

UW-STOUT ONLINE

UW-Stout Online Strategic Plan 2011-12

MISSION: UW-Stout Online is a leader in advancing innovative, high quality services and learning experiences that engage, inspire and challenge.

UW-Stout Online, officially launched in July 2010, has spent its first year focusing on development of the unit, along with servicing an ever growing population of online students. Our unit is built around a centralized model to work with enrollment services, business and financial services, outreach and research services the graduate school, international education, dean of students office, and other offices and departments as needed to provide coordinated and effective services to students in online and distance education programs and to program staff and faculty. This model allows policies and procedures to be developed across campus to provide responsive, efficient, and cost-effective educational support programs and services to online and distance education students.

UW-Stout Online Strategic Goals and Related Strategies

Goal 1: Improve overall customer service

- Increase internal operating efficiency
- Identify CI/DE specific data subsets for campus reports
- Educate campus on processes and procedures friendly to CI/DE students

Goal 2: Increase visibility of Stout Online

- Coordinate with campus-wide marketing efforts to promote UW-Stout and Stout Online
- Engage in campus-wide programs to broaden visibility
- Develop baseline data and track analytics of website utilization

Goal 3: Grow enrollment in Stout Online facilitated programs

- Assist campus in standardizing registration reporting and developing baseline data
- Work closely with program directors and departments to identify and meet needs
- Develop baseline data for each CI program
- Identify retention barriers and reasons for student attrition

Goal 4: Grow enrollment in Credit Outreach offerings

- Assess staff alignment and responsibilities
- Increase development of new courses and programs.
- Increase environmental scanning and market research
- Develop baseline data for credit outreach offerings



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Inspiring Innovation. Learn more at www.uwstout.edu/de