

eCampusAlberta
Strategic Plan 2009 – 2012



Strategic Plan 2009 – 2012

eCampusAlberta has embraced its mission to increase access for learners since its inception. Increasing numbers of learners are participating in online education and the demand for options continues to grow. Our strategies will enable us to continue to deliver on our commitment to our members and learners province-wide.

Our first strategic plan helped us concentrate our direction and efforts around our five guiding objectives: access, awareness, capacity, collaboration and quality. Our vision, mission, mandate and guiding objectives remain unchanged. This strategic plan revitalizes our commitment to the vital role the consortium plays in the post-secondary system of Alberta.

As eCampusAlberta approaches its eighth year of operation, it has identified four strategic priorities and eleven goals that are presented below. Together, they provide the framework for the strategic directions and business activities of eCA in the years 2009 to 2012. The objectives, strategies and outcomes presented in the accompanying eCampusAlberta Business Plan 2009 – 2012 demonstrate our intentions to fulfill our mandate and propel the agenda of the consortium forward.

Organizational Values

- Member-centered and learner-focused
- Dedicated to increasing access to educational opportunities for learners
- A catalyst for collaboration
- An enabler of system-wide solutions
- A responsive service organization
- Delivers on commitments in ways that are accountable, consistent and transparent
- Economy of scale, resource efficiency
- A leader in inspiring quality in online learning

Vision

eCampusAlberta aspires to create a technology-supported, lifelong learning environment that increases access to high quality online learning opportunities throughout Alberta.

Mission

eCampusAlberta serves as a province-wide advocate for increasing access to high quality learning opportunities. Together with its members, eCampusAlberta will facilitate the adoption of best practices in online learning to improve institutional resource effectiveness and serve as a catalyst for innovation and

Mandate

The mandate of eCampusAlberta is to research, develop and share best practices in online learning in order to assist member institutions, improve resource effectiveness and foster innovation and excellence in eLearning for Albertans.

Guiding Objectives

The business activities and strategic direction of eCA are informed by five guiding objectives:

- Increase **access** to online courses, programs and services across member institutions
- Develop **awareness** of online learning opportunities to ensure all Albertans have access to flexible learning opportunities that enable them to reach their full potential
- Build provincial, community and institutional **capacity** by increasing the quantity and workforce applicability of online courses, credentials and student services
- Enable **collaboration** between institutions in ways that engage members and strengthen the consortium
- Improve **quality** across course offerings and learner support services in support of best practices in online learning



Key Strategic Directions

Strategic Direction #1

eCampusAlberta will work in partnership with its members to provide innovative leadership in online learning

Goals

1. Develop a robust online learner-centric portal that will support system-wide access to online learning opportunities offered by Alberta's colleges, technical institutes and polytechnics.
2. Increase access to learning opportunities and expand learner participation in Alberta communities.
3. Mobilize members around jointly developed and accepted objectives.

Strategic Direction #2

eCampusAlberta will engage and support members in their online learning initiatives

Goals

1. Serve as a catalyst for innovation and collaboration in ways that enhance the success of members and their students.
2. Provide assistance to member institutions to help them develop operational plans that contribute to the expansion of online learning in Alberta.

Strategic Direction #3

eCampusAlberta will serve as a catalyst for developing improved support services for online learners

Goals

1. Work with members to develop a technical orientation for prospective online learners.
2. Develop online support services for learners in several areas, including: library access, writing skills, student finance, counseling, advising and tutoring.
3. Provide opportunities for professional development for instructors and administrators.

Strategic Direction #4

eCampusAlberta will increase its focus on raising awareness of the online learning opportunities offered by Alberta's colleges, technical institutes and polytechnics

Goals

1. Increase awareness of learning opportunities for prospective learners.
2. Increase awareness of eCampusAlberta within member institutions.
3. Facilitate collaborative marketing and communications initiatives in partnership with members.

