# 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)

5. Develop an online learning strategic plan, to include key initiatives to make the college fully accessible to online students (tutoring, counseling, financial aid, bookstore, library, etc.) and a detailed marketing plan.

## Project Description:

As our online enrollment continues to rapidly grow, it’s important to develop an overall strategic framework for online teaching and learning at Chabot to guide our efforts.

## Expected Outcome:

- Develop a clear framework for prioritizing the many online learning initiatives.  
- Gain commitment to a clear plan from faculty, staff, and administrators at both the college and the district.  
- Leverage our online programs to enhance Chabot’s image, and be prepared to more aggressively market our online curriculum when we have an adequate supply of online courses.

## 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>5.1.</td>
<td>Convene a task force consisting of faculty, counseling, the Learning Connection, marketing, and student services to draft a plan.</td>
<td>Jan Novak</td>
<td>Fall 2008</td>
</tr>
</tbody>
</table>
5.2. Explore best practices for online programs in community colleges in California and nationally. DE Committee Fall 2008

5.3. Meet with community colleges with strong online learning programs to solicit input. DE Committee Fall 2008

5.4. Finalize strategic plan and marketing plan. DE Committee Spring 2009

### 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>5.2.</td>
<td>Personnel (staffing and benefits for professional experts, reassigned time, classified personnel).*</td>
<td>Professional expert to assist in research, to complete an expanded online course cannibalization study, and to maintain Chabot’s course listing on the California Virtual College website.</td>
<td>$2,000</td>
</tr>
</tbody>
</table>

- Supplies
- Other

**Total** $2,000

Proposed personnel workload may be covered by:
- New Hires: Faculty # of positions ________ Classified staff # of positions ________
- 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:
- [ ] Be completed (onetime only effort)
- [x] 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?
Yes, explain: ________________________________

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

Yes, explain: ________________________________

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

Yes, list potential funding sources: