



FLORIDA ATLANTIC UNIVERSITY

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## Center for Online and Continuing Education

**2025 – 2030 Strategic Plan**

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## **Vision & Mission**

### **VISION**

#### **What We Aspire to Be**

The Center for Online & Continuing Education aspires to be a distinguished leader in expanding educational access and driving impact through pioneering, high-quality distance learning, continuing education, and lifelong learning opportunities. Committed to advancing student success, cultivating community and workforce engagement, and fostering lifelong intellectual growth, we seek to make a transformative contribution to a dynamic and inclusive knowledge economy.

### **MISSION**

#### **What We Do**

Our mission is to broaden educational access and drive student achievement across a variety of learning pathways that meet the evolving needs of both traditional degree-seeking students and the wider community. Through a commitment to academic excellence, workforce development, and lifelong intellectual growth, we strive to empower individuals to succeed in a changing world, aligning with Florida Atlantic and State of Florida goals to build a vibrant, informed society.

# STRATEGY

## How We Achieve Our Goals

The Center for Online and Continuing Education (COCE) leverages innovation, collaboration, and a commitment to excellence while expanding access to high-quality education at Florida Atlantic. Originally focused on supporting faculty in online course development, COCE now offers a comprehensive range of services encompassing online learning, continuing education, and lifelong learning. These services include professional development, workforce and community engagement, and personal enrichment programs tailored to meet the evolving needs of traditional students and adult learners alike.

As a Quality Matters (QM) subscribing institution, COCE champions instructional quality, aligning online courses with state standards while offering faculty support through workshops, instructional design collaboration, and resources for achieving QM certification. In addition to online learning, COCE's continuing education initiatives address workforce needs through targeted skill development, upskilling and reskilling programs designed to prepare individuals for evolving career landscapes. Lifelong learning offerings foster intellectual engagement and personal growth for our seasoned learners, enhancing community connection and supporting a vibrant, informed society.

Through these combined efforts, COCE aligns with Florida Atlantic and State of Florida strategic goals, building a responsive educational ecosystem that contributes meaningfully to the knowledge economy.

# Goals

**Goal #1:** Align with the State University System of Florida (SUS) Strategic Plan (SUS 30) definitions and best practices for non-degree credentials and pathways to meet workforce needs.

**Objective A:** Participate in inter-institutional collaboration with SUS universities to standardize non-degree credential definitions and practices.

## Strategy

Meet regularly with the Florida Digital Learning Leaders group to review, compare, and align non-degree credential offerings.

Engage with state-wide stakeholders to develop a common language for identifying workforce micro-credentials and certificates.

Collaborate with university departments to establish an internal directory of Florida Atlantic continuing education offerings catalogued in alignment with state-wide definitions.

## Measurable Outcome

Participate in Florida Digital Learning Leaders group meetings and BoG meetings; at least one meeting each quarter (4 per year minimum).

Launch a centralized internal Florida Atlantic directory of non-degree credentials aligned with SUS 30 standards.

Establish 3 new or revised credentials based on shared state workforce needs and inter-university collaborations.

## Florida Atlantic & BoG Alignment

### 2024 Florida Atlantic University Accountability Plan

Strategy: Align academic programs to the overall goals of the SUS to address economic and workforce needs. (p.4)

### SUS 30 Strategic Plan - State University System of Florida

High-Skilled Graduates: We will develop consistent definitions and best practices for non-degree credentials and pathways to meet workforce needs. (p.12)

### SUS 30 Strategic Plan - State University System of Florida

Reputation: Everyone will understand the value and reputation of our System as one and what sets us apart in the higher education market. (p.8)

### SUS 30 Strategic Plan - State University System of Florida

Collaboration: We will demonstrate that as One SUS we are a comprehensive resource for industry, the state, students, and faculty. We will be agile to the economy of Florida and the nation by demonstrating repeatable, scalable, and powerful ways to coordinate across the System. (p.8)

### SUS 30 Strategic Plan - State University System of Florida

Modeling Excellence: We will emphasize degrees that are aligned with Florida's workforce needs and provide students with a positive return on their investment. (p.11)

### SUS 30 Strategic Plan - State University System of Florida

Modeling Excellence: Our universities will be innovative around efficient pathways to a degree. This includes innovative paths for undergraduates to achieve certain credentials and combination pathways for undergraduate and graduate programs. (p.11)



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**Goal #1:** Align with the SUS 30 definitions and best practices for non-degree credentials and pathways to meet workforce needs.

**Objective B:** Strengthen connections with University departments to form collaborative partnerships to meet workforce needs.

#### Strategy

Collaborate with University stakeholders to maximize coverage at employer and community events.

