

## Appendix 8B

### Outreach and Economic Development – 3.3

#### 1998-1999 Objectives and Tasks

#### Distance and Distributed Learning

(Many of the accomplishments listed below are also accomplishments of Information Systems objectives and tasks)

Objectives	Tasks	Assigned To	Accomplishments	
3.3a	Create an academically integrated outreach system at Virginia Tech by fostering strong collaboration, coordination, and program administration within the institution and encouraging partnerships with agencies and companies in order to increase effectiveness and efficiency and optimize our limited resources	All Units	<ul style="list-style-type: none"> <li>• Strengthened existing partnerships with 23 college, universities, government agencies and business and industries to transition graduate engineering and MBA programs from satellite to active Net.Work.Virginia sites to receive Virginia Tech credit and non-credit programming</li> <li>• Created new partnerships with J. Sargeant Reynolds (Richmond), Central Virginia (Lynchburg) and Dabney S. Lancaster community colleges as sites for receiving Virginia Tech programming</li> <li>• Established the Institute for Distance and Distributed Learning (IDDL)</li> <li>• Began IDDL startup efforts</li> </ul>	
	3.3a.1	Increase the engagement of faculty, staff, and students in quality outreach programming	All Units	<ul style="list-style-type: none"> <li>• 46 departments delivered distance and distributed learning credit courses; over a 60% increase in the number of participating departments over the previous year</li> <li>• 124 faculty and staff received training on delivering courses in a distance and distributed learning environment</li> <li>• 101 faculty members participated in a video conference workshop on teaching via distance learning</li> <li>• 24 staff from 17 different agencies trained in transition from satellite to interactive video conferencing</li> <li>• Providing technical assistance to public schools</li> <li>• Established college course development program to support the development of online courses with each college and provide continuity of course development</li> </ul>
	3.3a.2	Encourage the development of outreach programming in every academic department in the university; continue ReachOUT Grants program.	All Units	<ul style="list-style-type: none"> <li>• Collaborated with colleges in the identification, development and delivery of distance and distributed learning programming</li> <li>• 95 faculty members taught distance and distributed learning courses</li> <li>• Develop improved IVC course scheduling procedures</li> <li>• Working with Extension Services personnel to determine costs and plan to connect Extension Centers to Virginia Tech's course delivery network</li> <li>• Collaborating with Extension Services and Continuing</li> </ul>

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Objectives	Tasks	Assigned To	Accomplishments
			Education to determine educational programming opportunities • Continued collaboration with community colleges
	3.3a.3	Increase awareness, support, recognition and reward for faculty, staff and student participation in quality outreach.	All Units • Participated in the College of Engineering's Distance Learning Task Force • Active participant in the Electronic Campus of Virginia and SREC
	3.3a.4	Work with the Outreach Council to promote acceptance of "quality outreach scholarship"	Vice Provost, Outreach Council
3.3b	Develop and deliver mission and client-oriented programming, building the institutional capacity for university expertise to rapidly respond when and where it is appropriate and adds value.		All Units
	3.3b.1	Conduct an in-depth study of continuing education to consider more appropriate structure, program focus and name.	Vice Provost, Continuing Education
	3.3b.2	Expand non-credit programming, emphasizing dissemination of research, workforce training, professional certification and technology transfer.	Continuing Education, COTA, Public Service Programs
	3.3b.3	Develop and implement a plan to fully utilize and expend COTA funds annually	COTA Faculty Director
	3.3b.4	Develop policy and implement a technical assistance initiative for the university to strengthen our institution's contribution to Virginia's economic development	Economic Dev Continuing Education
	3.3b.5	Expand the use of distance and distributed technologies to deliver credit, non-credit and certificate courses and programs	All Units • 135 credit courses delivered in a distance and distributed learning environment (see attachment); a 47% increase in the number of courses delivered the previous year • 56 non-credit workshops, symposiums and conferences were delivered using distance and distributed learning technologies • An estimated 5, 016 students were enrolled in credit

