STRATEGIC PLAN
DISTANCE LEARNING

OVERVIEW
Planning for distance learning at Amarillo College (AC) is based on the Amarillo College Strategic Plan through 2010 (version 2007). Therefore, AC’s vision, mission, goals and strategies serve as guides for this strategic plan for distance learning.

Since roles and responsibilities for distance learning and corresponding services are decentralized, at AC the expectations for fulfilling the tactics for distance learning (DL) are distributed based on those assignments.

AMARILLO COLLEGE
VISION
- Amarillo College will be the preferred source for higher education and workforce training in the Texas Panhandle.
- Our students will increase their potential for success through the College’s quality learning opportunities.
- Faculty and staff will view Amarillo College as a great place to work because they can make a difference in the community.
- Our stakeholders will know that the College is a valuable, innovative force for positive change in the community, and, as a result, will increase their support.
- Amarillo College will be respected for productive and innovative partnerships.

AMARILLO COLLEGE
MISSION
Amarillo College, a public community college, is dedicated to providing educational, cultural and community services and resources to enhance the quality of life for the diverse population in the service area.

DISTANCE LEARNING
VISION STATEMENT
Amarillo College will become the distance learning model among community colleges.

DISTANCE LEARNING
CORE PURPOSES
- To engage all learners by enhancing the quality of education
- To broaden the outreach of Amarillo College based on demand-driven instruction and services
DISTANCE LEARNING (DL) BASED ON AMARILLO COLLEGE (AC)
GOALS & STRATEGIES

AC Goal 1: Develop responsive new programs and training to meet documented community needs

**AC Strategy 1.1**  Adapt degree and workforce programs (academic and continuing education) to take advantage of web technology

1.1.1. **Expand inventory of online degree/certificate programs**

1.1.1.1. Continuing Education will expand course inventory by aligning with strategic partners who provide current, high-quality online content

**DL Tactic 1.1.1.1.**

1.1.1.2. Complete degrees/certificate programs which are offered at least 80% or more online

**DL Tactic 1.1.1.2.1.** Faculty in the 20 programs (degrees or certificates) which are currently 80% or more excluding programs which require courses with hands-on training will complete the online curriculum before the start of the Fall 2010 semester.

**DL Tactic 1.1.1.2.2.** Curriculum managers identify which programs to offer online, the sequence of development for the courses in those programs, the criteria for making those decisions, by the start of Fall 2011.

**DL Tactic 1.1.1.2.3.** The Center for Teaching and Learning in cooperation with curriculum managers will identify the criteria, procedures, and revenue growth approaches for instructor incentives for online development by ?20??.

1.1.2 **Align instructional mediums to engage student learners.** These mediums will include:

- Ensure students have passed an assessment indicating online readiness prior to enrollment in online/hybrid classes.

**DL Tactic 1.1.1.** The Division of Enrollment Management will implement the online assessment, Readi, as a requirement for any student seeking to enroll to pass by piloting in the Fall 2009 semester and enforcing in the Spring 2010 semester.

**DL Tactic 1.1.1.2.** The Division of Enrollment Management will provide orientation interventions for those students who do not pass the online assessment, Readi, by piloting in the Fall 2009 semester and enforcing in the Spring 2010 semester.
Increased access to hybrid classes.

**DL Tactic 1.1.2.1.** Based on the course delivery options, faculty will include online components (i.e. readings, chat, etc.) via AC’s learning management system (LMS) in all courses by the Fall 2011 semester.

**DL Tactic 1.1.2.2.** Based on the course delivery options, the Vice President/Dean of Instruction in cooperation with the division chairs will increase the institution-wide percentage by 25% of hybrid courses offered via AC’s learning management system (LMS) by the Fall 2011 semester.

Creation and fostering of “digital communities”

**DL Tactic 1.1.4.1.** The Center for Teaching and Learning will offer training and establish communities of practice for faculty and staff to effectively create and use social networking and other digital tools by January 2010.

**DL Tactic 1.1.4.2.** The Library will support digital communities which are attached to the College’s LMS and/or portal and are co-curricular for students, faculty, and instructional staff by Fall 2010.

**AC Strategy 1.3** Deliver ‘anytime, anywhere” student services

1.1.3.1. Fully deploy web portal with push capability for updating personal information, surveys, etc.

**DL Tactic 1.1.3.1.1.**

1.1.3.2. Offer First-Year Experience, Badger Boot Camp, and other orientations in an online environment

**DL Tactic 1.1.3.2.1.**

**AC Goal 2:** Increase enrollment of recent high school graduates, first-generation college students, adult students, and students beyond the service area

**AC Strategy 2.1** Cultivate a “college-going culture” among the region’s communities

**DL Tactic 2.1.1.**

**AC Strategy 2.2** Expand student life and other programs which appeal to students

2.2.2. Create new and improve existing, social spaces where students congregate, collaborate and interact in person and through virtual connections

- Social networking
- Web logs
- Twitter
- Spaces within classroom buildings
- Spaces in the Library

**DL Tactic 2.2.2.1.** College Relations and Student Services will collaborate to create and maintain digital communities including social networking for students.
2.2.3 Expand participation in student clubs through effective use of myAC clubs module.

AC Goal 3: Emphasize an institutional climate that encourages student success

3.1.2. Adjust practices to improve outcomes.

AC Strategy 3.2 Increase the retention of first-time college students

3.2.1 Develop and implement a comprehensive “first-year experience” in which students will receive a number of support and student life experiences intended to:

- Help them “bond” to the College
  - DL Tactic 3.2.1.1.

- Foster good study and personal life habits
  - DL Tactic 3.2.1.2.

- Encourage interaction between faculty and students
  - DL Tactic 3.2.1.3.

- Help students make wise career decisions and understand the path required to reach their goals
  - DL Tactic 3.2.1.4.

AC Strategy 3.3 Use assessment to drive improvement

3.3.1 Determine whether students are learning and adjust accordingly. (Instructional Programs)

AC Goal 4: Impact economic and community development in the Texas Panhandle

AC Goal 5: Deliver instruction and services using technology to improve effectiveness, efficiency, and convenience for students, faculty and staff

AC Strategy 5.2 Infrastructure will be sufficient to support the mission

AC Strategy 5.3 Principles of technological best practice will be followed to the extent possible
AC Strategy 5.4 Management of information technology resources (equipment, manpower, development, etc.) will be an effective, open, participatory process
   DL Tactic 5.4.1.

AC Strategy 5.5 The College will seek positive ways to encourage technological adoption by employees and students
   DL Tactic 5.5.1.

AC Goal 6: Obtain new and expanded revenue opportunities
   DL Tactic 6.1.1.

AC Goal 7: Enhance employee productivity

AC Strategy 7.1 Recruit and retain faculty/staff who demonstrate and deliver targeted skills and productivity
   DL Tactic 7.1.1.

AC Strategy 7.2 Provide training to meet needs identified by staff professional development plans
   DL Tactic 7.2.1.

AC Strategy 7.3 Research and implement best practices in community college education.
   7.3.1 Areas identified for study include:
      ➢ Online instruction
         DL Tactic 7.3.1.
      ➢ Academic advising
         DL Tactic 7.3.2.
      ➢ Learning communities
         DL Tactic 7.3.3.