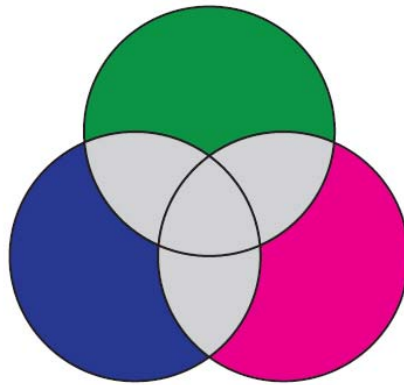


San Mateo County Community College District

Distance Education Strategic Plan



Adopted by DEAC, April, 2008
Revised May 2008

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2007-2008 DEAC Membership

First Name	Last Name	Affiliation	Position
Jeremy	Ball*	CSM	Faculty, CSM Senate President
Diana	Bennett	CSM	Faculty
Kathy	Blackwood	District Office	Chief Financial Officer
Eric	Brenner	Skyline	Faculty
Dani	Castillo	Cañada	Faculty, <i>Co-chair</i>
Alma	Cervantes*	Skyline	Faculty
Patty	Dilko	Cañada	Faculty, District Academic Senate President
Susan	Estes	CSM	Vice President, Instruction
Betty	Fleming	CSM	District DE Coordinator
Nick	Kapp	Skyline	Faculty
Judith	Lariviere	Skyline	Faculty
Marilyn	Lawrence	CSM	General Manager, KCSM
Jing	Luan	District Office	VC-Educational Services & Planning, <i>Co-chair</i>
Marilyn	McBride	Cañada	Vice President, Instruction
Margery	Meadows	Skyline	Dean, Business Division
Eileen	O'Brien	CSM	Faculty
Felix	Perez	Skyline	Tutor Coordinator./Basic Skills Specialist
Jim	Petromilli	District Office	Director, CTL
Eric	Raznick	District Office	Director, ITS
Soraya	Sohrabi*	Cañada	Program Supervisor, Enrollment Services
Regina	Stanback-Stroud*	Skyline	Vice President, Instruction
Martha	Tilmann	CSM	Dean, Coastside/Special Projects
Katie	Townsend-Merino*	Cañada	Dean, Humanities
Jonathan	Vasquez	Student	

* 06-07 members.

SMCCCD Distance Education Strategic Plan

Executive Summary

The development of the SMCCCD Distance Education Strategic Plan is guided by the SMCCCD Distance Education Vision Planning. The purpose of the Strategic Plan is to provide the District Colleges with specific Districtwide goals and broad strategic recommendations for planning distance education courses and programs.

The plan establishes specific Districtwide goals that are supported by the District Colleges as follows:

- 1) Increase student success rates in distance education to be the highest among the Bay Ten Districts.
- 2) Achieve and maintain 20% annual distance education enrollment growth (seat count) by 2018:
 - (a) to increase distance education enrollment to be 10% of total enrollments, and
 - (b) to bring distance education FTES to at least the Statewide average.

The plan includes several broad strategic recommendations for the District and Colleges to consider including: faculty and course offerings; support resources required; access, student success and retention.

The Districtwide goals and the broad strategic recommendations are based on data obtained both at the Statewide level and within the District. The data have been presented, analyzed and used as the basis for setting the above Districtwide goals, and are documented in a separate report accompanying this plan. The goals and recommendations in this plan were discussed at Distance Education Advisory Committee (DEAC) meetings with input from different constituents.

Terminologies

Throughout this document and the accompanying document “SMCCCD Distance Education Status and Guidelines”, these terms have consistent meaning as follows:

DE – Distance Education.

Asynchronous Instruction – It is the current dominant form of distance education. Asynchronous instruction does not require the simultaneous participation of all students and instructors. It utilizes tools such as threaded discussion, listservs, and voiceboards.

DED – Data element dictionary.

Success Rate – Rate of students obtaining grades of C or better.

SMCCCD Distance Education Course Definitions

The distance education courses in our District are offered via the following modalities.

