

September 19, 2023

Dear Ms. Thalman,

The West Virginia University's Office of the Provost has performed a review of WVU Online. The review was informed by a self-study provided by the unit, a stakeholder survey, and institutional data on budget and staffing. Accompanying this recommendation are two additional files: the unedited comments provided through the stakeholder survey and a summary of those comments.

The recommendation for the unit is:

- Continuance at the current level of activity
- **Continuance at the current level of activity with specific action**
- Continuance at a reduced level of activity
- Identification of the unit for further development
- Development of a cooperative unit
- Discontinuance

The key findings of the review that led to this recommendation are:

- 1) The unit is central to enrollment growth strategy for the University.
- 2) There is confusion regarding who is responsible and accountable for certain activities/services (e.g., marketing, instructional design, student support, admissions and recruitment) as they pertain to WVU Online, the academic colleges, and other ASUs (such as the Teaching and Learning Commons).

The following actions are required of the unit. The unit should discuss its plans to accomplish these actions with its direct supervisor.

Provide a report to the unit's supervisor in the Provost's Office by **December 15, 2023**, that addresses the following:

- 1) Improve the unit's accessibility and responsiveness to students and faculty.
- 2) Develop a strategy, including funding needs, for marketing WVU online education, to include both degree-granting and non-degree-granting (e.g., micro-credentialling) programming.
- 3) Develop a plan to inform the necessary technology infrastructure to support enrollment growth in online education.
- 4) Develop a plan to provide more aggressive outreach to the colleges to develop and grow in-demand programs.
- 5) Work with the Provost's Office and others to develop a contemporary, responsive approach to instructional design. This includes working to realize course improvements following evaluation and reference by the Teaching and Learning Commons.
- 6) Develop a plan, working with the Provost's Office and the President's Office, to meaningfully and aggressively pursue micro-credentialling and related activity.

The unit's leader should notify the staff within this unit of the Provost's Office recommendation by forwarding this email and attachments immediately upon receipt. It is also recommended that the unit leader hold an in-person meeting to address these recommendations and to begin developing the plans to implement what is required of the unit.

Questions about these recommendations may be addressed to the unit's supervisor in the Provost's Office.

Sincerely,

WVU Office of the Provost