Executive Summary

Blueprint for Academic Excellence
Distributed Learning
AY2020-2021

Highlights
The Office of Distributed Learning (ODL) exists to support the University of South Carolina's mission to grow distributed learning courses and programs to be comparable to or exceed peer and peer aspirant institutions. The University continues to experience distributed learning growth and the ODL works collaboratively with academic and other support units to further the growth and support both faculty and students.

Mission Statement
The Office of Distributed Learning (ODL) is a service unit committed to academic excellence whose mission is to increase the number of distributed learning courses and programs. This mission is accomplished through effective marketing, outreach and collaboration with university academic and other faculty support units, and by providing faculty and student support services integrating current and emerging technologies.

Updated: 03/08/2019

Vision Statement
ODL's vision is for UofSC to be a leader in distributed learning by offering a variety of high quality online courses and programs.

Updated: 03/08/2019

Values Statement

Updated: 02/13/2019
# Table Of Contents

**Executive Summary** ................................................................. 1
  - Highlights ........................................................................ 1
  - Mission Statement .............................................................. 1
  - Vision Statement ............................................................... 1
  - Values Statement ................................................................ 1

**Goals - Looking Back** ................................................................... 3

**Goals - Real Time** ........................................................................... 9

**Goals - Looking Ahead** ............................................................... 15

**Programs or Initiatives** ............................................................... 19
  - Effective Programs or Initiatives ........................................... 19
  - Program Launches ............................................................... 19
  - Program Rankings .............................................................. 19
  - Supplemental Info - Programs or Initiatives ............................ 19

**Initiatives and Fees** ....................................................................... 20
  - Initiatives ........................................................................... 20
  - Fees ................................................................................... 20

**Community Engagement** ............................................................ 21
  - Community Perceptions ...................................................... 21

**Collaborations** ............................................................................. 22
  - Internal Collaborations ....................................................... 22
  - External Collaborations ...................................................... 22
  - Supplemental Info - Collaborations ..................................... 22

**Campus Climate and Inclusion** ..................................................... 23
  - Campus Climate and Inclusion ............................................. 23

**Concluding Remarks** .................................................................... 24
  - Weaknesses and Plans for Improvement ............................... 24
  - Key Issues ........................................................................... 24
  - Quantitative Outcomes ...................................................... 24
  - Cool Stuff ............................................................................ 24

**Appendix 1. Programs or Initiatives** ............................................ 25
**Appendix 3. Collaborations** .......................................................... 43
Goals - Looking Back

Goals for the previous Academic Year.

**Goal 1 - Increase Distributed Learning Courses and Programs**

<table>
<thead>
<tr>
<th>Goal Statement</th>
<th>Increase the number of distributed learning courses and programs.</th>
</tr>
</thead>
</table>
| **Linkage to**       | • Educating the Thinkers and Leaders of Tomorrow  
| **University Goal**  | • Assembling a World-Class Faculty of Scholars, Teachers, and Practitioners  
|                      | • Building Inclusive and Inspiring Communities  
|                      | • Ensuring Institutional Strength, Longevity, and Excellence |
| **Alignment with**   | ODL's mission is to increase the number of distributed learning courses and programs offered at UofSC. |
| **Mission, Vision, and Values** |
| **Status**           | Progressing as expected (multi-year goal) |
| **Action Plan**      | • Assist academic units with distributed learning (DL) course/program planning.  
|                      | • Promote DL courses/programs through website, social media, and other activities.  
|                      | • Continue to investigate initiatives to motivate faculty and academic units to develop and offer more DL courses and programs.  
|                      | • Continue to collaborate with faculty and academic units to develop and offer more DL courses and programs. |

**Achievements**
## Goal 2 - Provide Faculty and Student Support Services

**Goal Statement**

Provide faculty and student support services integrating current and emerging technologies.

**Linkage to University Goal**

- Educating the Thinkers and Leaders of Tomorrow
- Building Inclusive and Inspiring Communities
- Ensuring Institutional Strength, Longevity, and Excellence

**Alignment with Mission, Vision, and Values**

ODL's mission to increase the number of distributed learning courses and programs is accomplished by providing faculty support services integrating current and emerging technologies.

