

OFFICE OF ONLINE SERVICES AND EDUCATIONAL OUTREACH
2020-21 ANNUAL REPORT



(From left to right) Stephanie Simpson, Assistant Director, Online Student Services; Deloris Hudson, Assistant Coordinator, Events and Online Services; Connie Frey-Spurlock, PhD, Director, SSCC; Kimberly Kilgore, Manager, Federal, State and Licensure Compliance; Mary Ettling, Director, Online Services and Educational Outreach; Zach Santos, Coordinator, Online Student Services; Lacey Weiseman, Business Administrative Associate; Kemp Muñiz, Coordinator, Alternative Digital Credentials; Leslie Brock, Assistant Director, Non-Credit Activities; Courtney Breckenridge, Specialist, Alternative Digital Credentials and Grant Development; Cindy Cobetto, Coordinator, Conferences and Institutes; Emily Skowron, Assistant Director, Off-Campus and Corporate Partnerships; Tracy Gerber, Program Student Advisor; Monique Jameison, Student Success Coach

Greetings,

This update begins with an official name change. While our office had broad scope with the name Educational Outreach, our continuing work with online platforms, best practices and students, as well as our most recent work with online degree completion, had us striving for a more descriptive title that reflects these growing efforts. The Office of Online Services and Educational Outreach was officially renamed in summer 2021.

This report highlights our work from May 2020-May 2021. While COVID impacts are significant, we met the challenges, pivoted as needed and offered programming to the community. Our efforts are primarily done in partnership with academic and service units, and special effort was taken to properly credit our partners. We are pleased to offer this report that demonstrates our mission-driven work in shaping a changing world by expanding and sharing knowledge with our community and beyond.

Sincerely,

Mary Ettling

Director of Online Services and Educational Outreach



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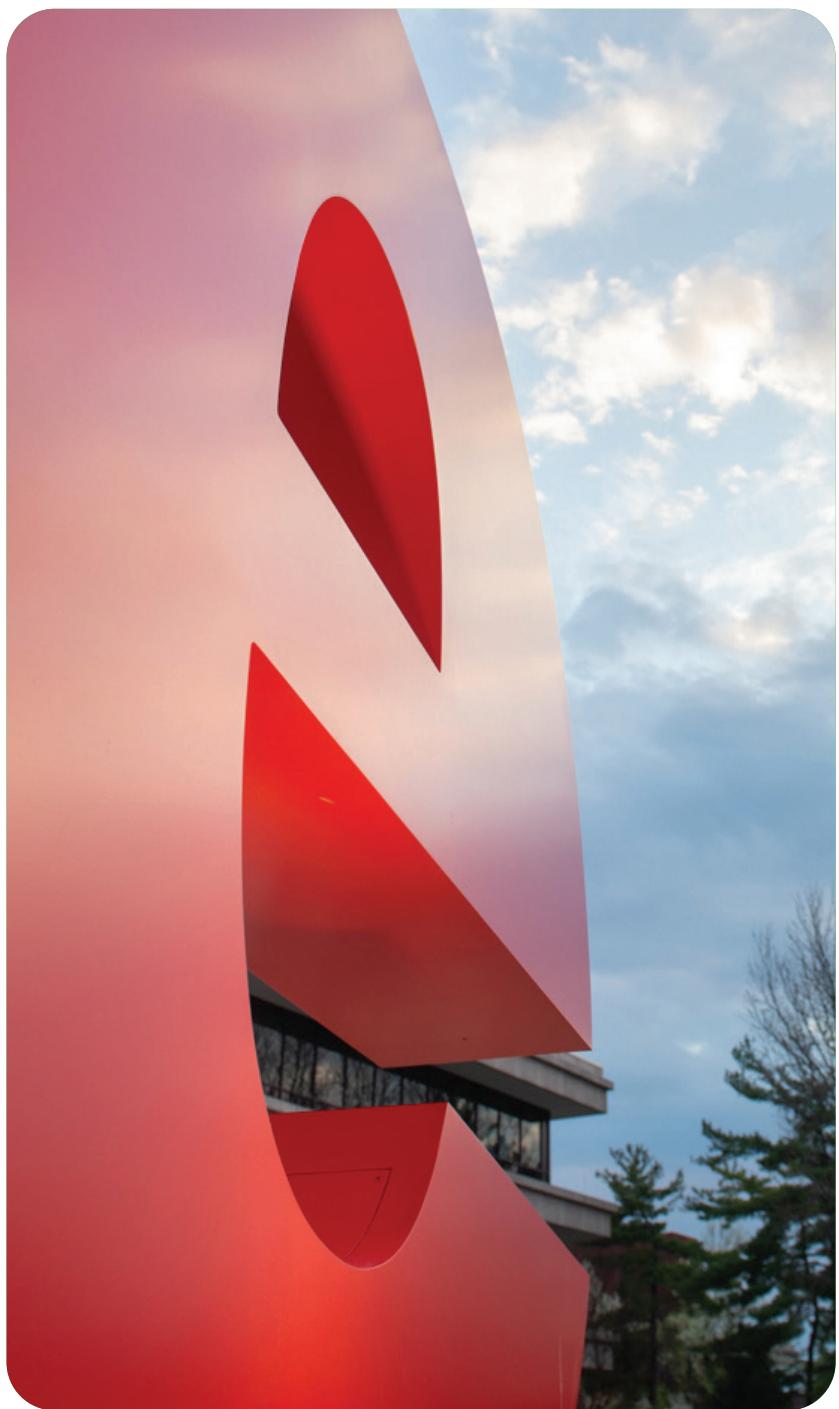
MISSION, VISION, CORE VALUES AND

