



Division Goals & Services

UNCG Online: The Division of Online Learning at UNC Greensboro has a long history of providing high-quality distance and online education program services. As an “academic entrepreneur,” UNCG Online combines traditional academic values with new technologies, innovative curriculum design, faculty engagement, and proven practices in business and education.

LONG-TERM STRATEGIC GOALS

- 1** Be the **centralized academic service unit** for online education at UNCG, primarily focused on new online program planning, online course development, marketing and recruitment, and faculty support.
- 2** Be the **one-stop shop** for prospective and current online students at UNCG, focused on student support services and student success.
- 3** Grow **Summer Session** to improve students’ timely progress to degree, increase revenues, and optimize resource efficiencies.
- 4** Work with faculty to incubate and administer **transdisciplinary online programs** focused on in-demand workforce skills.
- 5** Support outreach and programming efforts to connect **targeted populations** such as rural students, returning adults, and military populations with online learning opportunities and programs at UNCG.



CORE SERVICES

UNCG Online includes a unique and diverse group of educators, program managers, instructional technology consultants, marketing project managers, web and graphic designers, multimedia specialists, programmers, writers and editors, customer service personnel, and financial and registration staff who collaborate to achieve the highest quality learning experiences for students.



Online Course & Program Development

- Offer full-service online course development model (instructional design, web design, coding, multimedia, writing)
- Utilize Quality Matters review standards
- Prepare faculty to teach online through consultation and workshops
- Provide resources that promote online student success
- Provide LMS and web support
- Collaborate with faculty to develop new programs



Marketing & Enrollment Support

- Operate a full-service in-house agency model (strategy, planning, creative design and messaging, media, evaluation)
- Manage UNCG Online website and develop multi-channel marketing campaigns
- Offer program-specific marketing from basic support to fully integrated campaigns
- Align marketing activities and channels with student enrollment funnel
- Research market, generate metrics and closed-loop reporting
- Collaborate with Strategic Enrollment Management and university marketing offices



Academic Programs

- Administer the Master of Arts in Applied Arts & Sciences (formerly known as MALS)
- Administer the Bachelor of Science in Integrated Professional Studies (BIPS) in partnership with HHS



Student & Program Services

- Emphasize online student success and retention through online student advising and coaching model
- Manage systems, policies, and procedures for online students, including registration and scheduling
- Offer non-credit programs: Emeritus, Visiting Students, Auditors, CEUs
- Lead and support NC and national State Authorization requirements for UNCG
- Offer online GECs reserved for online student population
- Provide accessibility student support services



Summer Session

- Collaborate with academic units/departments to optimize data-driven course schedules
- Meet student needs, including timely progress to degree
- Administer student registration and faculty payroll processes
- Maximize revenue and operational efficiencies
- Generate metrics and reports



Other Support Functions

- Coordinate event management services for UNCG and other clients
- Provide multimedia and website development services to UNCG administration and departments
- Forecast distance credit hours (SCH) for university enrollment projections
- Partner with SERVE, Inc., to monetize educational products and services as alternative revenue source