

Goals for FerrisOnline – 2008-10

In support of the mission of Ferris State University and in concert with the Ferris strategic plan, FerrisOnline™ will pursue the following goals:

1. Assure that the effectiveness of online learning meets or exceeds that of face-to-face as measured by (for example)
 - a. Achievement of learning outcomes
 - b. Course completion and success
 - c. Student satisfaction
2. Strategically increase fully online SCH
 - a. Accompany growth in online student enrollment with appropriate increases in faculty, technology support, and other personnel and resources
 - b. Increase the proportion of students who enroll in Ferris programs from throughout Michigan
 - c. Increase the proportion of students who are enrolled from other states or nations
 - d. Develop a promotion strategy for making Ferris options known throughout Michigan and beyond (in accord with our capacity)
3. Increase the proportion of faculty who utilize FerrisConnect to enhance the learners' educational experiences
 - a. Utilize technology and learning tools and strategies that enhance the quality of the learning experience
 - b. Continue to advance faculty knowledge of alternative pedagogies utilizing technology tools
4. Offer students more options to meet their educational goals
 - a. Increase the number of courses and programs offered fully online or blended, including expansion of on-campus enrollments in blended formats
 - b. Redefine student support services so that students may complete individual courses or programs (certificates to degrees)
5. Encourage Colleges to develop their plans for online and share those with the EMAT so that appropriate resources can be identified and/or deployed and a more systematic approach can be facilitated
6. Recommend an efficient budget model for online instruction at Ferris to assure its growth and sustainability
 - a. Consider total revenue/total expenses
 - b. Consider comparative costs of online with f2f

Priority Audiences :

1. Individuals enrolled in fully online programs
2. Individuals at a distance or who have other needs for an online section, such as scheduling conflicts, work roles, etc.
3. On-campus students

Revised 2/12/09