Network via community organizations (i.e., Chamber of Commerce, Rotary, ABA, professional groups, hospital administrators).

Engage with external partners by sponsoring and participating in regional events through informational tabling, branded materials, and program-focused outreach to raise awareness of continuing education offerings.

Design and implement a comprehensive marketing and outreach plan to promote Continuing Education programs, utilizing digital, print, and community-based channels to increase visibility and enrollment.

#### Measurable Outcome

Increase continuing education course offerings with CareerSource Broward and Palm Beach by 10% annually.

Establish partnerships with at least 5 university departments to co-develop or co-promote workforce-aligned continuing education programs.

Increase participation in employer and community events by 50% over five years, with a goal of attending or sponsoring at least 10 targeted events annually by Year 5.

Launch and track a comprehensive marketing campaign by Year 2, resulting in at least a 25% increase in website traffic and inquiry rates for Continuing Education programs by Year 4.

Provide Continuing Education training developed in collaboration with community partners. Target at least two (2) Agreements/MOUs annually.

Expand continuing education visibility through the use of email, social media, and other targeted marketing campaigns. Target at least one (1) weekly email blast, and one (1) new marketing post for social media each week.

#### Florida Atlantic & BoG Alignment

[Florida Atlantic University Strategic Plan for the Race to Excellence 2015-2025](#)

Values: Engagement – collaborating with community to benefit all stakeholders (p.4)

[Florida Atlantic University Strategic Plan for the Race to Excellence 2015-2025](#)

Goal: Place – Deep engagement with South Florida’s global communities (pp.4 & 9)

[SUS 30 Strategic Plan - State University System of Florida](#)

One SUS: Collaboration – [W]e will coordinate engagement with business and industry. (p.8)

[SUS 30 Strategic Plan - State University System of Florida](#)

One SUS: Areas of Expertise – Business and industry will recognize and utilize our universities for these areas of expertise. Our areas of expertise will support the state’s business and economic development efforts. (p.9)

[SUS 30 Strategic Plan - State University System of Florida](#)

World-Class Talent: World-Class Faculty – Our world-class faculty will deliver nationally recognized academic programs that are responsive to the needs of business and industry... (p.17)

[SUS 30 Strategic Plan - State University System of Florida](#)

World-Class Talent: Our curriculum will be innovative and adaptive to align with employer needs. Universities will develop a plan for the active engagement of industry advisory councils for degree programs. (p.17)

#### Responsible Staff

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**Goal #2:** Cultivate growth of a knowledge economy through the development of innovative, efficient pathways to degrees and credentials that promote skill development and workforce readiness at Florida Atlantic.

**Objective A:** Provide a wide variety of workforce training courses and certifications to our community.

#### Strategy

Strengthen relationships with Continuing Education stakeholders in the colleges to stimulate interest in offering non-credit training and CEUs.

Promote workforce training courses and certifications through social media, email, and community engagement.

#### Measurable Outcome

Increase the inventory of workforce training courses offered with our education partners. Target at least three (3) new course offerings per year.

Establish a monthly social media calendar highlighting new and relevant continuing education courses.

Deploy at least one new social media post per week.

Use social media content performance data to analyze our media investments for maximum return on investment.

Implement a quality design rubric for non-credit courses designed by the Center for Online and Continuing Education.

Facilitate the addition of at least three (3) new workforce training programs offered through Florida Atlantic colleges and training partners annually.

Track learner outcomes and satisfaction data and establish an evaluation/revision cycle.

#### Florida Atlantic & BoG Alignment

[Florida Atlantic University Strategic Plan for the Race to Excellence 2015-2025](#)

Goal: Place – Deep engagement with South Florida’s global communities... [S]upport workforce and economic development in Florida Atlantic’s regional and global communities. (pp.9-10)

[Florida Atlantic University Strategic Plan for the Race to Excellence 2015-2025](#)

Goal: Strategy – Wise and innovative allocation of resources – Identify diversified revenue opportunities: Increase "market-rate" programs across the University. (p.12-13)

[2025 SUS Strategic Plan for Online Education \(Amended March 30, 2022\)](#)

Access – Goal 3: The State University System will harness the power of online education to help meet the economic development needs of the state. (p.11)

[SUS 30 Strategic Plan - State University System of Florida](#)

Modeling Excellence: Our universities will be innovative around efficient pathways to a degree. This includes innovative paths for undergraduates to achieve certain credentials and combination pathways for undergraduate and graduate programs. (p.11)

[SUS 30 Strategic Plan - State University System of Florida](#)

Modeling Excellence: We will emphasize degrees that are aligned with Florida’s workforce needs and provide students with a positive return on their investment. (p.11)

[SUS 30 Strategic Plan - State University System of Florida](#)

Access and Affordability: Our System will prioritize resources to ensure our high-quality education is affordable and accessible. (p.11)

High-Skilled Graduates: We will develop consistent definitions and best practices for non-degree credentials and pathways to meet workforce needs. (p.12)

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**Goal #2:** Cultivate growth of a knowledge economy through the development of innovative, efficient pathways to degrees and credentials that promote skill development and workforce readiness at Florida Atlantic.