**Status**

Progressing as expected (multi-year goal)

**Action Plan**

- Provide test proctoring services for DL courses and programs at approved on- and off-campus sites and online
- Provide course production studios and assist faculty with developing, recording and editing DL course materials
- Provide resources website listing university support services faculty teaching and students enrolled in DL courses/programs
- Provide transcription and closed caption services
- Provide student assistance
- Participate in technology-based communities of practice

**Achievements**
## Goal 3 - Market Distributed Learning Courses and Programs

<table>
<thead>
<tr>
<th>Goal Statement</th>
<th>Promote distributed learning courses and programs through effective marketing.</th>
</tr>
</thead>
</table>
| Linkage to University Goal | • Educating the Thinkers and Leaders of Tomorrow  
• Assembling a World-Class Faculty of Scholars, Teachers, and Practitioners  
• Building Inclusive and Inspiring Communities  
• Ensuring Institutional Strength, Longevity, and Excellence |
| Alignment with Mission, Vision, and Values | ODL's mission is to increase the number of distributed learning courses and programs offered at UofSC. This mission is accomplished through effective marketing. |
| Status | Progressing as expected (multi-year goal) |
| Action Plan | • Utilize social media marketing to increase awareness of DL courses and programs to reach larger and more diverse populations of students.  
• Collaborate with university marketing efforts to increase enrollment in DL courses and programs.  
• Establish a physical presence at on-campus student focused events (e.g., orientation, recruitment, tours) to promote DL courses and programs.  
• Utilize student media resources to promote DL courses and programs. |
| Achievements | • Promoted DL courses/programs through ODL’s easy to search website. Recent data shows this site gets more than 2,000 visits per month.  
• Launched social media marketing efforts through Facebook, Twitter, and LinkedIn to increase awareness of DL courses/programs and to reach larger and more diverse populations of students.  
• Initiated discussions and took advantage of opportunities to promote the services ODL offers faculty in order to encourage faculty to offer more online courses. For example, ODL marketed its services at New Faculty Orientation. |
| Resources Utilized | • Office of Distributed Learning Budget  
• Office of Distributed Learning Database fed by Banner  
• Office of Distributed Learning Social Media Accounts: Facebook, LinkedIn, Twitter and Instagram  
• Office of Distributed Learning Staff - additional marketing staff  
• Website (OU Campus) |
| Goal Continuation | ODL began working with University's Communications staff to develop a new webpage: online.sc.edu. This webpage will be comparable to those of our peer and peer aspirant institutions and will be a central location for information about online courses |
Goals - Looking Back

| and programs. ODL is also working on a project so that the search for courses webpage information is pulled directly from Banner instead of ODL's internal database. Both the College of Education and the College of Nursing have implemented additional efforts to market their online programs and ODL is assisting them with these efforts. |
| Goal Upcoming Plans |
| ODL is investigating hiring marketing staff to assist colleges with promoting online degree programs. |
| Resources Needed |
| • Office of Distributed Learning Budget |
| • Office of Distributed Learning Database fed by Banner |
| • Office of Distributed Learning Social Media Accounts: Facebook, LinkedIn, Twitter and Instagram |
| • Office of Distributed Learning Staff - additional marketing staff |
| • Website (OU Campus) |
| Goal Notes |
| Progress Ongoing |
## Goal 4 - Continue Outreach and Collaboration

<table>
<thead>
<tr>
<th><strong>Goal Statement</strong></th>
<th>Continue outreach and collaboration with other university academic faculty support units.</th>
</tr>
</thead>
</table>
| **Linkage to University Goal** | • Spurring Knowledge and Creation  
• Building Inclusive and Inspiring Communities  
• Ensuring Institutional Strength, Longevity, and Excellence |
| **Alignment with Mission, Vision, and Values** | ODL’s mission to increase the number of distributed learning courses and programs is accomplished through outreach and collaboration with other university academic faculty support units. |
| **Status** | Progressing as expected (multi-year goal) |
| **Action Plan** | • Participate in DL Working Group meetings  
• Attend professional development events and seminars  
• Provide professional development seminars and resources  
• Maintain relationships/collaborations with other entities that support distributed learning (e.g., Center for Teaching Excellence, Division of Information Technology and its Media Services and eLearning Services units, Student Disability Resource Center, On Your Time Initiatives, University Libraries, etc.) |
| **Achievements** | • Collaborated with academic units offering and other service units supporting DL courses and programs.  
• Initiated DL Working Group meetings in which the staff from various academic faculty support units learn more about each unit and share innovative ideas to better leverage existing resources.  
• Participated in the committee planning the roll-out of the Blackboard Alternative Formats functionality.  
• Coordinated with the Health Center to create a process for the automatic removal of the health fee for students in 100% online programs.  
• Worked closely with the Office of Academic programs; ODL staff serve as approvers in the course approval processes for adding DL delivery to existing courses, developing new DL courses, or creating special topics courses. |
| **Resources Utilized** | • Office of Distributed Learning Staff  
• University Academic Faculty Support Units (e.g., Office of Academic Programs, Office of the Registrar, the Division of Information Technology and its Media Services and eLearning Services units, the Center for Teaching Excellence, On Your Time Initiatives, etc.)  
• ODL Websites (OU Campus) |
| **Goal Continuation** | ODL staff will continue to work closely with the Office of Academic Programs, Office of the Registrar, the Division of... |
## Goals - Looking Back

<table>
<thead>
<tr>
<th>Information Technology and its Media Services and eLearning Services units, the Center for Teaching Excellence, and On Your Time Initiatives to support DL courses and programs.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Goal Upcoming Plans</strong></td>
</tr>
</tbody>
</table>
| **Resources Needed** | • Office of Distributed Learning Staff  
• University Academic Faculty Support Units (e.g., Office of Academic Programs, Office of the Registrar, the Division of Information Technology and its Media Services and eLearning Services units, the Center for Teaching Excellence, On Your Time Initiatives, etc.)  
• ODL Websites (OU Campus) |
| **Goal Notes** | Progress Ongoing |
Goals for the current Academic Year.

