We are so pleased to meet with you to fill you in on our progress and celebrate collaborative efforts.

We value your time and your input.

Presented by: Neil Hair
Executive Director
Innovative Learning Institute
Mission of the Innovative Learning Institute (ILI)

The ILI is committed to the University’s mission to provide a broad range of career-oriented educational programs with the goal of producing innovative, creative graduates who are well-prepared for their chosen careers in a global society. We support this mission by leveraging new technologies and innovative pedagogies to enhance curricular flexibility and strengthen RIT’s brand presence globally.

The ILI coordinates the development, adoption, and promotion of effective teaching and learning in higher education at RIT.
ILI Goals

• Broaden the University’s reach by developing new online offerings and experiences.

• Create exceptional student experiences through technology-enhanced learning environments, course delivery, and support services.

• Partner with faculty to pursue research opportunities to enhance learning experiences.
RIT Strategic Plan 2025

Greatness Through Difference

Welcome to RIT's 2015-2025 Strategic Planning home. This site will provide the community with all the information necessary to contribute to and stay in touch with our current strategic planning process.

Read the full strategic plan by clicking on the image below:
Our Relationship to 2025

RIT will become the university that best utilizes educational technology to improve access, maintain academic quality, and achieve desired learning outcomes while balancing costs.

• Using the model of “RIT Online,” the ILI will identify, develop, and deliver courses and competency instruction to enhance the career advancement of alumni.

• Following extensive market research, the ILI will add innovative workforce preparedness programs in areas of highest need (locally and nationally). Programs will likely reflect a shift to learning-centered, competencey-based delivery.

• Make available through the RIT portal third-party learning packages such as Mozilla Open Badges.

• Use instructional technology to extend and enrich RIT’s interdisciplinary capabilities (e.g., online, blended, flipped).
About the ILI

Through its two entities—the Teaching & Learning Services (TLS) and RIT Online—the ILI anticipates, assesses and responds to current trends in higher education by:

- supporting faculty experimentation across disciplines
- exploring flexible learning options
- leveraging new technologies and pedagogies to strengthen RIT’s global presence
- to ultimately provide exceptional learning experiences for our students
About the ILI Units

**Through TLS**, the ILI encourages innovative teaching and learning projects in all RIT Colleges, including technology-enhanced and online course formats. TLS supports faculty in designing courses, applying appropriate academic technologies, developing media, and using classroom technology resources.

**Through RIT Online**, the ILI provides students with a robust, engaging, success-oriented experience; a growing portfolio of demand-based online products; and exceptional social and academic support. RIT Online’s system of modular courses, stackable credentials and accelerated options allows students to efficiently and affordably pursue an RIT degree, certificate or a new competency.
Teaching and Learning Services (TLS), a unit of the Innovative Learning Institute (ILI) at RIT, furthers faculty teaching effectiveness and student learning.
TLS Services Breakdown

Course Design
Course design consultations
Course design learning events
Course planning tools
Online course design
Flipped classroom ideas

Course Development
Course development support
Online course materials support
Course media captioning
Video recording & editing
Multimedia development
myCourses consultations
Academic technology consultation
myCourses & academic technology learning events

Course Delivery
Teaching & Learning Support Desk
Classroom technology training
Classroom technology delivery
Equipment loans
Classroom event support
Online course exam proctoring

Other Faculty Services
Teaching & learning research & development projects
Grant-funded project support
Faculty Learning Communities
Classroom Observation
Classroom technology usage resources
Learning space design consultation

Facilities
TLS Media Studio
Faculty Computer Lab

Policies
Instructional Design
Classroom Technology
Studio and Lab Support
Academic Technology
Media Production
CALLIE
Babbitt
Assistant Professor
COLLEGE OF LIBERAL ARTS