**Objective B:** Provide coordinated institution-wide support for the development, enrollment, tracking and delivery of non-credit credentials, certificates, and training programs that align with state priorities and Florida’s workforce needs.

#### Strategy

Support data-informed decision making by providing resources for the use of labor market analytics and other relevant data tools to identify high-demand skills and credential opportunities.

Establish and maintain a unified, university-wide registration platform to streamline enrollment and tracking processes for all non-credit offerings.

Provide instructional design and media specialists to support the design and development of high-quality, engaging non-credit training.

Deploy digital marketing and social media services to increase public awareness and engagement with non-credit offerings.

#### Measurable Outcome

Establish a sustainable framework for supporting colleges in the development and delivery of non-credit credentials and training, demonstrated by increased utilization of COCE resources (e.g., data tools, registration system, instructional design, multi-media development) and the launch of at least three new or enhanced workforce-aligned programs annually.

#### Florida Atlantic & BoG Alignment

[Florida Atlantic University Strategic Plan for the Race to Excellence 2015-2025](#)

Goal: Place – Deep engagement with South Florida’s global communities. [T]he University will expand upon both its “outreach” and “in-reach” efforts by building partnerships that benefit all engaged parties... [S]upport workforce and economic development in Florida Atlantic’s regional and global communities. (pp. 9-10)

[2024 Florida Atlantic University Accountability Plan](#)

Strategy: [I]ncreased adult education enrollments... using vehicles such as the professional studies program, which is designed to deliver workforce skills, and to individuals who have some college credits but did not complete their degrees. (p.8)

[SUS 30 Strategic Plan - State University System of Florida](#)

Elevating Student Success: Modeling Excellence – Our universities will be innovative around efficient pathways to a degree. This includes innovative paths for undergraduates to achieve certain credentials and combination pathways for undergraduate and graduate programs. (p.11)

[SUS 30 Strategic Plan - State University System of Florida](#)

Elevating Student Success: Modeling Excellence – We will emphasize degrees that are aligned with Florida’s workforce needs and provide students with a positive return on their investment. (p.11)

#### Responsible Staff

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**Goal #3:** Stimulate collaborations to build visibility and alignment with Florida Atlantic initiatives and the Osher Lifelong Learning Institute at Florida Atlantic.

**Objective A:** Build University identity among Osher Lifelong Learning members.

#### Strategy

Document in-kind support that Florida Atlantic gives to the Osher Lifelong Learning Institute (“OLLI”).

Promote hometown university connections and expand community awareness of Florida Atlantic’s achievements to OLLI members and audiences.

Connect OLLI and Florida Atlantic through a variety of messaging, including, but not limited to:

- Providing information showcasing Florida Atlantic research.
- Providing marketing material at OLLI Board meetings to highlight Florida Atlantic points of pride.

Support the development of mentor connections for OLLI members to mentor Florida Atlantic students.

Engage College Departments to open pathways for OLLI mentors.

Engage with SUS OLLI Leadership seeking collaborative opportunities.

Establish OLLI at Florida Atlantic as the lead OLLI in the SUS due to our history (oldest Lifelong Learning Society – original naming convention), size (largest OLLI in the national and SUS Osher network), and endowment size (largest endowment for Osher in the national and SUS Osher network).

#### Measurable Outcome

Present documentation of in-kind support provided to OLLI throughout the fiscal year to the OLLI Advisory Boards at the final Board meeting of each academic year (usually May).

Incorporate Florida Atlantic’s points of pride and Florida Atlantic 100 messaging in introductory remarks at OLLI events, in monthly OLLI e-newsletters, OLLI catalog pages, and on OLLI pre-event slides.

Recognize OLLI members in our local communities and in their primary residential locations (Seasonal Florida residents) that aid in spreading Florida Atlantic brand awareness throughout South Florida and in the Northeastern U.S. (primary geographic region for OLLI at Florida Atlantic members who are seasonal residents in Florida).

Utilize a variety of OLLI communication networks for distribution of Florida Atlantic research achievements. Invite Florida Atlantic researchers to present to OLLI members. Offer OLLI spaces for research symposiums or poster displays.