Goal 1 - Increase Distributed Learning Courses and Programs

Goal Statement
Increase the number of distributed learning courses and programs.

Linkage to University Goal
- Educating the Thinkers and Leaders of Tomorrow
- Assembling a World-Class Faculty of Scholars, Teachers, and Practitioners
- Building Inclusive and Inspiring Communities
- Ensuring Institutional Strength, Longevity, and Excellence

Alignment with Mission, Vision, and Values
ODL's mission is to increase the number of distributed learning courses and programs offered at UofSC.

Status
Progressing as expected (multi-year goal)

Action Plan
- Assist academic units with distributed learning (DL) course and program planning and development and provide faculty support services (course production, test proctoring, etc.)
- Promote DL courses/programs through website, social media, and other activities.
- Continue to encourage and collaborate with faculty and academic units to develop and offer more distributed learning courses and programs.

Achievements
## Goal 2 - Provide Faculty and Student Support Services

<table>
<thead>
<tr>
<th><strong>Goal Statement</strong></th>
<th>Provide faculty and student support services integrating current and emerging technologies</th>
</tr>
</thead>
</table>
| **Linkage to University Goal** | • Educating the Thinkers and Leaders of Tomorrow  
• Building Inclusive and Inspiring Communities  
• Ensuring Institutional Strength, Longevity, and Excellence |
| **Alignment with Mission, Vision, and Values** | ODL’s mission to increase the number of distributed learning courses and programs is accomplished by providing faculty support services integrating current and emerging technologies. |
| **Status** | Progressing as expected (multi-year goal) |
| **Action Plan** | • Provide test proctoring services for DL courses (on- and off-campus sites and online)  
• Provide course production studios and transcription/closed captioning services  
• Continue to update ODL websites to provide accurate and timely information about DL courses/programs and ODL's services.  
• Assist faculty in incorporating innovative technologies into their online courses  
• Stay abreast of best practices and emerging technologies.  
• Provide student assistance |

**Achievements**
Goal 3 - Market Distributed Learning Courses and Programs

**Goal Statement**
Promote distributed learning courses and programs through effective marketing.

**Linkage to University Goal**
- Educating the Thinkers and Leaders of Tomorrow
- Assembling a World-Class Faculty of Scholars, Teachers, and Practitioners
- Building Inclusive and Inspiring Communities
- Ensuring Institutional Strength, Longevity, and Excellence

**Alignment with Mission, Vision, and Values**
ODL's mission is to increase the number of distributed learning courses and programs offered at UofSC. This mission is accomplished through effective marketing.

**Status**
Progressing as expected (multi-year goal)

**Action Plan**
- Utilize social media marketing to increase awareness of distributed learning courses and programs to reach larger and more diverse populations of students.
- Collaborate with university marketing efforts to increase enrollment in DL courses and programs.
- Establish a physical presence at on-campus student focused events (e.g., orientation, recruitment, tours) to promote DL courses and programs.
- Utilize social media resources to promote DL courses and programs.

**Achievements**
- Promoted DL courses and programs through ODL’s easy to search website. Completed project to pull course information directly from Banner. ODL’s webpages had 65,297 unique visitors in AY 2018-19.
- Collaborated with the University's Communications staff to develop online.sc.edu; webpage is comparable to peer/peer aspirant institutions and a central location for online course/program information.
- Continued social media marketing efforts to increase awareness of DL courses/programs. At the end of AY 2018-19, Twitter followers had increased from 914 to 1,436 (57%) and impressions increased from 23,500 to 94,300 (301%).
- Promoted services offered to faculty (e.g., at New Faculty Orientation and presentations at CTE (8), Ed Tech showcase, and Oktoberbest).
- Assisted College of Education and College of Nursing with efforts to market their online programs.
- Disseminated first ODL newsletter in October 2019 to convey pertinent information to faculty teaching DL courses.

**Resources Utilized**
- Office of Distributed Learning Staff
- Office of Distributed Learning Budget
- Office of Distributed Learning Database fed by Banner
Goals - Real Time

- Office of Distributed Learning Social Media Accounts: Facebook, LinkedIn, Twitter and Instagram
- ODL Websites (OU Campus)
- Online.sc.edu website
- ODL production studios and continuous upgrades to those studios: software, hardware, and technology
- Banner

Goal Continuation
Goal 4 - Continue Outreach and Collaboration

Goal Statement
Continue outreach and collaboration with other university academic faculty support units.

