

UMA Vision 2.0 Implementation Planning

Campus Open Forums – March 21 & 22, 2018

Re-grounding in the 2016 – 2020 strategic plan - Fall 2017

Vision 2.0 Initiatives

- Academic Programs of the Future
- Cyberspace Master Plan
- Re-emergence of UMA (UC Reintegration)
- Civic Engagement Steering Committee (NVM)
- Strategic Communications, Enrollment & Marketing Plans

Find important dates and information at uma.edu/vision

Academic Programs of the Future

- Team Leads: Provost Joe Szakas, Dean Brenda McAleer & Dean Greg Fahy
- Request for Proposals to increase student engagement with faculty, with the curriculum and with the community across a variety of modalities.
- 5 proposals, 3 programs selected:
 - Education Pathways
 - Justice Studies
 - Information and Library Science

Cyberspace Master Plan

- Team Lead: Sheri Fraser, Dean of Students
- Development of a plan to support distance students through virtual pathways to services. The team will investigate best practices, conduct focus groups/surveys, and assess student services.
- The plan will focus on four key areas:
 - Navigation
 - Access
 - Service
 - Engagement
- Plan due: April 13th

Re-emergence of UMA

- **Mission & Structure Team**
Lead: President Wyke
- **Academic Support Team**
Leads: Provost Szakas, Dean McAleer & Dean Fahy
- **Marketing & Communications Team**
Leads: Jon Henry, VP&M & Domna Giatas, ED Planning/Communications
 - Preliminary recommendations due: March 16th
 - Final recommendations due: April 13th

Draft Goals – Mission & Structure

- To champion the re-emergence of UMA as a dispersed learning community, united by our mission and working in concert for the benefit of our students through our campuses, centers, and at a distance.

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- To expand UMA's role as the leading provider of distance education programs to serve student needs across Maine and beyond.
- To develop an omni-channel strategy that engages students through a seamless, high-quality, integrated educational experience.
- To collaborate with other UMS institutions to support their distance education efforts through UMA's dispersed services model.
- To advance a unified structure that is inclusive of all roles and locations.
- To support brand clarity for both internal and external audiences.

Marketing & Communications – Draft Marketing & Communications Integrated Organizational Structure

- The Vice President of Enrollment Management & Marketing as well as the Executive Director of Planning and Communication report directly to the President
- The Director of Enrollment Marketing reports directly to the VP of Enrollment Management & Marketing, but also maintains regular communication with the Executive Director of Planning and Communication
- The Senior Graphic Designer and the Social Media Marketing/Communication Specialist both report to the Director of Enrollment Marketing
- The Director of Design & Online Marketing and the Manager of Digital Communications report to the Executive Director of Planning and Communication

Operational Hierarchy

- Brand Stewardship
- Style Guide
- Design
- Templates
- KPI
- Execution
- Quality Control
- Analytics

Academic Support organizational structure

- The Director/Dean reports to the Provost
- The following areas report to the Director/Dean:
 - Library Services, Faculty Services, Academic Logistics, Learning Success, Centers

Civic Engagement Steering Committee

- Katie Corlew, Faculty Co-Chair & Gilda Nardone, Administration Co-Chair
- Create, coordinate, and communicate a Civic Engagement Continuum within the UMA community that will enhance the development of informed, responsible, and involved citizen-graduates.
 - Currently compiling a comprehensive inventory of current activities.
 - Plan due: April 13th

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Strategic Communications, Enrollment, & Marketing Plans

- **Strategic Communications Plan - complete**
 - Domna Giatas, ED Planning & Communications
- **Strategic Enrollment Plan - complete**
 - Jon Henry, VP Enrollment & Marketing
 - Enrollment Planning & Implementation Council (EPIC)
- **Strategic Marketing Plan – Short term plan complete, Long-term plan in development**
 - Jon Henry, VP Enrollment & Marketing
 - Brent Wooten, Director of Enrollment Marketing

Thank you for joining in this journey to 2020!