Promote at least one (1) collaborative opportunity/event for the Florida Atlantic and OLLI community in existing newsletters per semester.

Promote OLLI events per seasonal catalog through the Continuing Education website.

Coordinate OLLI Board Officers meeting once per semester (fall & spring) to encourage collaborative efforts highlighting Florida Atlantic-centric initiatives and OLLI funded scholarship opportunities.

Engage and promote the opportunity for OLLI members to participate in a mentorship program where they can capitalize on their skills and career experience to give back to Florida Atlantic students, particularly FTIC students. Messaging to be delivered by email, catalog, and/or event announcements.

Meet with Department Chairs, Academic Advisors, and/or Career Services to communicate OLLI member backgrounds and valuable career experiences to promote mentorship opportunities.

Meet at least quarterly with leadership from all SUS OLLI's (FAU, FIU, FSU, USF, and UNF) to develop collaborative workshops and events to connect OLLI members across the state.

## Florida Atlantic & BoG Alignment

SUS 30 Strategic Plan - State University System of Florida

Priority Area: One SUS: Reputation, Collaboration, and Areas of Expertise (pp. 8-9)

SUS 30 Strategic Plan - State University System of Florida

Priority Areas: Elevating Student Success (pp. 11-12)

SUS 30 Strategic Plan - State University System of Florida

Priority Areas: Operational Excellence: Optimizing Funds (p. 15)

SUS 30 Strategic Plan - State University System of Florida

Priority Areas: World-Class Talent (p. 17)

SUS 30 Strategic Plan - State University System of Florida

Priority Areas: Innovative Research & Economic Development (p. 19)

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## **Goal #4: Expand Access to Higher Education Through Growth and Support of Online Programs and Certificates.**

**Objective A:** Support the colleges in expanding Florida Atlantic's fully online program and certificate offerings.

### Strategy

Deliver targeted market research to academic departments to identify high-demand opportunities for new online degrees and certificates aligned with Florida Board of Governors priorities and programs of strategic emphasis.

Provide faculty incentives and stipends to support the development of high-quality and engaging online courses and to encourage participation in professional development.

Offer departmental incentives to encourage the launch and sustainability of quality fully online programs.

Establish a virtual community of practice for experienced online faculty to share best practices, provide peer mentorship, and foster innovation in online instruction.

### Measurable Outcome

Expand Florida Atlantic's online program offerings by two (2) programs annually.

Increase, by two (2) annually, the number of new or substantively revised online General Education courses.

Expand faculty development opportunities for online teaching and pedagogy (i.e., virtual workshops, communities of practice, and AI-focused exploration sessions) by at least two (2) new offerings per semester.

### Florida Atlantic & BoG Alignment

[Florida Atlantic University Strategic Plan for the Race to Excellence 2015-2025](#)

Goal: Boldness – A uniquely competitive and globalized student body. (p.4)

[2025 SUS Strategic Plan for Online Education \(Amended March 30, 2022\)](#)

Access – Goal 3: The State University System will harness the power of online education to help meet the economic development needs of the state. (p.11)

[2025 SUS Strategic Plan for Online Education \(Amended March 30, 2022\)](#)

Access – Performance Indicators: Percent of undergraduate FTE in online courses; Percent of graduate FTE in online courses; Percentage of SUS undergraduate students enrolling in one or more online courses each year; Percentage of SUS Master's students enrolling in one or more online courses in the Fall term; and Online Programs/ Majors – TBD. (p.14-15)

[SUS 30 Strategic Plan - State University System of Florida](#)

Access and Affordability: Our System will prioritize resources to ensure our high-quality education is affordable and accessible. (p.11)

[SUS 30 Strategic Plan - State University System of Florida](#)

World-Class Talent: World-Class Faculty – Our world-class faculty will deliver nationally recognized academic programs that are responsive to the needs of business and industry... (p.17)

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World-Class Talent: Our curriculum will be innovative and adaptive to align with employer needs. Universities will develop a plan for the active engagement of industry advisory councils for degree programs. (p.17)

### Responsible Staff

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Dr. Julie Golden Botti

## **Goal #4:** Expand Access to Higher Education Through Growth and Support of Online Programs and Certificates.

**Objective B:** Enhance student success and access to higher education by providing comprehensive support services tailored to the needs of online learners.

### Strategies:

Collect and analyze data focused on the online student experience to inform continuous improvement.

Collaborate with the Center for Learning and Student Success (CLASS) and the Math Learning Center to identify and address service gaps revealed through data.

Regularly monitor key metrics such as online student retention, persistence, and DFW (Drop, Fail, Withdrawal) rates to guide interventions and support planning.

