

Marshall Online Plan-On-A-Page

Vision



“To inspire learning and creativity that ignites the mind, nurtures the spirit, and fulfills the promise of a better future”

Mission

Marshall Online Education and Certification
Inspiring Innovation and Creativity in Online Education

Values

Student-Centered Learning | Intentional Collaboration | Technology Integration | Personalized Service | Dynamic Innovation

Priorities

Increase Online, Blended, HyFlex Offerings

Provide exemplary faculty support

Be a leading provider of microcredentials

Support every online learner in their learning journey

Programs

Marshall Online

- Outreach to Deans, Assoc Deans Chairs to transition programs online
- Sessions and emails
- Streamlining Internal processes
- Best Practices for Teaching and Learning in various Course Modalities

Design Center

- HOME Framework – online, synchronous, face-to-face
- Teaching Resources
- Self Service opportunities
- Community of Practice
- Communication

Marshall Skills Exchange

- Launch one MicroPathways
- Building Organizational dashboard
- Launch Durables
- Partner with WFED for one Marshall Inside cohort.

Online Student Engagement

- Launch MOSAC
- Launch Back to Marshall
- Launch Marshall Online Student Connection
- Finalize OSE Dashboard
- Reserved Seat initiative
- 6 Proactive student communications

Metrics

Timeframe July '24-'25

- 5 new Online Programs approved
- 3 Campuswide communication on Licensure
- Increase website traffic by 20% fall to fall
- Open Recording Studio for video and lecturing recording

- 200 Faculty trained in H.O.M.E. framework
- 100 courses – 3-year review for online course
- 30 new faculty resources
- Host 3 community of practice meetings
- Increase newsletter open rate by 50%

- Issue 750 Credly badges
- Launch statewide Credential WV effort
- Launch 12 microcredentials
 - 2 cyber
 - 3 AI
 - 10 Durables
- 3 national thought leader conversations

- Offering 5 programs in coordination with campus units
- Expand inquiry outreach for prospective students from 90 days to 120 days.
- Increase overall online enrollment by 20%
- 100% of Core I and Core II course will have a reserve seat capacity
- 80% Persistence Rate