

Request to Establish a New Vice President

Submitted for the Board of Governor's Meeting on June 14, 2013

Justification

As requested by the Board of Governors, this position is critical to the leadership and oversight of the University's comprehensive strategies to help make UNC a national – international leader in technology-based learning as outlined in the E Learning goals of the strategic plan "Out Time, Our Future".

Position Description

Title: Vice President for Technology-Based Learning and Innovation

Reports to: President

Position: Permanent Position – At Will Appointment

Funding: State Funds

Projected Salary Range: \$250,000 - \$300,000

Primary Purpose of the Organization Unit:

The University of North Carolina comprises 16 public constituent institutions, as well as one constituent high school, and is one of the leading university systems in the nation. In accordance with UNC Board of Governors policies, the University Of North Carolina Division Of Academic Affairs coordinates the University's core academic mission. This includes student affairs, university programs, research & graduate education, international programs, institution research, and academic policy.

Primary Purpose of the Position:

The position will report to the President and be responsible for leadership and oversight of the University's E-Learning strategies, as described in the UNC strategic directions document, entitled "Our Time, Our Future." http://www.northcarolina.edu/strategic_direction/STRATEGIC_DIRECTIONS_2013-2018.pdf

The primary focus of this position is to lead UNC in becoming a national and international leader in technology-based learning.

Key responsibilities of this position are the provision of oversight and strategic direction for the development and promotion of synchronous and asynchronous online programs and courses. The Director of E-Learning will report to this position and together they will work closely with campus E-learning Directors and others to identify areas of growth and opportunities for the use of virtual education throughout the campuses. This position will research strategies in higher education marketing and support the development and deployment of online degree courses and programs that meet the needs of new and expanding student markets, especially non-traditional students. This position will also lead the development of Faculty/Professional Development Seminars for UNC-wide online faculty/instructors. The position will be a member of the President's Senior Executive Team.

Key Duties:

- Develop and implement a University-wide e-learning action plan including priorities, budget forecasts, tactics, timelines and measurements that support all departments, programs, and constituencies of the University
- Work with campuses to develop marketing strategies to promote new programs
- Work with the North Carolina Community College System, North Carolina Department of Public Instruction and other private institutions to better serve transfer and non-traditional students
- Develop competency-based online degree programs that are aligned with industry
- Identify and develop niche programs tailored to fit NC economic needs and entrepreneurial opportunities
- Identify key strategic partnerships and opportunities to leverage current investments in UNC Online, CFNC, UNC-TV, and UNC Healthcare.
- Monitor emerging issues and direct market research activities to keep abreast of changing demographics and other relevant issues in order to evaluate marketing and communication strategies
- Formulate and articulate a strategic marketing plan for online enrollment, with a focus on the military and other returning adult students.
- Organize Faculty Development/Professional Development Seminars for faculty to enhance online instruction and emphasize the use of instructional technology resources to enrich academic content
- Develop a process (including metrics) to monitor and evaluate the effectiveness of online learning and ensure the quality of online programs
- Conduct Market Analysis to determine needs in online education relevant to economic development and industry demands
- Ensure the development of advertising and promotional plans for E-Learning initiatives
- Develop and manage the use of external partnerships as they pertain to the admissions & marketing functions
- Develop social media marketing strategies to promote UNC Online's presence to targeted audiences using Facebook, YouTube, Twitter, LinkedIn, and other relevant sites
- Ensure compliance with SACSCOC, Federal, and Board of Governor standards for online instruction
- Conduct online surveys of faculty and students to assess the relevance and success of distance education services
- Perform other duties as assigned

Minimum Requirements:

- Proven track record in developing, delivering, designing online education.
- Advanced degree in a related field from an accredited college or university; eight years or more with instructional design, education technology support, learning spaces (online and classroom), and learning management systems required.
- Experience in a higher education setting or in the private sector reaching a higher education market is preferred. An equivalent combination of training and experience is welcome.

Knowledge, Skills and Abilities:

- Clear and balanced vision of how technology can be used in support of teaching and learning
- Knowledge of eLearning tools/software and their applicability
- Strong leadership and organizational skills; strong work ethic
- Excellent presentation and communication (written and verbal) skills

- Demonstrated experience leading organizational change or innovative processes
- Knowledge of admission/prospects information systems and admission requirements
- Experience and proficiency with integrated student admissions systems or equivalent
- Ability to travel to campuses, and off site venues and to work some weekends and evenings

Office of the President

