Unit Plan – PROPOSAL FOR NEW INITIATIVES

Unit: Distance Education
Division or Area to Which You Report: Applied Technology & Business
Name of Person Completing this Form: Jan Novak
Date: March 1, 2008

Audience: Deans/Unit Administrators, IPBC, Foundation, Grants, Budget.
Purpose: A “New Initiative” is a new project or expansion of a current project that supports college goals. The project will require the support of additional and/or outside funding. The information you provide will facilitate and focus the research and development process for finding outside funding.
Instructions: Please fill in the following information.

Priority Objective or Strategic Plan Objective Addressed: Improve the quality and scope of distance education offerings; increase response to online enrollment demand.

Objective: (include goal/objective number from Part II of your Unit Plan for reference)
3. Develop a comprehensive website for online students.

Project Description:
As our enrollment in online classes approaches 10% of our total FTES, we need to provide clearer, more comprehensive information and tools to current and potential online students. Those tools should enable students to determine if they are good candidates for online learning, to access complete information about their online course, and to access all college services.

Expected Outcome:
• Provide clearer information to potential online students to enable them to make wise enrollment decisions.
• Orient students to online learning to enhance retention and success.
• Effectively market our online curriculum.

Activity Plan to Accomplish the Objective:

<table>
<thead>
<tr>
<th>ACTIVITY NO.</th>
<th>ACTIVITY (simple description)</th>
<th>PERSON(S) RESPONSIBLE</th>
<th>TIMELINE (OR TARGET COMPLETION DATE)</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.1</td>
<td>Evaluate community college “best practices” for online course information, web marketing.</td>
<td>DE Committee</td>
<td>Fall 2008</td>
</tr>
<tr>
<td>3.2</td>
<td>Design and build content for new website</td>
<td>Abdullah Yayha, DE Committee</td>
<td>Spring 2009</td>
</tr>
</tbody>
</table>
### Resource Requirements:

<table>
<thead>
<tr>
<th>ACTIVITY NO.</th>
<th>BUDGET CATEGORY AND ACCOUNT NUMBER</th>
<th>DESCRIPTION</th>
<th>COST</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.2</td>
<td><strong>Personnel (staffing and benefits for professional experts, reassigned time, classified personnel).</strong></td>
<td>Professional expert to assist with web content development.</td>
<td><strong>$2,000</strong></td>
</tr>
<tr>
<td></td>
<td><strong>Supplies</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Other</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td></td>
<td><strong>$2,000</strong></td>
</tr>
</tbody>
</table>

Proposed personnel workload may be covered by:

- [ ] New Hires:  
  - [ ] Faculty  
  - [ ] Classified staff

- [ ] Reassigning existing employee(s) to the project; employee(s)’ current workload will be:
  - [ ] Covered by overload or part-time employee(s)
  - [ ] Covered by hiring temporary replacement(s)
  - [ ] Other, explain: ________________________________

At the end of the project period, the proposed project will:

- [x] Be completed (onetime only effort)
- [ ] Require additional funding to continue and/or institutionalize the project (obtained by/from):

  __________________________________________________________

Will the proposed project require facility modifications, additional space, or program relocation?

- [x] No
- [ ] Yes, explain: __________________________________________

Will the proposed project involve subcontractors, collaborative partners, or cooperative agreements?

- [x] No
- [ ] Yes, explain: __________________________________________

____________________________________________________________________________________
Do you know of any grant funding sources that would meet the needs of the proposed project?

(No) (Yes) list potential funding sources: