IDD Strategic Goals and Objectives

July 2021 – July 2024

Goal 1: Faculty and other stakeholders view IDD as valued partners in supporting high quality learning experiences for students.			
Objective	Strategy(ies)	Measure(s)	RND 2030
Objective 1.1: Increase the number of academic programs partnering with IDD to develop new online programs.	1. Hire Course Developer FY22. 2. Establish formal written agreements with Extended Campus to establish scope of work and scheduling workflow. 3. Develop and implement project plans with faculty partners.	• 100% of new and revised course development requests complete in partnership with Extended Campus • 100% of requested online classroom template applications complete for fully online Extended Campus courses	Innovate & Create
Objective 1.2: Implement digital learning resources repository initiative with faculty partners.	1. Develop and implement recruitment plan for selecting faculty and student service professional partners. 2. Partner with faculty and student service professionals to create interactive learning resources for upload into Canvas Commons. 3. Gather user traffic and download data of learning resources from the repository in Canvas Commons.	• Five new faculty or student services professionals partner with IDD to develop learning resources each year • Five new online interactive learning resources added to IDD's Canvas repository each year • Increase resource downloads each year	Students First Innovate & Create
Objective 1.3: Increase the number of faculty adopting tools and using resources created by IDD.	1. Complete ID On Demand web-based resource. 2. Complete and promote Canvas self-paced training course. 3. Establish a schedule and a process for IDD resource updates. 4. Update IDD resources as needed in years 2-3. 5. Implement MCB partnership training and online classroom adoption plan. 6. Gather Canvas self-paced training course data, by term, to establish baseline data. 7. Gather ID On Demand traffic ad use data to establish baseline data in year one.	• Achieve an average mailing score of 8.0 or higher each year across all Emma communications • Increase access to self-paced Canvas training course each year using Emma • Increase ID On Demand resource web user traffic each year. • Increase user access to and time spent on Canvas self-paced training courses	Enhance & Invest

	8. Track traffic/use data on training resources in years two and three to establish trends.		
Objective 1.4: Increase campus stakeholder knowledge about the role and value of IDD.	1. Gather Emma data to establish traffic and use baseline data for communications in year one. 2. Develop new relationships with faculty advocates. 3. Convene an Advisory Board. 4. Seek feedback and advise from Advisory Board. 5. Collect faculty stakeholder feedback.	• Achieve and maintain an average mailing score of 8.0 or higher across all EMMA communications • Achieve an annual decrease in Help/Support ticket requests for issues targeted in online training • Increase the number of applications to create learning resources each year	Connect & Celebrate

Goal 2: IDD promotes educational innovation in course and program design and development.			
Objective	Strategy(ies)	Measure(s)	RND 2030
Objective 2.1: Secure internal and external funding for educational technology, including software and studio space.	1. Allocate resources to course development software design tools and training. 2. Pursue studio funding with campus partners. 3. Promote IDD's teaching and learning technology service capabilities. 4. Collaborate with campus partners to engage graduate students, and when possible, train them to use educational technology in a way that helps us accomplish our goals.	• Budget decisions result in improved access to and maintenance of teaching and learning technologies • By the end of FY24, submit internal capital request for studio in partnership with other campus stakeholders • By the end of FY24, partner on a minimum of 3 external grant and/or donor proposals • By the end of FY24, secure stable funding for IDD graduate assistant	Innovate & Create
Objective 2.2: Develop online and face-to-face resources and training materials that support faculty use of teaching and learning technology in instructional	1. Promote on demand training resources for faculty. 2. Use Canvas data to inform selection and curation of on-demand training resources. 3. Provide technology consultations for faculty that match course design and delivery goals	• Achieve an annual increase in ID On Demand web traffic • Achieve an annual increase in time spent and completion of IDD self-paced Online Technology courses	Enhance & Invest

		Achieve an annual increase in the number of learning resource repository downloads	
and course design and development.	within Extended Campus course development projects. 4. Add pedagogical significance to training resources as appropriate to enhance teaching and learning technology training resources. 5. Complete bi-annual review and update of training resources. 6. Develop and deliver presentations that address online course design and development strategies. 7. Work with Instructure to complete the yearly Executive Business Review (EBR) as a step in analyzing faculty training needs. 8. Collect data related to faculty consultations.	• Achieve an annual increase in the number of learning resource repository downloads • Increase the number of course design and development and online learning technology presentations each year	
Objective 2.3: Construct virtual and in-person design spaces that promote collaboration, creativity, and innovation.	1. Develop Advisory Board charter, invite members, and convene IDD Advisory Board. 2. Partner with faculty to create a learning resources repository in Canvas Commons. 3. Host and/or participate in a MakerSpace-themed interactive professional development event for faculty who are building online course components. 4. In first year after the launch of a new repository, record the number of learning resource review and downloads to establish a use baseline. 5. Track learning repository downloads up to the end of year three to establish trends.	• Advisory Board meets 3-4 times each year • Increase participation in events that allow a demonstration of teaching and learning tools and techniques each year • Five faculty or student services group professionals produce learning resources for IDD's learning resource repository • Achieve an annual increase in learning resource repository downloads	Innovate & Create

