UMA Vision 2.0 Wrap-Up
Campus Open Forums – April 23 & 25, 2018

Today's Agenda

- Quick Review:
  - Academic Programs of the Future
  - Strategic Communications, Enrollment & Marketing Plans
- Re-emergence of UMA: Final Plans
  - Academic Services Division
  - Communications & Marketing Teams
- Civic Engagement Plan – survey available until April 27
- Cyberspace Master Plan – survey available until April 27
- Discussion

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

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

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, VPEM & Domna Giatas, ED Planning/Communications
  - Preliminary recommendations due: March 16th
  - Final recommendations due: April 13th

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Re-emergence of UMA: 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.
- 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 though 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.

Re-emergence of UMA: Proposed Structural Changes

- Combines resources of UMA and University College into:
  - An Academic Services Division
    - Original UC Staff, plus Library Services & UMA Senior Instructional Design Specialist; UC Centers renamed as UMA Centers
  - A Marketing & Communication Team
    - Original Marketing & Communications staff, plus UC Senior Graphic Designer & Social Media; Marketing Communications Specialist
- No new positions have been added
- Chancellor and BOT support
- Writing & Math Lab faculty continue to report to Academic Deans
- Continued discussion re: some additional learning support services included at a future date
- Implementation of final structure before end of current fiscal year

UMA Centers

- UMA Brunswick Center
- UMA East Millinocket Center
- UMA Ellsworth Center
- UMA Houlton Center
- UMA South Paris Center
- UMA Rockland Center
- UMA Rumford Center
- UMA Saco Center

Civic Engagement Plan
Katie Corlew, Faculty Co-Chair & Gilda Nardone, Administration Co-Chair

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Civic Engagement – Overall Goal

Create, coordinate, and communicate a Continuum of Civic Engagement within the UMA community, as outlined in the University's Strategic Plan (Strategy 3.5), that will enhance the development of informed, responsible, and involved citizen-graduates.

Civic Engagement – Working Definition

"Civic engagement means working to make a difference in the civic life of our communities and developing the combination of knowledge, skills, values, and motivation to make that difference. It means promoting the quality of life in a community, though both political and non-political processes."

- Thomas Ehrlich, Civic Responsibility and Higher Education, 2000

Civic Engagement – Guiding Principles

- Student-focused
- Statewide
- Valuing all Contributions
- Building Capacity and a Community of Practice

Civic Engagement – Short-term plan (February-August 2018)

- Establish an inclusive Civic Engagement (CE) Steering Committee
- Establish regular communication and coordination between faculty and administration Co-Chairs
- Inventory and communicate existing interest, activity, capacity, and resources
- Develop systems for sharing CE information and resources within the Steering Committee

Civic Engagement – Longer-term plan (September 2018-June 2019)

- Assess progress on priority goals
- Define an organizational structure for CE at UMA
    o Clarify leadership roles
    o Explore options for virtual resource hub
    o Communicate about CE to the broader community
    o Build capacity and develop resources
- Develop and begin to implement CE Professional Development Plan

Cyberspace Master Plan

Team Lead: Sheri Fraser, Dean of Students

Cyberspace Master Plan – Vision 2.0 Call to Action

Develop a "Cyberspace" plan to provide all student with digital pathways to services & support.

Cyberspace Master Plan – What our Students Want

- Improved Navigation
- One Stop View (dashboard)
- Mobile access
- Task reminders

- One stop service
- Clear contact person(s)/advisor
- Community of online learners
- Live chat/help options
- Consistent class experience

Cyberspace Master Plan – Goals for Cyberspace Environment

- Easily access information
- Communicate with faculty and staff
- Conduct transactions with device(s) of choice
- Create sense of belonging
- Promote student engagement

Cyberspace Master Plan – Navigation

- Establish portal as front door for digital services & support
- Adopt task-based navigation for the portal and web
- Integrate and unify technology

Cyberspace Master Plan – Access

- Invest in mobile access
- Create UMA APP(s)
- Partnerships to provide mobile devices

Cyberspace Master Plan – Engagement

- Build online engagement activities
- Create specific space(s) for online engagement
- Gamify and incentivize participation
- Establish online clubs/student organizations
- Provide community with tools, such as Adobe Creative Cloud and "Maker Spaces"
- Regional location engagement
- Increase asynchronous and hybrid option

Cyberspace Master Plan – Next Steps

- Implementation Oversight Group
- Continuous Improvement/Evolution

Cyberspace Master Plan – Appreciation & Gratitude: Committee Members

- Sherri Brann
- Haley Brown
- Chip Curry
- Matthew Dube
- Lauren Dubois
- Brandy Finck

- Sheri Fraser
- Justin Hafford
- Pierre Laot
- Tom Nickerson
- Jodi Williams

Thank you for joining in this journey to 2020!

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