Mission

The Office of Online Services and Educational Outreach enriches the economic, cultural, personal and professional lives of a diverse society, eliminating barriers to expand the educational resources of SIUE. We promote learning by providing accessible educational opportunities through the agile development of relevant, collaborative programs and partnerships.

Vision

Enriching. Empowering. Engaging. Education for All.



Core Values

The Office of Online Services and Educational Outreach (OSEO) operates with intentionality and cultural competence as guiding principles that underpin our core values: excellence, integrity, cultural competence, access, collaboration, inclusion, curiosity and innovation.

EXCELLENCE

As members of the University, regional and global community, we operate as stewards of excellence in thought, action and accountability.

- We strive to hold ourselves accountable and go above and beyond by continuously evaluating, reflecting on, and realigning our processes and offerings to exceed the needs of the communities and partners we serve.
- We evaluate and assess our performance and the needs of others to own the commitment to contribute the highest quality of professional service.

INTEGRITY

As members of the University, regional and global community, we trust, value and respect the organization and the community we serve.

- We maintain confidentiality and follow industry standards and best practices.
- We build trust within and outside of the University.
- We are reliable and dependable.
- We operate with transparency to build trust.

CULTURAL COMPETENCE

As members of the University, regional and global community, it is our responsibility to educate ourselves and appreciate the lived experiences, cultures and beliefs of those around us so that we may work better together and be responsive to the real needs of those we serve.

- We are intentional in learning about the students and the communities we serve.
- We understand and value the cultural differences of our campus partners, students and community we serve.
- We recognize that cultural competence is necessary to make progress toward a more equitable and inclusive community.
- We act with purpose to celebrate and respect the lived experiences of others.

ACCESS

As members of the University, regional and global community, we recognize that educational access is essential to a civilized society. Our purpose as advocates of educational opportunity is to remove barriers and create avenues of access to knowledge, innovation, creativity, and personal and professional development.

- We remove barriers and build pathways to ensure a welcoming and supportive environment for all, especially underserved and underrepresented populations.
- We are committed to ensuring that all diverse populations and identities have access to programming and feel a sense of belonging.
- We provide opportunities for our students, faculty, staff and community partners to engage, learn and grow.

COLLABORATION

As members of the University, regional and global community, we recognize that collaboration is key to the success of our office.

- We engage with students, campus partners, and surrounding communities in community events and workforce development.
- We collaborate with community organizations to offer opportunities for personal and professional growth.

OUR INVESTMENT IN SIUE



CORPORATE PARTNERSHIPS

\$182,000

Contracted partners: **12**

OSEO provides funding for several key wrap-around services that support compliance, online learning, and hybrid and technology-assisted learning. The comprehensive student experience is a consistent place where we strive to provide exemplary services to a diverse student body.

FUNDED PERSONNEL

\$330,000

Academic/
service units: **7**

From Student Success Coaches to Enrollment Management staff housed at local community colleges, OSEO recognizes its role in supporting outreach, partnerships and student success. OSEO fully or partially funds key positions across Academic Affairs and other units at SIUE.

PROCTORING SERVICES

\$55,800

Completed exams: **783**

Collaborators

- Online Services and Educational Outreach (OSEO)
- Instructional Design and Learning Technologies (IDLT)

OSEO funds synchronous proctoring in online courses through ProctorU which provides live proctors to monitor student assessments, as well as in-person proctoring for students in online courses. We continue to work with IDLT to evaluate new technologies and are currently piloting alternative third-party services. We welcome feedback from students and faculty as we work to provide equitable, low-stress alternatives for assessment.

EXTERNAL UNIVERSITY SUBSCRIPTIONS/PARTNERSHIPS

\$25,000

Partnerships: 13

OSEO supports University partnerships with local chambers of commerce, as well as regional, state and national organizations. These partnerships help us extend the resources of SIUE into the community. We also partner with several SIUE research centers in outreach efforts.

ONLINE COURSE REDESIGN

\$55,800

Academic units: 9
Courses: 26

Collaborators

- Online Services and Educational Outreach (OSEO)
- Instructional Design and Learning Technologies (IDLT)

OSEO funds faculty stipends to develop or redevelop courses for online delivery. Partnering with IDLT, faculty build out their courses on a common template to ensure course materials are accessible and provide a predictable format for online students. IDLT looks beyond the design needs for one course to think about individual courses as part of a whole curriculum. Instructional designers apply a common template, including a set of norms that help students navigate courses consistently and industry-recognized best practices for online learning. The result is a cohesive online learning experience that enables all students to successfully navigate courses with confidence. This is an essential and intentional demonstration of our commitment to serving all students.

VIDEO CAPTIONING SERVICES

\$4,100

Captioning requests: 155
Student work hours: 370

Collaborators

- Online Services and Educational Outreach (OSEO)
- Instructional Design and Learning Technologies (IDLT)
- Center for Faculty Development and Innovation
- Office for Accessible Campus Community and Equitable Student Support (ACCESS)

The University-supported TechSmith Knomia (TSK) software automatically generates captions with a 90% or greater accuracy rate, but mistakes in captioning result in significant distractions, and previewing and editing the captions can be time consuming. While technology will continue to change, creating short, high-interest videos will remain a best practice to provide direct instruction and foster learning communities, and produce content that can be viewed multiple times to support understanding and retention of information. With an eye toward equity, OSEO developed a process, hired student captioners, and offered the service to faculty and IDLT staff. Faculty can request to be connected with a trained student worker who will preview and edit the captions to create a full transcript of faculty-created video content.

BY THE NUMBERS

CREDIT-BEARING COURSES

Online Degree Completion

- Enrollments, fall 2020 and spring 2021: **109**
- Courses with seats for fully online students: **56**
- Degree programs: **4**



Corporate Partnerships

- Enrollments: **1,401**
- Students: **1,280**
- Courses with seats for fully online students: **327**
- Unique partnerships
 - Graduate: **5**
 - Undergraduate: **10**
 - Graduates: **115**

SIUE Successful Communities Collaborative

- Students engaged: **130+**
- Courses: **7**
- Academic disciplines engaged: **6**

ALTERNATIVE CREDENTIALS AND CERTIFICATIONS



Continuing Education Units (CEUs) for Licensed Professions

- CEUs awarded: **491**
- Unique opportunities: **18**

Alternative Digital Credentials (ADCs)

- Unique badges available: **25**

NON-CREDIT COURSES

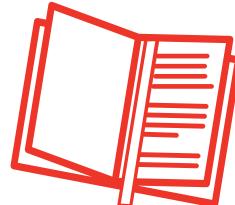


Personal Development Courses

- Enrollments: **330**
- Courses: **37**
- SIUE faculty/staff engaged to teach: **5**

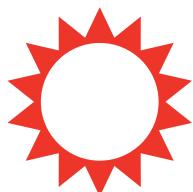
Professional Development Courses

- Enrollments: **181**
- Courses: **27**
- SIUE faculty/staff engaged to teach: **5**



Conferences

- Attendees: **815**
- Conferences: **10**



Summer Camps

- Campers: **22**
- Camps: **1**

Lifelong Learning (Senior Program)

- Participants: **83**
- Events: **17**

Sponsored On-Campus Events

- Walk/Run participants: **1,700**
- Wedding guests: **470**



COMMUNITY MEMBERS SERVED

7,100

POINTS OF PRIDE



Grant-Funded Project for Chemistry Technicians

SIUE has been working to create a structure to encourage and acknowledge faculty who work to bridge the education-to-employment gap by creating stackable and alternative credentials for students and community members. The University was named as a sub-awardee on a grant received by Madison County Employment and Training to fund up to 100 dislocated workers into SIUE-led retraining programs that lead to careers as chemical, laboratory or food science technicians. Faculty, led by the Department of Chemistry have developed a series of mostly virtual alternative digital credentials that can prepare a participant to enter one of these fields in as little as six weeks. The program will be funded for at least two years. Several other disciplines will be helping to ramp up SIUE's offerings with additional opportunities for students and community members to earn verified, rigorous, alternative digital credentials.