Linkage to University Goal
- Spurring Knowledge and Creation
- Building Inclusive and Inspiring Communities
- Ensuring Institutional Strength, Longevity, and Excellence

Alignment with Mission, Vision, and Values
ODL’s mission to increase the number of distributed learning courses and programs is accomplished through outreach and collaboration with other university academic faculty support units.

Status
Progressing as expected (multi-year goal)

Action Plan
- Maintain relationships/collaborations with other entities that support distributed learning (e.g., CTE, Student Disability Resource Center, Division of Information Technology (DoIT) and its Media Services and eLearning Services units, OYT, University Libraries, etc.)
- Maintain relationships and collaborate with academic units offering or planning to offer DL courses/programs.
- Participate in DL Working Group meetings
- Attend professional development events and seminars
- Provide professional development workshops, seminars and resources

Achievements
- Collaborated with academic units offering DL courses/programs
- Engaged in DL Working Group meetings to share ideas to improve and increase DL courses/programs
- Worked with OYT and CTE to hold academic innovation brainstorming sessions; developed a final report for campus leaders.
- Collaborated with DoIT’s eLearning Services to implement LTI integration for ProctorU and visited comprehensive universities to promote use of ProctorU.
- Co-presented with CTE staff at four state/national conferences.
- Worked with OYT to create faculty introduction videos to promote Winter session online courses.
- Sponsored the Ed Tech Showcase
- Taught at CTE’s Virtual Enrollments Bootcamp in May 2019 and delivered 8 workshops on a variety of subjects throughout the year.
- Collaborated with Palmetto College to host a presentation by EAB on marketing online courses/programs.
- Worked closely with Office of Academic programs; Staff serve as approvers in the approval processes for DL courses.

Resources Utilized
- Office of Distributed Learning Staff
- University Academic Faculty Support Units (e.g., Office of
Goals - Real Time

Academic Programs, Office of the Registrar, the Division of Information Technology (including its Media Services and eLearning units) the Center for Teaching Excellence, On Your Time Initiatives, etc.

- ODL Websites (OU Campus)
- Online.sc.edu website
- ODL production studios

Goal Continuation
Goal 1 - Increase Distributed Learning Courses and Programs

**Goal Statement**
Increase the number of distributed learning courses and programs.

**Linkage to University Goal**
- Educating the Thinkers and Leaders of Tomorrow
- Assembling a World-Class Faculty of Scholars, Teachers, and Practitioners
- Building Inclusive and Inspiring Communities
- Ensuring Institutional Strength, Longevity, and Excellence

**Alignment with Mission, Vision, and Values**
ODL's mission is to increase the number of distributed learning courses and programs offered at UofSC.

**Status**
Progressing as expected (multi-year goal)

**Action Plan**
- Assist academic units with DL course/program planning.
- Continue to collaborate with faculty and academic units to develop and offer more distributed learning courses and programs.
- Promote DL courses/programs through website, social media, and other activities.
- Continue to investigate the development of incentive programs to encourage faculty and academic units to develop and offer more distributed learning courses and programs.
- Increase ODL staff and faculty knowledge of technologies and tools used to offer DL courses.

**Achievements**
Progress Ongoing

**Resources Utilized**
- Office of Distributed Learning Budget
- Office of Distributed Learning Course Production Studios and continuous upgrades to those studios: software, hardware, and technology
- Office of Distributed Learning Database fed by Banner
- Office of Distributed Learning Social Media Accounts: Facebook, LinkedIn, Twitter and Instagram
- Office of Distributed Learning Staff
- Self Service Carolina
- ODL Websites (OU Campus)
- Office of Institutional Research, Assessment and Analytics
- Banner
- Data Warehouse

**Goal Continuation**
Goal 2 - Provide Faculty and Student Support Services

Goal Statement
Provide faculty and student support services integrating current and emerging technologies.

Linkage to University Goal
- Educating the Thinkers and Leaders of Tomorrow
- Building Inclusive and Inspiring Communities
- Ensuring Institutional Strength, Longevity, and Excellence

Alignment with Mission, Vision, and Values
ODL's mission to increase the number of distributed learning courses and programs is accomplished by providing faculty support services integrating current and emerging technologies.