### Measurable Outcomes:

Administer at least one (1) online student survey annually to gather feedback and assess support needs.

Host quarterly virtual events to promote peer-to-peer engagement and build a sense of community among online students.

Meet with the Online Student Advisory Board at least once per semester to gather insights on the online student experience.

Increase student engagement by 5% in key online student support services, including eTutoring, online proctoring assistance, technology/equipment loan programs, and the Online Enrollment and Student Success team.

Conduct persistence tracking each semester to identify trends, celebrate areas of success, and address opportunities for improvement.

Perform semesterly persistence data tracking to identify areas of success and where improvement is needed.

### Florida Atlantic & BoG Alignment

[Florida Atlantic University Strategic Plan for the Race to Excellence 2015-2025](#)

Values: Student success – wholly committing ourselves to our students' futures. (p.4)

[2025 SUS Strategic Plan for Online Education \(Amended March 30, 2022\)](#)

Quality – Performance Indicators: Online student success (receiving a course grade of A, B, or C); and Student satisfaction with online education. (p.14)

[SUS 30 Strategic Plan - State University System of Florida](#)

Modeling Excellence: We will emphasize degrees that are aligned with Florida's workforce needs and provide students with a positive return on their investment. (p.11)

[SUS 30 Strategic Plan - State University System of Florida](#)

Modeling Excellence: Our universities will be innovative around efficient pathways to a degree. This includes innovative paths for undergraduates to achieve certain credentials and combination pathways for undergraduate and graduate programs. (p.11)

[SUS 30 Strategic Plan - State University System of Florida](#)

Access and Affordability: Our System will prioritize resources to ensure our high-quality education is affordable and accessible. (p.11)

### Responsible Staff

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## **Goal #4:** Expand Access to Higher Education Through Growth and Support of Online Programs and Certificates.

**Objective C:** Strategically expand online learning modalities across targeted academic programs to enhance flexibility and access, with a particular focus on supporting 2+2 transfer students.

### Strategy

Align with systemwide efforts to establish new standards for 2+2 graduation success by developing and scaling high-impact, online-enabled pathway programs.

Provide and promote access and social mobility for both incoming first-time-in-college (FTIC) students and transfer students and ensure success for these students.

### Measurable Outcome

Identify and implement targeted programs of strategic emphasis and 2+2 online pathway programs that support timely degree completion and align with systemwide graduation benchmarks.

Increase enrollment of transfer students in online programs by 15% over three years.

Achieve comparable or improved retention and graduation rates for students enrolled in online programs compared to on-campus counterparts.

### Florida Atlantic & BoG Alignment

[Florida Atlantic University Strategic Plan for the Race to Excellence 2015-2025](#)

Goal: Quality – Continuously-assessed and evolving best practices (p.11)

[2024 Florida Atlantic University Accountability Plan](#)

Key Performance Indicators: Teaching & Learning... FCS AA Transfer Two-Year Gradation Rate. (p.13)

[SUS 30 Strategic Plan - State University System of Florida](#)

Elevating Student Success: Access and Affordability – Our System will continue to provide and promote access and social mobility for both incoming first-time-in-college (FTIC) students and transfer students and will ensure success for these students. (p.11)

[SUS 30 Strategic Plan - State University System of Florida](#)

Elevating Student Success: Access and Affordability – We will uphold our commitment to 2+2 transfer students. Our System will set a new standard for 2+2 student graduation rates, including elevating successful 2+2 targeted pathway programs. (p.11)

### Responsible Staff

Willie Freeman III  
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Dr. Julie Golden Botti

## **Goal #4:** Expand Access to Higher Education Through Growth and Support of Online Programs and Certificates.

**Objective D:** Strengthen processes and procedures that support efficient workflows between COCE, the Registrar, and the Office of the Provost for proposals, approvals, implementation, tracking, auditing and reporting of online program data.

### Strategy

Continually assess and optimize tools for creating electronic forms and archiving proposals to align with evolving needs and emerging technologies.

Optimize communication and adoption of the established workflow for new program proposals and changes by engaging the Registrar, OIT, and other key stakeholders in cross-functional integration and process alignment.

### Measurable Outcome

Audit and verify online course content and flight plans and maintain a university-wide electronic communication workflow to coordinate with the Registrar, Provost's Office, Colleges, and Office of Information Technology.