Online Development Toolkit

To support faculty leaders who are interested in converting an existing program to the fully online format, the newly established Office of Online Student Services developed an organized path for approval and comprehensive support to successfully market and launch a program. The group is currently developing similar tools for new programs such as fully online post-baccalaureate and post-master's certificates.

Special thanks to the coordinated launch team: Stephanie Simpson, Assistant Director of Online Student Services; Chris Leopold, Director of Enrollment Services and Research Activities; Matthew Schmitz, Associate Director of Instructional Design and Learning Technologies; Jennifer Albat, Instructional Designer and Certified Faculty Developer

Web Development for Professional Licensure in Other States

Under the direction of Kimberly Kilgore, former manager of federal and state licensure and compliance, OSEO created informational web content that allows students to consider in which states they would be able to immediately apply for professional licensure and in which states they would need to meet other requirements to be fully prepared to practice. While maintaining these pages and the information will be a continual work in progress, the opportunity for all students to understand the scope of achieving a degree is an important step in serving underrepresented and first-generation students who may not have the benefit of accessing this information prior to entering a program of study.



Anti-Racism Subcommittees and Initiatives

As an office whose mission is to serve the community, civil unrest after the death of George Floyd permeated our lives and reminded all of us of the systemic racism and inequities that are a lived experience for many in our community. Recognizing the need to act, OSEO staff worked together to create an external PEACE statement outlining our position and commitment to working in the anti-racism space.

- P** It is the **POSITION** of the faculty and staff in Online Services and Educational Outreach that we condemn racism, racial inequities and oppression of all persons and are committed to nurturing positive change and working toward a more equitable society.
- E** We believe that critical reflection, direct action and accountability are essential in promoting positive change. Therefore, we promise to **EDUCATE** ourselves, our students and our community to be better agents of change by offering educational programming that will serve the public and allow us to work steadily toward a more just society.
- A** We will **ACT**, conduct business, govern our practices and continually reflect on all efforts to operate in a space that supports the sharing of knowledge through educational resources and community engagement.

In doing so we will:

- Share University resources, educational tools and other relevant activities with the community
- Provide a free monthly reading or learning tool
- Examine our departmental practices and encourage actions that increase equity and anti-racism
- Support and enhance the efforts of community members, groups or partners working toward social justice and equity for all

- C** We are **COMMITTED** to providing accurate information and resource materials on racial justice issues, sustaining dialogue and ensuring equitable racial representation in the programs we offer. We will continuously work to inspire others to stand up and speak out against racial injustices.
- E** We will sustain our commitment to social justice by continuously **EVALUATING** our efforts to evolve and publicly sharing our contributions as an office to shape a changing world.



Anti-Racism Internal Work Group Accomplishments

OSEO staff divided into five distinct working groups: Identifying Resources, Office Hiring Practices, Community Engagement/Involvement, Professional Development and Data Collection. While these committees have served the office well, we are currently and collectively engaged in creating a four-year strategic plan for the office based on the common goals found in the SIUE Diversity and Inclusion Strategic Plan, while celebrating a number of accomplishments as outlined here.

Subcommittee Charge	FY 21 Accomplishments
Professional Development	<ul style="list-style-type: none">• Book club• Incorporated DEI topics into annual retreat• Supported MLK Luncheon• Anti-racism luncheons• Monthly email communication about various histories, experiences or topics
Community Engagement	<ul style="list-style-type: none">• TRHT “So You Want to Be an Anti-Racist” Series• Social media campaign to bring awareness to diverse holidays and historical events• East St. Louis partnerships• RSO group presentations
Hiring Practices	<p>Resource development, including:</p> <ul style="list-style-type: none">• Hiring processes flow chart• Interview process guidance• HP subcommittee activation plan• HP responsibilities on internal/external search committees• Diversity question bank• Posting for diversity
Identifying Resources	<ul style="list-style-type: none">• Comprehensive resource list(s), including minority-owned businesses, diverse speakers, etc. utilized by internal committees, staff and organizations in the community
Data Collection	<ul style="list-style-type: none">• Establishing a data collection reporting structure and timeline• Providing baseline and continuous data for improvement