Status
Progressing as expected (multi-year goal)

Action Plan
- Provide test proctoring services for DL courses at approved campus sites and online
- Provide course production studios and transcription/closed captioning
- Continue to update ODL websites, to provide accurate and timely information about DL courses/programs
- Assist faculty in incorporating innovative technologies into their courses
- Assist students enrolled in or planning to enroll in DL courses/programs
- Stay abreast of best practices and emerging technologies

Achievements
Progress Ongoing

Resources Utilized
- Office of Distributed Learning Staff
- Office of Distributed Learning Course Production Studios and continuous upgrades to those studios: software, hardware, and technology
- Office of Distributed Learning Courses Database
- Office of Distributed Learning Testing Facility
- ProctorU Services
- Transcription/Closed Captioning Software and Services
- Graduate Assistant for Test Proctoring
- Graduate Assistant for Transcriptions
- Additional staff for course and media production
- Division of Information Technology Staff (including Media Services and eLearning Services)

Goal Continuation
Goal 3 - Market Distributed Learning Courses and Programs

Goal Statement: Promote distributed learning courses and programs through effective marketing.

Linkage to University Goal:
- Educating the Thinkers and Leaders of Tomorrow
- Assembling a World-Class Faculty of Scholars, Teachers, and Practitioners
- Building Inclusive and Inspiring Communities
- Ensuring Institutional Strength, Longevity, and Excellence

Alignment with Mission, Vision, and Values:
ODL's mission is to increase the number of distributed learning courses and programs offered at UofSC. This mission is accomplished through effective marketing.

Status: Progressing as expected (multi-year goal)

Action Plan:
- Continue to update ODL websites, including faculty support services, the course search page, online programs list, and list of approved DL courses to provide accurate information.
- Utilize social media resources to increase awareness of and promote DL courses/programs.
- Collaborate with university marketing efforts to increase enrollment in DL courses/programs.
- Establish a physical presence at on-campus student focused events (e.g., orientation, recruitment, tours) to promote DL courses and programs.

Achievements: Progress Ongoing

Resources Utilized:
- Office of Distributed Learning Staff
- ODL Websites (OU Campus)
- Office of Distributed Learning Social Media Accounts: Facebook, LinkedIn, Twitter and Instagram
- Office of Distributed Learning Budget
- Office of Distributed Learning Database fed by Banner
- Online.sc.edu website
- ODL production studios and continuous upgrades to those studios: software, hardware, and technology
- Banner

Goal Continuation
### Goal 4 - Continue Outreach and Collaboration

<table>
<thead>
<tr>
<th><strong>Goal Statement</strong></th>
<th>Continue outreach and collaboration with other university academic faculty support units.</th>
</tr>
</thead>
</table>
| **Linkage to University Goal** | • Spurring Knowledge and Creation  
• Building Inclusive and Inspiring Communities  
• Ensuring Institutional Strength, Longevity, and Excellence |
| **Alignment with Mission, Vision, and Values** | ODL's mission to increase the number of distributed learning courses and programs is accomplished through outreach and collaboration with other university academic faculty support units. |
| **Status** | Progressing as expected (multi-year goal) |
| **Action Plan** | • Maintain relationships/collaborations with other support units (e.g., CTE, Student Disability Resource Center, Division of Information Technology (DoIT) and its Media Services and eLearning Services units, OYT, University Libraries, etc.)  
• Maintain relationships / collaborate with academic units offering or planning to offer DL courses/programs  
• Participate in DL Working Group meetings  
• Attend professional development events and seminars  
• Provide workshops, seminars and resources |
| **Achievements** | Progress Ongoing |
| **Resources Utilized** | • Office of Distributed Learning Staff  
• University Academic Faculty Support Units (e.g., Office of Academic Programs, Office of the Registrar, the Division of Information Technology (including its Media Services and eLearning Services units) the Center for Teaching Excellence, On Your Time Initiatives, etc.)  
• ODL Websites (OU Campus)  
• Online.sc.edu website  
• ODL production studios and continuous upgrades to those studios: software, hardware, and technology. |

### Goal Continuation
Effective Programs or Initiatives
*List your most effective programs/initiatives toward fulfillment of mission.*

Program Launches
*List any programs/initiatives that were newly launched during the Academic Year or any programs/initiatives you would like to launch in the coming year(s). Describe the program/initiatives, provide financial requirements (including additional staff), and academic year in which you would launch. What key performance indicators are you utilizing to track the success of this program?*

- Created an ODL annual report
- Redesigned an existing course production studio by adding a lightboard
- Created ODL newsletter to be disseminated quarterly
- Co-sponsoring a Virtual Teaching conference with CTE, the College of Engineering and Computing, the College of Education, and the School of Journalism and Mass Communications to be held March 2020

Program Rankings
*List any nationally ranked or external recognition during the Academic Year. For each, provide the formal name of the program followed by the name of the organization that issued the ranking, the date of notification, effective date range, and any other relevant information.*

Supplemental Info - Programs or Initiatives
*Any additional information on Programs or Initiatives appears as Appendix 1. (bottom).*
Initiatives and Fees

Initiatives
Describe any new initiatives your unit will need for the coming year.

Fees
List any new or changed fees that your unit has implemented or had to take on in the last academic year.
Community Engagement

Community Perceptions

Describe how your unit assesses community perceptions of your engagement, and how the unit assesses the impact of community engagement on students, faculty, community and the institution. Provide specific findings.

ODL collaborates with Office of Academic Programs to donate to or volunteer for the following charitable organizations:

- SisterCare
- Epworth Children’s Home
- Pawmetto Lifeline
- United Way
- Oliver Gospel Mission
- Relay for life

ODL staff co-presented with CTE staff at the Quality Matters Connect Conference and the Distance Teaching and Learning Conference. ODL staff will also co-present with a faculty member from HRSM at the OLC Accelerate conference in Fall 2019.

ODL Staff will assist HRSM in fulfilling requirements for a grant from the University of Aruba by providing workshops at that University on best practices for recordi
Collaborations

Internal Collaborations
List your Unit's most significant internal collaborations and multidisciplinary efforts that are internal to the University. Details should be omitted; list by name only.

Academic Units
Center for Teaching Excellence
Curricula and Courses Committee
Director of Information Resources, Office of the Provost
Division of Information Technology (DoIT) (including Media Services and eLearning Services)
Division of Student Affairs and Academic Support
Faculty Committee on Instructional Development (INDEV)
Faculty Senate
Graduate Council
Office of Academic Programs
Office of the Bursar
Office of Financial Aid and Scholarships
Office of Institutional Research, Assessment and Analytics (OIRAA)
Office of the Provost
Office of the Registrar
On Your Time Initiatives
Palmetto College
Student Disability Resource Center
University Libraries
Web Communications and Marketing

External Collaborations
List your Unit's most significant external collaborations and multidisciplinary efforts that are external to the University. Details should be omitted; list by name only.

ProctorU
Academic Partnerships
EAB
Engage VR

Supplemental Info - Collaborations
Any additional information about Collaborations appears as Appendix 3 (bottom).
Campus Climate and Inclusion

Activities the unit conducted that were designed to improve Campus, Climate, and Inclusion.

- Transitioned course scheduling functions to the Office of the Registrar
- Co-sponsored holiday drop-in event with CTE and OYT
- Promoted ODL services at New Faculty Orientation
- Delivered 8 workshops at CTE focused on emerging technologies, best practices for DL courses, online course accessibility, and ODL's services
- Provide transcription and closed captioning services to improve DL course accessibility.
- Taught a session at CTE's Virtual Environments Bootcamp
- Collaborate with faculty and academic units to develop and offer online courses and programs
- Hired Graduate Assistants and Work Study Students
- Complied with all federal laws and University policies regarding equal employment opportunity when hiring the new budget manager.
Concluding Remarks

Weaknesses and Plans for Improvement
What is your unit struggling with? What plans do you have to overcome the weakness that you have faced in the next academic year.

Key Issues
Identify key issues or potential challenges your unit will encounter this coming year and the steps you plan on initiating.

• Weakness: Insufficient staff to meet goals including the goals to expand online test proctoring to all faculty, to expand transcription and closed captioning services, and to grow distributed learning courses, programs and enrollments.

Quantitative Outcomes
Explain any surprises regarding data provided in the quantitative outcomes modules throughout this report.

>Plan for Improvement: ODL will continue to advocate for additional staff to meet these goals. Additional staff needed for course and media production and test proctoring.

Weakness: Data reveals DL growth is occurring more at the undergraduate level, most online programs are offered at the graduate level.

Cool Stuff
Describe innovations, happy accidents, good news, etc. that occurred within your unit not noted elsewhere in your reporting.

>Plan for Improvement: ODL staff will use DL enrollment data and market analysis information when meeting with academic units to try to grow distributed learning courses and programs, especially at the undergraduate level. ODL analyzed data to develop a list of potential online undergraduate programs.
Appendix 1. Programs or Initiatives
The Office of Distributed Learning (ODL)

ODL assists faculty and academic units with online course delivery, from providing guidance through the course approval process to assisting with technical production and course accessibility. We help instructors provide a rich learning experience that mirrors on-campus quality while ensuring that testing adheres to course and program requirements. Together, we deliver exceptional online courses to students regardless of distance, classroom availability, or time constraints.

ODL provides a website that enables users to search for courses taught each semester in various distributed learning formats - sc.edu/onlinecourses

Our Services

Course Production

ODL has two on-site, professional production suites with advanced studio-level audio equipment, studio lighting, photo-ready background, green screen, and light board to record, edit, and incorporate media into lectures.

Transcription and Closed Captioning

ODL provides both transcription and closed captioning services to help faculty meet course accessibility needs.

Course Development

ODL advises faculty and academic units through the planning, development, and approval processes for courses offered through distributed learning delivery.