### Florida Atlantic & BoG Alignment

[Florida Atlantic University Strategic Plan for the Race to Excellence 2015-2025](#)

Goal: Quality – Continuously-assessed and evolving best practices (p.11)

[SUS 30 Strategic Plan - State University System of Florida](#)

Operational Excellence: Our System is committed to being exceptional stewards of state resources and upholding the highest standards of integrity by continually identifying best practices and areas for improvement. (p.15)

### Responsible Staff

Willie Freeman III  
Michelle Barnes Gideon

Tricia Corigliano  
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## **Goal #5:** Expand and promote a culture of quality for online education.

**Objective A:** Provide distance learning faculty with professional development and training opportunities for state and national recognition for quality.

### Strategy

Create a system of badges and certificates to recognize levels of faculty, GTA, and staff training for teaching online.

Perform outreach to encourage faculty, GTAs, and staff to participate in professional development opportunities.

Incentivize faculty for participation and completion of professional development.

Promote services on the Center for Online and Continuing Education web pages and through listservs and social media.

### Measurable Outcome

Increase the number of faculty trained for online and remote delivery by at least 10%.

### Florida Atlantic & BoG Alignment

Florida Atlantic University Strategic Plan for the Race to Excellence 2015-2025

Goal: Boldness – A uniquely competitive and globalized student body. Develop an academic support structure... Assist faculty to develop innovative instructional methodologies and designs across the curriculum. (pp.6-7)

2025 SUS Strategic Plan for Online Education (Amended March 30, 2022)

Quality – Goal 1: The State University System will create a culture of quality for online education. (p.8)

2025 SUS Strategic Plan for Online Education (Amended March 30, 2022)

Access – Goal 2: The State University System will create an environment favorable to the growth of online education. (p.10)

SUS 30 Strategic Plan - State University System of Florida

World-Class Talent: World-Class Faculty – Our world-class faculty will deliver nationally recognized academic programs that are responsive to the needs of business and industry... (p.17)

SUS 30 Strategic Plan - State University System of Florida

World-Class Talent: World-Class Faculty – We will prioritize the... retention of world-class faculty... and recognize them for excellence achieved at the highest level. (p.17)

### Responsible Staff

Willie Freeman  
Quality Assurance Team

Mary Rotundo  
Instructional Design Team

Dr. Julie Golden Botti  
Graphic Design/Web Team

## **Goal #5:** Expand and promote a culture of quality for online education.

### **Objective B:** Develop high-quality designated online courses.

#### Strategy

Promote Center for Online and Continuing Education online course development services.

Provide instructional design support and incentives for faculty to update curriculum on a 3-year cycle.

Provide instructional design support, graphics, media support, and immersive technology services.

#### Measurable Outcome

Increase the number of high quality designated online courses by 5% annually.

Perform at least fifty (50) high-quality reviews of online courses annually.

#### Florida Atlantic & BoG Alignment

[Florida Atlantic University Strategic Plan for the Race to Excellence 2015-2025](#)

Goal: Boldness – A uniquely competitive and globalized student body. Elevate the use of eLearning to supplement classroom education. (p.7)

[Florida Atlantic University Strategic Plan for the Race to Excellence 2015-2025](#)

Goal: Boldness – A uniquely competitive and globalized student body. Evaluate and update curricula to be aligned with evidence-based practices, as established by learning sciences. (p.7)

[2025 SUS Strategic Plan for Online Education \(Amended March 30, 2022\)](#)

Quality – Goal 2: The State University System will provide a foundation for quality online education. (p.9)

[SUS 30 Strategic Plan - State University System of Florida](#)

MISSION: To serve the needs of our state and society by providing high-quality higher education, innovative research, and public service through a coordinated system of institutions, each with distinct missions, collectively advancing civic principles, fostering world-class talent, and propelling Florida's economic prosperity. (p.6)

[SUS 30 Strategic Plan - State University System of Florida](#)

Elevating Student Success: Our System serves as a national model of excellence for student success while providing high-quality education that is affordable and accessible. (p.11)

[SUS 30 Strategic Plan - State University System of Florida](#)

Access and Affordability: Our System will prioritize resources to ensure our high-quality education is affordable and accessible. (p.11)

#### Responsible Staff

Willie Freeman  
Instructional Design Team

Mary Rotundo  
Quality Assurance Team

Dr. Julie Golden Botti

**Goal #6:** Enhance the Online Learning Experience through Faculty Innovation, Multimedia Development, and Exploration of AI Tools in the online learning environment.

**Objective A:** Support faculty in developing and implementing engaging instructional strategies that incorporate multimedia elements and thoughtfully explore AI tools to improve student success in online learning environments.

#### Strategy

Offer faculty development programs that focus on instructional uses of AI, such as designing AI-informed assessments, using generative tools for feedback, and exploring adaptive learning models.

Provide one-on-one instructional design support to help faculty integrate multimedia and student-centered strategies into their online courses.

