Areas within the Unit of University Outreach:

- Distance Education (DE)
- Transfer Advising Program (TAP)
- Northwest Campus (NWC)
- Special Projects (SP)
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Tier One Status:

In January 2011, the University of Houston (UH) reached Tier One status, when the Carnegie Foundation for the Advancement of Teaching recognized UH for its research success. In support of this achievement, this Strategic Plan (FY2011) works in concert with the UH Mission, related UH Strategic Initiatives, and the Mission of University Outreach.

The University of Houston (UH) Mission Statement:

The mission of the University of Houston is to discover and disseminate knowledge through the education of a diverse population of traditional and non-traditional students, and through research, artistic and scholarly endeavors, as it becomes the nation’s premier public university in an urban setting. In this role, the University of Houston applies its expertise to the challenges facing the local, state, national, and international communities, and it establishes and nurtures relationships with community organizations, government agencies, public schools, and the private sector to enhance the educational, economic, and cultural vitality of Houston and Texas.

UH Strategic Initiatives (2, 5, 6, 7, and 8):

As reflected on Page 4, the below initiatives are a fundamental part of the Mission of University Outreach.

Strategic Principle 2- Student Access
The universities of the UH System will continue to provide broad access to higher education opportunities in the upper Gulf Coast region and Texas.

Strategic Principle 5- External Partnerships
Partnerships with business, industry, government, the community and alumni are critical to achieving institutional goals of excellence and ensuring the financial health of the UH System universities.

Strategic Principle 6-Faculty and Staff Recruitment and Retention
Faculty and staff constitute the most valuable assets of the UH System universities. As such they must have access to career opportunities that are competitive with those at other universities.

Strategic Principle 7-PK-16 Partnerships
Partnerships among the UH System universities, public schools and community colleges are critical to increasing the college-going rates of Texas students to the national average.

Strategic Principle 8- Accountability and Administrative Efficiency
The universities of the UH System will be accountable for student learning and for the effective use of resources.
The Mission of University Outreach:

The mission of University Outreach is to increase student access, external partnerships, accountability, and responsiveness to our internal and external customers while working collaboratively with other units within the Division of Educational Technology and University Outreach (ETUO).

Factors in the Development of the Strategic Plan:

Major/Secondary Factors

Major Factors:

(1) UH Mission, UH Strategic Initiatives, and the Mission of University Outreach.
(2) Increase demand on resources amidst reduced budgets.
(3) Increase attention to Sugar Land.
(4) 4-Year UH Enrollment Trends.
   ▪ Continued enrollment growth in DE; particularly with online programming.
   ▪ Increase growth of community college transfer students (TAP).
(5) Continued development of NWC; begin Phase 2 Build-out; increase program offerings at off campus sites.

Secondary Factors:

(1) Special Projects such as WeekendU (WEU), Online Orientation, Masters of Mathematics Teachers program (MMT) etc.
(2) An on-going need to improve the Unit’s level of customer service.

University Outreach Program Areas:

DE Support academic education course offerings, degree programs; provide assistance to students and faculty thru Online and Extension location.

TAP Assist community college students matriculate into specific UH colleges and persist to graduation by using advising strategies.

NWC An off-campus teaching center that provides undergraduate programs, graduate-level degree programs, post-bac certificates, and continuing education offerings.

SP Any temporary or long-term projects (i.e., Articulation Agreements, Reverse Transfer, WEU, Extension programs, Mini Sessions, etc.).
Challenges by Program Area:

**DE**
- Improve coding and enrollment activity.
- Standardized process for beginning new programs.
- Development of additional programs/courses.

**TAP**
- Growing demand by community colleges for TAP/JA services is stretching existing resources.
- Expand the number of UH Academic Colleges that are involved with TAP.

**NWC**
- Encouraging UH colleges to offer more high-growth programs/courses.

**SP**
- Winter Session:
  - Winter Mini Session should be made a part of the regular academic calendar.

- Extension:
  - Update and encourage UH Colleges to follow the MAPP. For example, applications are not submitted in a timely manner.
  - Grades should be submitted by due date.

- WeekendU:
  - Low Enrollment.
  - Development of additional hybrid and core classes to increase enrollment.
  - Keep food services open before and after Spring Break.
Major Accomplishments (FY 2010):

- DE enrollment increased 17% from 28,563 (FY 2009) to 33,413 (FY 2010).
- Online enrollments increased 78% over 2009 reaching 30,689 (which is 9.72% of total university enrollments).
- The Northwest Campus officially opened in June 2010, that Fall enrollment reached 345, surpassing the enrollment goal of 275 (25% increase).
- The Winter Mini Session 2010 expanded both offerings and enrollments increased 100% over Winter Mini Session 2009.
- WEU successfully completed its fourth full year and to maintain its effectiveness, students and faculty received surveys in Fall 2010.
- TAP’s advising productivity increased 300% (over 5,911 advising sessions were held in 2010, as compared to 1,480 in 2009.)
- Students seen by TAP advisors outperformed students who were not advised by TAP.
- Seven (7) Transfer Centers opened at community colleges.
- TAP has also implemented on-line surveys to track student satisfaction, and has begun the use of social media for advising (live chats, Facebook, and Twitter).
- 1,938 students have participated in Reverse Transfer.

New Innovations and Recommendations:

1. Develop new 6-semester course rotations.
2. Identify online International Students.
3. NWC develop recruiting and advising events, including external, e-mail blasts.
4. With Academic Affairs support, recommend Winter Mini Session for regular academic calendar.
### Measurable 4-Yr Program Goals (FY 2011-14):

<table>
<thead>
<tr>
<th>Areas</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
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</thead>
<tbody>
<tr>
<td><strong>DE</strong></td>
<td>Increase online enrollment by 15%.</td>
<td>Develop 1 new DE program.</td>
<td>Increase online enrollment by 12%.</td>
<td>Increase student contacts by 10%.</td>
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<tr>
<td></td>
<td>Increase DE offerings by 7%.</td>
<td>Increase web hits access to sites by 10%</td>
<td>Develop a system to identify DE completers.</td>
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<td></td>
<td>Implement online international policies/procedures students.</td>
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<tr>
<td><strong>TAP</strong></td>
<td>Increase TAP student contacts by 5%.</td>
<td>Expand JA/TAP to additional Gulf Coast Community College locations.</td>
<td>Increase JA applications by 10%.</td>
<td>Develop new marketing strategy.</td>
</tr>
<tr>
<td><strong>NWC</strong></td>
<td>Develop greater marketing presence.</td>
<td>Increase total enrollments by 20%.</td>
<td>Increase total enrollment levels by 15%.</td>
<td>Increase total enrollment levels by 10%.</td>
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<td>Expand Master and Certificate programs.</td>
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<tr>
<td><strong>SP</strong></td>
<td>Increase Winter Session enrollment by 3%.</td>
<td>Increase WEU course offerings by 5%.</td>
<td>Increase course offerings by 5%.</td>
<td>Assist with implementation of additional short sessions.</td>
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