Test Proctoring

ODL provides three test proctoring options: through a secure online service for computer-based testing and at ODL or at approved on- or off-campus testing sites for both paper and computer-based testing.
DISTRIBUTED LEARNING
(Blended and Online) Courses and Programs at UofSC Columbia, AY 2018-19
(Fall 2018, Spring 2019, and Summer 2019)

49 Online Programs
*3 of these are online degree completion programs only offered through Palmetto College; no freshmen admission

2328 DL Course Sections
1433 100% Online Course Sections

43,189 Enrollments in DL Courses in AY 2018-2019
*This data includes duplicated students; counted more than once if taking more than one DL course

9.4% increase in total DL Course Sections
11.6% increase in 100% Online Course Sections
(Compared to AY 2017-18)

525 Faculty Teaching DL Courses
(unduplicated)

11,365 (32.48%) Students Taking at Least One DL Course
2,024 (5.78%) Students Enrolled in an Online Only Program in Fall 2018

ADDITIONAL INFORMATION ABOUT ONLINE PROGRAMS

- Distributed learning programs primarily attract in-state students; 89.4% of students taking exclusively online courses from a higher education institution in SC reside in the state.1
- On-campus students benefit from online courses: students who take some online courses are more likely to complete their degrees.2
- Nationally, online enrollments are increasing while overall enrollments in higher education is decreasing.3

Citations

803.777.7210 • dlquest@mailbox.sc.edu online.sc.edu
UofSC Columbia primarily offers online programs at the graduate level, but the biggest increase in enrollment is occurring at the undergraduate level.
DL COURSES OFFERED

UNDUPLICATED

Distributed Learning Courses Offered

- # of DL Courses
- # of DL Core Courses

University of South Carolina
ENROLLMENT IN DL COURSES
DUPLICATED - STUDENTS TAKING MORE THAN ONE COURSE ARE COUNTED MORE THAN ONCE


- Total Undergraduate Enrollments
- Total Graduate Enrollments
- Grand Total Enrollments
STUDENTS TAKING AT LEAST ONE DL COURSE
UN DUPLICATED

Fall 2014    Fall 2015    Fall 2016    Fall 2017    Fall 2018

- Undergraduate Students
- Graduate Students
- Total
## STUDENT SERVICES INQUIRY TYPES

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Phone Calls</td>
<td>17%</td>
</tr>
<tr>
<td>Emails</td>
<td>5%</td>
</tr>
<tr>
<td>Question Box</td>
<td>79%</td>
</tr>
<tr>
<td>In Person</td>
<td>0%</td>
</tr>
<tr>
<td>Current Student</td>
<td>47%</td>
</tr>
<tr>
<td>Prospective Student</td>
<td>41%</td>
</tr>
<tr>
<td>Faculty/Staff</td>
<td>8%</td>
</tr>
<tr>
<td>Other</td>
<td>5%</td>
</tr>
<tr>
<td>Overrides</td>
<td></td>
</tr>
<tr>
<td>* As of 7/14/17, ODL no longer provides overrides; requests referred to academic units</td>
<td>21.30%</td>
</tr>
<tr>
<td>Course Availability</td>
<td>19.34%</td>
</tr>
<tr>
<td>Course Info (Syllabus / Book / Etc.)</td>
<td>17.37%</td>
</tr>
<tr>
<td>Other</td>
<td>11.93%</td>
</tr>
<tr>
<td>Admissions / Applications</td>
<td>8.61%</td>
</tr>
<tr>
<td>Registration</td>
<td>5.74%</td>
</tr>
<tr>
<td>Testing</td>
<td>4.83%</td>
</tr>
<tr>
<td>Fees</td>
<td>4.68%</td>
</tr>
<tr>
<td>Advisement</td>
<td>3.02%</td>
</tr>
<tr>
<td>Blackboard / Tech Support</td>
<td>2.27%</td>
</tr>
<tr>
<td>Faculty Support</td>
<td>1.21%</td>
</tr>
<tr>
<td>Not Documented</td>
<td>0.00%</td>
</tr>
</tbody>
</table>
COURSE PRODUCTION

- Videos Recorded: 208
- Transcriptions / closed captions: 143 (1777 minutes)
WEBSITE DATA

ODL Websites Data
(Aug. 23, 2018 – Aug. 20, 2019)
- 65,297 visitors to ODL websites
- 50,297 visitors to ODL pages

ODL pages with most visits:
1. Graduate Degree Program Listing
2. Course Search Page
3. Main Student Page
SOCIAL MEDIA AND MARKETING

Social Media

Twitter: Followers increased from 914 to 1,436 (57%)  
Impressions increased from 23,500 to 94,300 (301%)

Facebook: Likes increased from 40 to 57 (42.5%)