Goal 3: IDD processes and products reflect best practices in supporting student learning, equity, and inclusion.			
Objective	Strategy(ies)	Measure(s)	RND 2030
Objective 3.1: Increase use of data on student outcomes and	1. Make use of the Graduation and Equity Action Dashboards to inform services.	• At least 10% of all new IDD learning resources address student outcomes and equity gaps.	Students First Empower Inclusivity

equity gaps in design process and project development.	2. Pursue existing UNC or Canvas data that would also inform our services. 3. Pursue PD opportunities related to inclusive teaching and learning design practices.	• 100% of employees participate in a minimum of 3 professional development opportunities related to student success and/or DEI each year. • All IDD online classroom templates meet accessibility standards and best practices for inclusive course design	
Objective 3.2: Incorporate engaged learning strategies to promote a greater sense of student belonging in online courses.	1. Include instructor presence and student engagement in all design templates. 2. In IDD course design projects, communicate best practices and then include design structures that enhance instructor presence and peer-to-peer engagement. 3. Favor learning resource proposals that intentionally promote student belonging, equity, and inclusion.	• By the end of FY24, IDD produces a portfolio of instructor presence, peer-to-peer engagement, inclusive practice examples • By the end of FY24, in partnership with faculty and student service orgs, IDD will create 12 new learning resources that promote instructor presence and/or peer-to-peer engagement. • All new courses designed and developed in partnership with faculty will include at least one learning resource promoting instructor presence and peer-to-peer engagement.	Students First Empower Inclusivity Enhance & Invest
Objective 3.3: Develop and promote the use of authentic assessment practices in online learning environments.	1. Seek Advisory Board advice and recommendations related to authentic assessment. 2. Implement non-traditional software and technology approaches to online assessment in higher ed. 3. Favor learning resource proposals that include authentic assessment.	• By the end of FY24, IDD produces a portfolio of authentic assessment examples • By the end of FY24, IDD develops a minimum of 4 learning resources promoting authentic assessment. • Achieve an annual increase of downloads of authentic assessment resources	Students First Empower Inclusivity Innovate & Create

		• Achieve an annual increase in faculty support consultations related to the implementation of authentic assessment online courses	
Objective 3.4: Increase the number of fully online courses that meet quality standards.	1. Partner with Extended Campus to apply a UNC-branded online classroom template to all fully online courses. 2. Establish services alignment agreement with Extended Campus. 3. Establish service agreements for working with programs and individual faculty to develop and revise online Extended Campus courses. 4. Establish a UNC online course quality review process. 5. Track new courses, updated courses, and template applications completed in years 1-3. 6. Track the data related to UNC online course quality reviews.	• 100% of all new fully online courses developed for EC programs apply a UNC-branded online classroom template • By. The end of FY24, X% of pre-existing EC fully online courses will be updated with a UNC-branded online classroom template • Achieve an annual increase in adoption of a UNC-branded online classroom template in non-EC online courses	Students First

Goal 4: IDD is a desirable place to work that attracts, develops, and retains talented people.			
Objective	Strategy(ies)	Measure(s)	End Date
Objective 4.1: Incorporate commitment to equity and inclusion in all hiring and evaluation processes.	1. Add evaluative criteria that favors diversity to hiring documents. 2. Reward staff through evaluation for completing professional development on inclusive practices. 3. Budget for inclusive recruitment. 4. Join (a) professional instructional design organization(s).	• All IDD employees participate in a minimum of 3 PD events related to equity and inclusive practices each year • All IDD employees include at least one goal related to DEI in their annual performance plan • All hiring advertisements and recruitment materials incorporate DEI statements developed by the institution	Empower Inclusivity

		• All IDD recruitment materials are advertised broadly through diverse media	
Objective 4.2: Support ongoing professional development that benefits the department and its employees.	1. Participate in Instructional Design and Educational Technology conferences. 2. Encourage and accept all professional development opportunities related to IDD's teaching and learning mission. 3. Develop and deliver internal professional development opportunities and experiences.	• All IDD employees' annual performance plans include a plan for professional development • Each year, IDD team members complete a minimum of 40 hours in professional development relevant to their position responsibilities and professional advancement in the field • All IDD employees will participate in a minimum of one externally sponsored professional development opportunity by the end of FY24	Enhance & Invest
Objective 4.3: Maintain a department culture that is collaborative, supportive, and welcoming to all employees.	1. Update IDD Team Charter with each addition of new staff or to reflect other new circumstances. 2. Support team collaboration/working meetings and in-services.	• All IDD employees host at least one IDD team working meeting or demonstration each year • All IDD team members participate in a working meeting or demonstration at least once a month	Empower Inclusivity Enhance & Invest
Objective 4.4: Recognize and celebrate individual and team accomplishments.	1. Create and convene an official annual employee appreciation event. 2. Support the team in creating its own end of term (fall/spring) IDD employee event. 3. Recognize IDD accomplishments through UNC media and marketing.	• IDD hosts at least one appreciation event each year • All team members share team and individual kudos in shared document	Connect & Celebrate