SIUE SUCCESSFUL COMMUNITIES COLLABORATIVE (SSCC)

This year pushed SSCC to think more creatively about how to continue developing mutually beneficial collaborations and continue to connect Illinois communities with SIUE students and faculty. Community-engaged learning had to look different, because remote learning and physical distancing prevented students from engaging in person with community members. Highlights include:

- Teens Against Killing Everywhere and SSCC received funding from the Illinois Criminal Justice Information Authority to collaborate on development of a violence prevention plan. For the first time, SSCC was able to fund four graduate students and one undergraduate student to work on the grant. Students provided critical data analysis that drove the plan's development and created content based on the data for an anti-violence media campaign.
- Tiny Children's Garden founder and SSCC's first small project partner Derissa Davis, and SSCC Director Connie Frey Spurlock, PhD, co-delivered SSCC's first partner-staff presentation as part of the Climate Economy's "Community Resilience through Local Investment and Funding Strategies" series. In April 2021 after a short COVID-induced hiatus, The Tiny Children's Garden opened, thanks in part to work students had been doing since fall 2019.
- SSCC matched students to remote internship opportunities for the first time in response to a shortage of in-person internship sites which left students in precarious positions. Nine undergraduates were matched to five remote opportunities in fall 2020, allowing them to graduate on time.
- SSCC connected an undergraduate sociology capstone course and the Black Theater Workshop students to the SIUE Truth, Racial Healing and Transformation Campus Center's E-Story initiative. Black Theater Workshop and sociology students were able to co-interview past and current East St. Louis residents using Zoom, allowing students to tap into interdisciplinary understandings. One of the most visible outcomes of this collaboration was the 2021 Black Theater Workshop performance inspired by the interviews students collected.
- When COVID-19 vaccines rolled out, senior citizens rushed to schedule vaccine appointments. As local clergy, the Alton Housing Authority and the Madison County Health Department attempted to register seniors, they were soon overwhelmed with the call volume and reached out to SSCC for help. In just two weeks, 20 service-learning students took calls and registered 1,200 seniors.
- The SSCC returned to Highland, one of its pilot communities, in October 2020. Students worked on projects related to the Silver Lake Watershed, Highland's new Senior Center and Holly's House of Hope. An unexpected outcome of this second partnership with Highland is SSCC's fruitful engagement with the Highland Historical Society (HHS). Through conversations, SSCC learned that HHS was planning for a large digitization project, but the project had stalled due to budget constraints. HHS is now moving forward thanks to a \$2,593.90 award from the SIUE Meridian Society.

LONG-TERM PLANNING INITIATIVES



Website for On-Demand CEU Attainment/Recorded Lectures

One of the more positive outcomes of the pandemic is the advancement and proliferation of educational technology into places where the University had not previously ventured. During COVID-19, a number of professional conferences were held and presentations recorded in a virtual format so professionals could maintain their continuing education requirements for licensure. While everyone is aware of the intangible benefits recognized when people within a profession come together, relevant and timely classes that can be offered on demand are equally compelling and rewarding. OSEO is working with several academic units across campus to offer on-demand continuing education courses.

Key Performance Indicators for Diversifying Our Audiences

Continuing forward with our commitment to diversity, equity, inclusion and anti-racism, we are committed to ensuring that we collect and report accurate baseline data for increasing and continued engagement of diverse speakers, instructors, locations, topics and participants. Included in next year's annual report will be both current data and target goals for engagement across each area.

Plans for Community Engagement, Growth of Online Programs

Fall 2021 began our second year offering online degree completion programs. Our four inaugural programs saw increased interest and credit hour production. Expansion in marketing and personnel supplement efforts to diversify the student body at SIUE by intentionally creating entry points for working adults with some college credit but no degree. In our efforts to close the education gap, we continue to work strategically with faculty and department leadership to encourage additional degree completion programs, as well as targeted support for general education courses, to be offered throughout the year to support completion and retention of a unique and important subset of the SIUE student body.

Growth for Apprenticeships, Additional Workforce Development Opportunities

To meet the needs of students who are training for a new career or upskilling to keep pace in the workplace, SIUE commits to providing opportunities for creating stackable credentials that demonstrate competency for in-demand skills. Next year, the creation of new alternative digital credential programs in areas such as data science and grant development will be in progress. Additional opportunities to explore how SIUE might expand apprenticeship opportunities for credit-bearing students will also be explored.

siue.edu/educational-outreach