and staff participating in Applying the Quality Matters Rubric (APPQMR) courses, and coordinated the College’s APPQMR registration participation process.

Promoted use of Honorlock online proctoring service in approved fall 2020-summer 2021 nursing and allied health courses.

Contributed to completion of the College’s agreement with Honorlock, making Honorlock online proctoring service available in all 2021 fall courses at no cost to students.

Revised Instructional Design Specialist job description and chaired related hiring committees, resulting in the July 2021 hiring of LaTonya Jones.

Participated in and promoted ACCS Shared Services (learning management system, online proctoring, and online tutoring) selection process at Jefferson State.

Prepared faculty for August 2021 migration of Jefferson State’s Blackboard SaaS content to the Alabama Community College’s multi-tenant Blackboard SaaS system. ACCS decided to postpone the migration, which should occur during the 2021 fall semester.

Provided assistance and guidance to Dual Enrollment Specialist TyAnn Lindell and Dual Enrollment Coordinator Pam Kelley.

Zac Alexander contributed to the dual enrollment program by teaching video conference courses at Saint Clair County high schools and contributed to the College’s Constitution Day Program.

Alberto Luna and Shay Culbertson continued teaching Internet SPA 101 and Internet SPA 102 in response to COVID.

Assisted IT Department with selection of “Zoom Room” at Jefferson Campus.

**2019 – 2020 Accomplishments**

Provided leadership in COVID related adjustments to the College’s course schedule construction process.

Created and distributed guides for instructors shifting from on-campus instruction to remote learning during the College’s spring 2020 response to COVID.

Worked with Learning Success Center to purchase Smarthinking.com tutoring hours needed to provide expanded service during COVID.

Constructed GPA/marker course criteria for dual enrollment placement in fall 2020 English and math courses that were adopted to overcome COVID related difficulties with students completing ACT and AccuPlacer tests for placement.

Proposed L-19 ADA Alternate Format Technology Assistant position that was approved and filled through the ADA Office with the hiring of Elizabeth Liddle.

Provided leadership in lecture capture system migration, including the selection and implementation of TechSmith Relay/Knowmia and migration of content from Tegrity to the new system.

Organized Honorlock presentation for faculty in Veterinary Technology Program that lead to the College purchasing Honorlock service for 2020 spring and summer Veterinary Technology courses.

Added Blackboard Collaborate web conference service to the College’s Blackboard license in Fall 2019, making interactive web conferencing available through every Blackboard course shell.

Wrote and submitted Instructional Design Specialist job description and chaired related hiring committees.

Coordinated purchase of, and enrollment in, Online Learning Consortium self-paced workshops (Engagement, ADA, Feedback) for faculty preparing to teach 2020 fall courses.

* Strategies for Increasing Interaction & Engagement Self-Paced Workshop
* ADA & Web Accessibility Self-Paced Workshop
* Fundamentals: Giving Effective Feedback Self-Paced Workshop

Contributed to completion of the College’s agreement with Respondus, making Respondus LockDown Browser and Monitor online proctoring services available in all courses at no cost to students.

Participated in meetings and correspondence where ACCS Quality Matters membership and acquisition of shared services (learning management system, online proctoring, and online tutoring) was discussed.

Participated in Dual Enrollment Specialist search process that resulted in the hiring of TyAnn Lindell.

Created a program licensure notification webpage that was reviewed by stakeholders and launched in summer 2020: [www.jeffersonstate.edu/licensure/](http://www.jeffersonstate.edu/licensure/)

Provided assistance and guidance to Dual Enrollment Specialist TyAnn Lindell and Dual Enrollment Coordinator Hannah Holcomb.

Zac Alexander contributed to the dual enrollment program by teaching video conference courses at Saint Clair County high schools and contributed to the College’s Constitution Day Program.

Alberto Luna and Shay Culbertson taught Internet SPA 101 and Internet SPA 102 in response to COVID.

**Goals for September 2021 – August 2023**

**Goal 1:**  Renew annual licenses and memberships related to the College’s distance education program.

1. Objectives
2. All annual licenses and memberships related to the College’s distance education program will be renewed.
3. Method of Assessment - The objectives will be met when
   1. The following licenses and memberships are renewed for the academic year.
      * Blackboard Learn LMS License (ACCS Should Cover This Going Forward)
      * Lecture Capture License
      * Respondus Exam Creation and Management License
      * Instructional Technology Council Membership
      * Online Learning Consortium Membership
      * NC-SARA Membership
4. Additional Funding Requests
5. No additional funds are required for license renewals.

**Goal 2:** Migration from TechSmith Knowmia to a new lecture capture service before August 2022.

1. Objectives
2. Distance Education and IT will work together to create bid specs that will be used to select a lecture capture service to replace TechSmith Knowmia, which will be discontinued by TechSmith in August 2022.
3. Distance Education and IT will work with TechSmith and the new service to migrate recordings from Knowmia to the new lecture capture system.
4. The Distance Education support team will assist faculty using the new service, with the goal of making the new service reliable for delivering content in 2022 summer courses.
5. Method of Assessment - The objectives will be met when
6. The new lecture capture service is selected and implemented.
7. Content is successfully migrated from Knowmia to the new service.
8. Spring 2022 training sessions for faculty are provided.
9. Faculty can use the new service to deliver recorded instructional content.
10. Additional Funding Requests
11. Funds were approved in spring 2021 for the increased cost associated with implementing a new lecture capture service.

**Goal 3:** Promote awareness and adoption of electronic instructional resources that replace paper texts.

1. Objectives
2. Promote awareness of electronic open education resources (OER) available at no cost under Creative Commons Licenses and paid publisher provided resources.
3. Method of Assessment - The objectives will be met when
   1. Open Education Resources (OER) that are high-quality and available to students at no cost are available for many courses offered by the College.
4. Additional Funding Requests
5. No additional funds are required at this time.

**Goal 4:** Coordinate faculty participation in Quality Matters (QM) training courses and promote implementation of QM standard in course design.

1. Objectives
2. Jefferson State is a QM member by way of ACCS system membership. Faculty who will regularly teach Internet or hybrid courses are expected to complete the Quality Matters training with the goal of preparing courses for QM peer review and certification. JSCC faculty are completing APPQMR (Applying the QM Rubric), but ACCS expectations related to the appropriateness of this course seem to be changing. ACCS expectations will be monitored with the goal of enrolling faculty in the QM course that is deemed appropriate.
3. Method of Assessment - The objectives will be met when
   1. ACCS QM training expectations are clarified and implemented.
   2. All faculty who regularly teach Internet or hybrid courses complete ACCS QM training requirement.
   3. Faculty implementation of QM standards in course design is occurring.
4. Additional Funding Requests
5. No additional funds are required at this time.

**Goal 5:** The distance education support team will provide faculty and staff training.

1. Objectives
2. Instructional Technology Specialist Valerie McCombs was reassigned from IT to Distance Education in October 2020. Instructional Design Specialist LaTonya Jones was hired in July 2021. Valerie and LaTonya will work together to provide faculty training resources related to effective use of technology and implementation of sound course design principles.
3. Method of Assessment - The objectives will be met when
4. Training sessions are offered every semester.
5. Online training resources are available through the College webpage or appropriate repositories.
6. Feedback from faculty indicates training needs are met.
7. Additional Funding Requests
8. No additional funding needed.