Create and share curated resources that promote the ethical and effective use of AI in teaching, with attention to academic integrity and accessibility.

Facilitate faculty communities of practice where instructors can collaborate, exchange ideas, and showcase their innovations in AI-informed and multimedia-enhanced instruction.

Coordinate with campus partners such as the Office of Information Technology to connect faculty with tools and technical support when needed.

#### Measurable Outcome

Track faculty participation in AI and multimedia-focused professional development each semester.

**Student Feedback:** Collect qualitative and quantitative data from online students through Online Student Advisory Board (OSAB), surveys, focus groups, and course evaluations regarding their experiences with AI-driven tools, multimedia content, and overall engagement.

**Faculty Feedback:** Regularly assess faculty satisfaction with professional development opportunities, resource sharing, and the effectiveness of AI and multimedia tools in their teaching utilizing surveys, such as Faculty Lounge Live (FLL) surveys, PIAIground surveys, and post eDesign/Course Design Update (CDU) surveys.

**Adoption Rates:** Track the number of faculty members incorporating AI tools, multimedia content, and shared practices into their courses over time by tracking how many people use Canvas AI assignments, tracking the viewership of our YouTube Channel PIAIground and Faculty Lounge Live videos, and tracking responses to the annual AI faculty survey and the parallel student AI survey which gather the faculty/ student familiarity with and adoption of AI tools.

#### Florida Atlantic & BoG Alignment

[Florida Atlantic University Strategic Plan for the Race to Excellence 2015-2025](#)

Goal: Boldness – A uniquely competitive and globalized student body – Strategic actions and initiatives: Develop an academic support structure for timely student graduation: Elevate the use of eLearning to supplement classroom education. (p.7)

[Florida Atlantic University Strategic Plan for the Race to Excellence 2015-2025](#)

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[2025 SUS Strategic Plan for Online Education \(Amended March 30, 2022\)](#)

Access: Goal 2 – Strategy 2.1 – Tactics: 2.1.1 Determine means to optimize use of the distance learning course fee to enhance the design, development, and delivery of online education. (p.10)

[2025 SUS Strategic Plan for Online Education \(Amended March 30, 2022\)](#)

Access: Goal 2 – Strategy 2.1 – Tactics: 2.1.4 Institutions will continue to share and implement innovations in online education. (p.10)

[SUS 30 Strategic Plan - State University System of Florida](#)

High-Skilled Graduates: We will recognize and elevate the key leverage points that propel students to acquire high-quality careers or pursue entrepreneurship opportunities. (p.12)

[SUS 30 Strategic Plan - State University System of Florida](#)

High-Skilled Graduates: We will encourage students to be innovative and entrepreneurial in their experience within our System. (p.12)

#### Responsible Staff

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OEES Team

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Quality Assurance Team

Deny Chang

Media Team



## **Goal #6:** Enhance Student Experience in eLearning environments through collaborative use of AI, Multimedia Development, and Faculty-Faculty Shared Practice Strategies.

### **Objective B:** Multimedia Development for Interactive Learning.

#### Strategy

Develop rich, multimedia content to create immersive and engaging online learning experiences that cater to various learning styles.

Encourage faculty to create interactive multimedia content (videos, podcasts, simulations, and gamified learning modules) to make complex concepts more accessible.

Faculty Innovation Hub: Provide faculty a sandbox in which to experiment with next-level technologies that will enhance the delivery of instruction and provide FAU students with immersive, media-rich content in their online courses; a space for faculty to explore the use of current and future technologies (AR, VR, 360° video, gamification, 3D, etc.) in a supported, judgement-free environment. Promote the use of virtual reality (VR) or augmented reality (AR) to simulate real-world scenarios, offering students hands-on learning experiences in a digital space.

Provide multimedia creation workshops for faculty to learn about tools like Camtasia, Articulate Rise, AI image generation, and other relevant tools and resources for interactive content development.

Faculty Lounge Live: Peer discussion and review sessions where faculty can share best practices for creating high-quality multimedia content for eLearning.

#### Measurable Outcome

Student Feedback: Collect qualitative and quantitative data from online students through OSAB, surveys, focus groups, and course evaluations regarding their experiences with AI-driven tools, multimedia content, and overall engagement.

Faculty Feedback: Regularly assess faculty satisfaction with professional development opportunities, resource sharing, and the effectiveness of AI and multimedia tools in their teaching, utilizing surveys, such as Faculty Lounge Live (FLL) surveys, PIAIground surveys, and post eDesign/Course Design Update (CDU) surveys.