Descriptor	Definition
Fully Online	Courses are conducted through a class website, which may include multimedia material and links to other online resources. Students interact with the instructor and other students through posted class discussions, direct individual communication and assignments (which may include group work). Testing may be done online via proctoring arrangements or other means. Instructors require minimal or no mandatory on-campus meetings.
Hybrid	For state reporting purposes, courses that substitute 51% or more of face-to-face instructional hours with online work, and have some regularly scheduled class meetings are hybrid courses.
Telecourses	Courses which provide explanatory and illustrative subject material through a series of programs broadcast by KCSM TV or through DVDs or videotapes. On-campus meetings are held for introduction, review and testing. Telecourses are offered by CSM, through Cañada and most recently, one is offered through Skyline.

Additionally, many face-to-face courses in the Colleges utilize a variety of technology services, including the internet resources.

SMCCCD Distance Education Strategic Plan

Background

Broadening access to quality postsecondary educational opportunities for our county residents and beyond is one of our goals. For more than two decades, faculty in our District have offered courses via television/cable and hybrid modes. In mid-1990s, internet-based online courses were developed and offered to students. To better coordinate distance education efforts, the District formed the Distance Education Advisory Committee (DEAC) in 2006. Both the formation of the committee and the process of the committee sought input via shared governance. The committee is co-chaired by a faculty member and the Vice Chancellor of Educational Services and Planning. The Committee is charged to: provide strategic Districtwide goals for distance education for the next decade; evaluate the District's technology needs in assisting student learning; identify and disseminate best practices; and make Districtwide recommendations for enhancing the efforts in the assessment and expansion of distance education instructional modalities.

During the DEAC visioning process in 2007, the committee recommended the development of a district-level distance education plan. The envisioned plan would be based on research and best practices and would provide specific goals for both the District and the Colleges.

Research conducted for this plan showed unmet needs and gaps in distance education in our District in terms of enrollment, FTES generation, market saturation and student success (see the accompanying report, tentatively named "SMCCCD Distance Education Status and Best Practices". These findings were presented and discussed at DEAC meetings in late 2007. In February 2008, a presentation was made to the Board of Trustees during their Annual Retreat. The Board reviewed the available information, supported the work of DEAC and directed that the plan be fully developed. Later, the Board of Trustees added the following to their 2008 goals: "Upon completion and adoption of the District's distance education plan (scheduled for the spring), the District will begin implementation of the plan with annual review of goals and targets established by the Colleges in response to the plan."

Vision

Through the distance education program, the District will create innovative educational opportunities, provide responsive support services and strive for the high success and retention rates relative to (statewide or national) data. The District envisions the expansion of distance education offerings to increase distance education-based degrees and certificates.

Purpose

This strategic plan provides the District and Colleges with specific Districtwide goals, broad strategic recommendations, research, best practices and guidelines for planning growth in distance education courses and programs. The District and the Colleges will collaborate in order to successfully implement the distance education plans and strategies.

Districtwide Goals

- 1) Increase student success rates in distance education to be the highest among the Bay Ten Districts.
- 2) Achieve and maintain 20% annual distance education enrollment growth in the next 10 years:
 - a) to increase distance education enrollment to be 10% of total enrollments, and
 - b) to bring distance education FTES to at least the Statewide average.

To accomplish the Districtwide goals, the following recommendations are provided for the District and the Colleges to consider when developing and implementing strategies.

Faculty and Course Offerings

- Identify and promote guidelines and best practices for distance education teaching and learning.

- Identify programs, services, and the necessary additional technical support staff needed in order to assist faculty in the design, delivery, and ongoing maintenance of new and existing quality distance education curriculum.
- Expand distance education offerings that lead to the fulfillment of the general education requirements and additional distance education based degrees and certificates.
- Encourage faculty to participate in professional development programs, such as Structured Training for Online Teaching (STOT).

Resources

- Assess and project resource needs for distance education among the Colleges in the next 10 years and develop strategies to address the needs.
- Seek additional funding sources and opportunities for professional development.
- Explore and pursue business partnerships to offer customized online course offerings for businesses or specific employee training.
- Develop and implement District and College Technology Plans, while regularly assessing the current and future technology demand for programs and services and make strategic adjustments where necessary.

Access, Success, and Retention

- Enhance and further develop a variety of online student resources readily and easily accessible via the web to help students gain the technical skills and knowledge necessary to succeed in distance learning.
- Develop and implement student success and retention strategies by encouraging faculty, counselors and staff to better prepare and serve distance education students through communication, regular contact, use of online office hours, and other online student services.
- Continue assessing distance education needs of students and the community for the purpose of identifying and developing niche markets for distance education in the Colleges.