Instagram: 209 followers

Twitter Follower Comparisons

UNC Online: 3,512  
UFOOnline: 1,906  
Mizzou Online: 1,580  
**UofSConline: 1,436**  
Clemson Online: 810  
UVA Online: 722  
UGA Online: 628

UofSC Connect: 2,015  
UofSCtech (DoIT): 1,710  
**UofSCOnline: 1,436**  
UofSC_CTE: 1,061  
UofSC Palmetto College: 417
<table>
<thead>
<tr>
<th>Degree</th>
<th>Year Approved</th>
<th>Program</th>
<th>Permits</th>
<th>Expansion</th>
<th>Initial Training</th>
<th>Graduation</th>
<th>Preparation</th>
<th>Increase in 2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>B.S.</td>
<td>2000</td>
<td>No</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>B.S.</td>
<td>2001</td>
<td>No</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>B.S.</td>
<td>2002</td>
<td>No</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>B.S.</td>
<td>2003</td>
<td>No</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>B.S.</td>
<td>2004</td>
<td>No</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>B.S.</td>
<td>2005</td>
<td>No</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>B.S.</td>
<td>2006</td>
<td>No</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>B.S.</td>
<td>2007</td>
<td>No</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>B.S.</td>
<td>2008</td>
<td>No</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>B.S.</td>
<td>2009</td>
<td>No</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Degree</td>
<td>College</td>
<td>Year Approved</td>
<td>Degree Level</td>
<td>Approval for Online Delivery</td>
<td>Active</td>
<td>Planned Start Date</td>
<td>Delivery Mode</td>
<td>Ideal Student Admission Profile</td>
</tr>
<tr>
<td>------------------------------------------------------------------------</td>
<td>---------</td>
<td>---------------</td>
<td>--------------</td>
<td>------------------------------</td>
<td>--------</td>
<td>--------------------</td>
<td>--------------</td>
<td>--------------------------------</td>
</tr>
<tr>
<td>Bachelor of Arts in Organizational Leadership</td>
<td>USC PG</td>
<td>2018</td>
<td>UG</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Asynchronous</td>
<td>Yes</td>
</tr>
<tr>
<td>Bachelor of Arts in Secondary Education (Minor at Palmetto College or Degree Completion Program Only)</td>
<td>USC PG</td>
<td>2019</td>
<td>UG</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Asynchronous</td>
<td>Yes</td>
</tr>
</tbody>
</table>

**Online Programs Only:**

<table>
<thead>
<tr>
<th>Undergraduate Degree</th>
<th>Active</th>
<th>Handled</th>
<th>Approved</th>
</tr>
</thead>
<tbody>
<tr>
<td>Undergraduate Degree</td>
<td>4</td>
<td>8</td>
<td>4</td>
</tr>
<tr>
<td>Western Degrees</td>
<td>23</td>
<td>2</td>
<td>31</td>
</tr>
<tr>
<td>Educational Specialist Degree</td>
<td>1</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>Standard</td>
<td>1</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>Doctoral Degree</td>
<td>6</td>
<td>1</td>
<td>8</td>
</tr>
<tr>
<td>Graduate Certificate</td>
<td>8</td>
<td>2</td>
<td>8</td>
</tr>
<tr>
<td>Pending</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Total</td>
<td>49</td>
<td>8</td>
<td>56</td>
</tr>
</tbody>
</table>

**Legend:**
- UG = undergraduate
- MA = masters
- ED = educational specialist
- SP = specialist
- O = advanced
- OC = associate certificate

**Notes:**
- Programs highlighted in blue should have the completion code added so that the health fee can be automatically reversed.
- Students must complete 90 credit hours before applying to the program.
- Students must complete a minimum of 120 credit hours in total.
- Students must complete a minimum of 150 credit hours in total.
- Students must complete a minimum of 180 credit hours in total.
Appendix 3. Collaborations
Collaborations

Internal Collaborations
List your Unit's most significant collaborations and multidisciplinary efforts that are internal to the University. Details should be omitted; list by name only.

- Academic Units
- Center for Teaching Excellence
- Curricula and Courses Committee
- Director of Information Resources, Office of the Provost
- Division of Information Technology (DoIT) (including Media Services and eLearning Services)
- Division of Student Affairs and Academic Support
- Faculty Committee on Instructional Development (INDEV)
- Faculty Senate
- Graduate Council
- Office of Academic Programs
- Office of the Bursar
- Office of Financial Aid and Scholarships
- Office of Institutional Research, Assessment and Analytics (OIRAA)
- Office of the Provost
- Office of the Registrar
- On Your Time Initiatives
- Palmetto College
- Student Disability Resource Center
- University Libraries
- Web Communications and Marketing

External Collaborations
List your Unit's most significant collaborations and multidisciplinary efforts that are external to the University. Details should be omitted; list by name only.

- ProctorU
- Academic Partnerships
- EAB
- Engage VR