Adoption Rates: Track the number of faculty members incorporating AI tools, multimedia content, and shared practices into their courses over time by tracking how many people use Canvas AI assignments, tracking the viewership of our YouTube Channel PIAIground and Faculty Lounge Live videos, and tracking responses to the annual AI faculty survey and the parallel student AI survey which gather the faculty/ student familiarity with and adoption of AI tools.

#### Florida Atlantic & BoG Alignment

[Florida Atlantic University Strategic Plan for the Race to Excellence 2015-2025](#)

Goal: Boldness – A uniquely competitive and globalized student body – Strategic actions and initiatives: Develop an academic support structure for timely student graduation: Elevate the use of eLearning to Supplement classroom education. (p.7)

[2025 SUS Strategic Plan for Online Education \(Amended March 30, 2022\)](#)

Access: Goal 2 – Strategy 2.1 – Tactics: 2.1.1 Determine means to optimize use of the distance learning course fee to enhance the design, development, and delivery of online education; and 2.1.4 Institutions will continue to share and implement innovations in online education. (p.10)

#### Responsible Staff

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## **Goal #6:** Enhance Student Experience in eLearning environments through collaborative use of AI, Multimedia Development, and Faculty-Faculty Shared Practice Strategies.

### **Objective C:** Faculty-Faculty Shared Practice Strategies.

#### Strategy

Establish a collaborative culture among faculty that encourages the sharing of innovative teaching practices, resources, and feedback related to the use of emerging technologies in eLearning.

PLAIGROUND: Set up regular events for faculty AI exploration and development where faculty can discuss and experiment with new technologies, share success stories, and collaborate on challenges.

Faculty Lounge Live: Organize faculty-led discussions focused on the intersection of technology and pedagogy, including AI, multimedia development, and their impact on student engagement and success.

Create a shared digital repository or online community platform for faculty to upload teaching resources, such as lesson plans, multimedia materials, and AI-based tools, which can be freely accessed and adapted by others.

#### Measurable Outcome

Student Feedback: Collect qualitative and quantitative data from online students through OSAB, surveys, focus groups, and course evaluations regarding their experiences with AI-driven tools, multimedia content, and overall engagement.

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#### Florida Atlantic & BoG Alignment

Florida Atlantic University Strategic Plan for the Race to Excellence 2015-2025

Platforms: Leadership, Innovation and Entrepreneurship – Engage faculty in professional development. (p.6)

Florida Atlantic University Strategic Plan for the Race to Excellence 2015-2025

Goals: Quality – Continuously-assessed and evolving best practices. (p.11)

2025 SUS Strategic Plan for Online Education (Amended March 30, 2022)

Quality: Best practices emphasize quality in the design, development, and delivery of the courses and the professional development of the instructor. (p.2)

2025 SUS Strategic Plan for Online Education (Amended March 30, 2022)

Strategy 1.2: Expand support for professional development. (p.8)

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## **Goal #6:** Enhance Student Experience in eLearning environments through collaborative use of AI, Multimedia Development, and Faculty-Faculty Shared Practice Strategies.

### **Objective D:** Continuous Professional Development.

#### Strategy

Ensure that faculty have ongoing opportunities for professional growth and mastery in the integration of AI and multimedia technologies in their teaching.

PLAIGROUND: COCE and OIT are proud to make available to faculty this new resource that is a collection of pre-created assignments, tools, focused Faculty Lounge Live (FLL) sessions, and a professional development series brought to you by your peers within the faculty here at FAU.

FLL is where faculty from around the University come together to discuss pedagogical strategies and techniques for teaching in various formats. Join your colleagues in a discussion of struggles, strategies, and solutions as we evolve our teaching practice to provide an optimal learning experience for our students.

Offer a series of short, modular professional development courses focused on technology-enhanced learning, covering topics such as AI applications, multimedia tools, and blended learning strategies.

Encourage faculty to participate in external conferences, webinars, and online courses about emerging technologies and their educational applications.

Create a faculty badging and certification program in digital teaching excellence, with a focus on AI integration, multimedia content creation, and evidence-based teaching practices in eLearning environments.

#### Measurable Outcome

**Student Feedback:** Collect qualitative and quantitative data from online students through Online Student Advisory Board (OSAB), surveys, focus groups, and course evaluations regarding their experiences with AI-driven tools, multimedia content, and overall engagement.

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#### Responsible Staff

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## Resources

[Florida Atlantic University Strategic Plan for the Race to Excellence 2015-2025](#)

[2024 Florida Atlantic University Accountability Plan](#)

[2025 SUS Strategic Plan for Online Education \(Amended March 30, 2022\)](#)

[SUS 30 Strategic Plan - State University System of Florida](#)