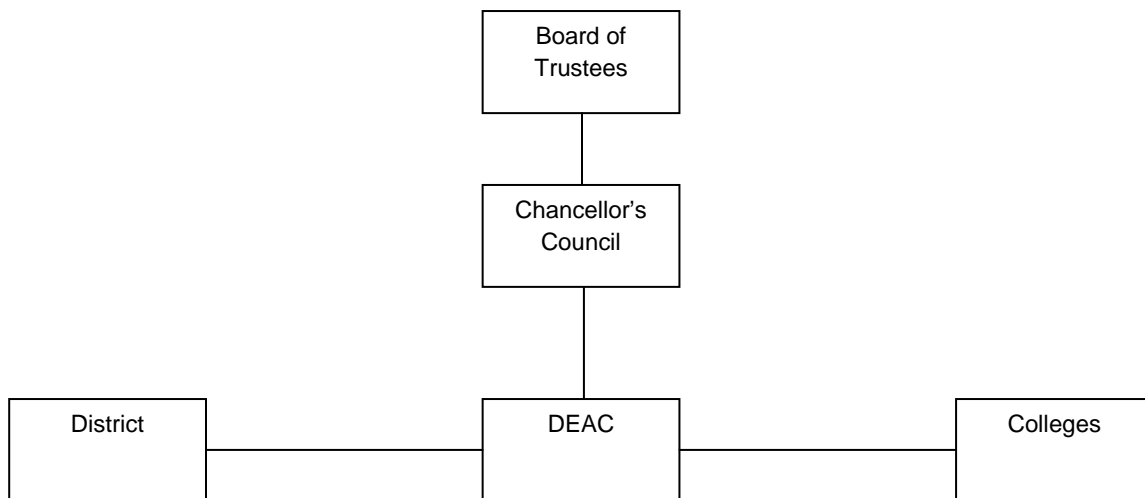
- Continue assessing academic support needs for distance education students; develop or assist in the development of a variety of comprehensive services in learning resources and student support.
- Develop District and College marketing plans to promote distance education programs and services to prospective students to further breakdown the geographical boundaries of our service areas.

Plan Implementation

Successful implementation of the SMCCCD Distance Education Strategic Plan will rely upon well-coordinated and highly-collaborative efforts among faculty and staff at the District and Colleges. At the District level, DEAC will continue to review overall progress made in distance education, discuss key trends and issues, and make Districtwide recommendations to the Chancellor's Council. The approaches taken by the Colleges to establish annual goals and targets and develop actions to meet them will be determined by each College and shared with DEAC.

The evaluation of the SMCCCD Distance Education Strategic Plan will be conducted biannually by DEAC in consultation with the Colleges using best practices in research and evaluation. The results of the evaluation will be widely shared with various constituent groups and used for strengthening the overall distance education programs and services in the District.

Communication Chart of DEAC



Delineation of Key Areas of Responsibilities

Every aspect of distance education must rely on the collaboration among all involved. Each entity identified below has primary responsibilities over certain areas and shared responsibilities in other areas.

	District	Colleges
Policy Recommendations	DEAC for Districtwide	Colleges for campus based
Procedures		Colleges
Establishing Goals	DEAC for Districtwide	Colleges for campus based
Establishing Annual Targets		Colleges
Monitoring Progress, Reporting, Evaluation of Goals	DEAC, DRC, DSSWAG	Colleges for campus based
Establish Standards & Guidelines	Jointly among District and Colleges	Jointly among District and Colleges
Resource Allocations	Jointly among District and Colleges	Jointly among District and Colleges
Compliance with Section 508 (Web Accessibility)	DEAC identified best practices and training for faculty/staff	Colleges in monitoring compliance

Additional Resources

System Office Regulations and Guidelines for Distance Education

<http://www.cccco.edu/Portals/4/AA/Distance%20Education/DEGuidelinesMar2004.pdf>

System Office Distance Education Access Guidelines for Students with Disabilities

http://www.cccco.edu/Portals/4/AA/Distance%20Education/Distance_Education_Access_Guidelines.doc

DEAC Website

<http://www.smccd.edu/accounts/smccd/departments/educationservices/deac/default.shtml>

SMCCCD Distance Education Status and Guidelines