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Objectives	Tasks	Assigned To	Accomplishments
			<ul style="list-style-type: none"> <li>distance and distributed learning courses</li> <li>• 95 people participated in the economic development demonstrations using Net.Work.Virginia</li> <li>• Benchmarked Virginia Tech's distance learning course and degree offerings against SCHEV identified peer group</li> <li>• Provided 15 faculty with summer course development awards to complete distance learning course development</li> <li>• Preliminary discussions held with representatives from Australia, Ghana, and the Netherlands on distance learning partnerships</li> <li>• Established Rapid Response Teams for online course development to reduce course development cycle time</li> <li>• On-going research in course delivery technologies such as video streaming; IVC courses and programs delivered through the day</li> </ul>
	3.3b.6	Increase the involvement and visibility through collaborative research, education, and service	OIRD
3.3c	Market Virginia Tech's outreach programs broadly, expanding the participation of citizens, agencies, and businesses throughout the Commonwealth, nation, and world.		
	3.3c.1	Build a strong marketing unit within the Outreach Division, applying effective market research and marketing expertise to all programs and services	Vice Provost
	3.3c.2	Expand significantly the communication of Virginia Tech's outreach activities	Communication's Officer
	3.3c.3	Strengthen the use of extended campus centers, Virginia Cooperative Extension facilities, and university related conferencing facilities for the marketing and delivery of outreach programming	All Units
			<ul style="list-style-type: none"> <li>• Marketing program for online courses developed and implemented</li> <li>• Virginia Tech distance and distributed learning courses loaded and maintained as part of E-CVA and SREC electronic catalogs</li> <li>• Virginia Tech distance and distributed learning image brochure developed</li> <li>• Distance and distributed learning web page developed</li> <li>• Presentations at three regional, national and state conferences</li> <li>• Increased interactive video conferencing capabilities at the extended campuses</li> </ul>

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Objectives	Tasks	Assigned To	Accomplishments
			<ul style="list-style-type: none"> <li>• Hampton Roads Higher Education Center: 3 IVC configurations</li> <li>• NOVA: 6 IVC configurations</li> <li>• Roanoke Graduate Center: 5 configurations</li> <li>• SWVHEC: 3 IVC configurations</li> <li>• Extended videoconferencing capabilities to Alexandria Architecture Center and Alexandria Research Institute</li> </ul>
	3.3c.4	Develop an economic development plan around each extended campus site	Economic Development Officer
3.3d	Evaluate Virginia Tech's outreach programs and services		
	3.3d.1	Assess the impact of all outreach programming and services to determine their impact on individuals and organizations served as well as the resource return to the Commonwealth.	All Units <ul style="list-style-type: none"> <li>• Standard assessment instruments for IVC and web-based courses developed and implemented Spring semester 1999</li> <li>• Implementation of consistent course evaluations for distance and distributed learning courses</li> <li>• Major assessment on online courses for Spring and Summer 1999</li> <li>• Established a database of all students requesting information on Virginia Tech's distance learning courses and programs</li> <li>• Review of VTOnline "hits" for market analysis</li> <li>• Development of four "Best Practices" models for teaching in a distance and distributed learning environment</li> <li>• Evaluated current IVC scheduling procedures and implemented more efficient procedures</li> <li>• Improved database for distance and distributed learning decision making</li> </ul>
	3.3d.2	Assess the contribution of outreach programs and services on the instruction, research and service missions of Virginia Tech	Vice Provost and Provost
3.3e	Acquire additional sources of revenue and support for program and service development and delivery		All Units <ul style="list-style-type: none"> <li>• Collaborated with VCCS to obtain \$91,000 funding through a Bell Atlantic Grant to support initial development of delivery via streaming video</li> <li>• Contributed in the development of a Bell Atlantic grant prepared by Information Technologies for distance learning which received \$100,000 in equipment funding</li> </ul>