Transdisciplinary Sustainable Product Design
While teaching their respective courses, Callie Babbitt from the Golisano Institute of Sustainability (GIS) and Alex Lobos of the College of Imaging Arts and Sciences (CIAS) had both experienced the knowledge gap between the technology specialists who develop sustainable design tools and the product designers who implement those tools. The gap in knowledge becomes very prominent in the field of product design, where engineers collaborate with industrial design professionals, each skilled in their own respective areas, but not aware of the tools and practices of the other. Callie and
RIT Online provides marketing support for online courses, performance reporting, a superior co-curricular student experience, and a demand-based portfolio of products.
About RIT Online

RIT Online will build and maintain a demand based portfolio of online products by identifying sustainable market opportunities in the online space and aligning them with college programs.

RIT Online will provide marketing for online courses & programs.

RIT Online will provide tracking & reporting of online performance including regular outcome assessments of growth, retention and attrition in order to measure and improve online learning at RIT.

RIT Online will provide a superior co-curricular online student experience through the Virtual Campus and other support tools.
RIT Online Services Breakdown

**Custom Demand Reporting**
- Preliminary Consultations
- New Online Course Opportunity Reporting
- New Online Program Opportunity Reporting
- Existing Online Course Demand Reporting
- Existing Online Program Reporting
- Online Competitive Landscape Analysis

**New Online Course/Program Proposal Support**
- Demand Assessment Assistance
- Vetting Process Assistance
- Financial Incentive Assistance
- Proposal Review Process Assistance

**Online Performance Reporting**
- Online Student Enrollments by Program
- Online Student Enrollments by Course
- Online Course Offerings
- Online Outcome Assessments

**Design & Marketing Support**
- RIT Online Website Highlight Features
- Target Audience Identification
- Online Course Messaging
- Online Program Messaging
- “Try Before You Buy” Course Modules
- PR Strategy Planning and Execution
- Online Promotional Campaigns (Print & Web)
- Design of Digital Marketing Collateral
- Virtual Campus Highlight Features
- Social Media Planning and Marketing

**Virtual Campus Support**
- Non-Degree Seeking Student Support
- Assistance with Online Orientation (TLS)
- Assistance with Online Resources (TLS)
- Virtual Campus Online Program Custom Feeds
- Virtual Campus Custom Messaging
- Virtual Campus Message Board Feedback
Demand for Marketing and Digital Marketing Jobs are Projected to Expand in the Next Eight Years

An analysis of job postings records that traditional marketing job postings include requirements for digital marketing skills, which is consistent with contact observations that traditional marketers require higher data proficiency. However, students with digital marketing skills may find specialized digital marketing jobs such as a digital marketing manager, specialist, and strategist or a digital advertising account executive, digital media planner, or social media specialist. Traditional marketing and advertising jobs expect a 14 percent growth rate in the next eight years, (same as average). However, analytics marketing jobs such as market research analysts expect a 41 percent growth rate in the next eight years, which is much faster than average. (Chart 10 in Appendix II lists further occupations for digital marketing jobs).

**Number of Postings for Digital Marketing Jobs by Occupation**

<table>
<thead>
<tr>
<th>Occupation</th>
<th>Posts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketing Managers</td>
<td>3,262</td>
</tr>
<tr>
<td>Market Research Analysts</td>
<td>1,235</td>
</tr>
<tr>
<td>Public Relations Specialists</td>
<td>1,024</td>
</tr>
<tr>
<td>General And Operations Managers</td>
<td>392</td>
</tr>
<tr>
<td>Web Developers</td>
<td>265</td>
</tr>
<tr>
<td>Search Marketing Strategists</td>
<td>204</td>
</tr>
<tr>
<td>Industrial Production Managers</td>
<td>203</td>
</tr>
</tbody>
</table>

n= 10,180 job postings with 370 unspecified

**Chart 9: Changes in Jobs Postings Requiring Digital Marketing Skills**

Changes in Jobs Postings Requiring Digital Marketing Skills Between January 2010 and December 2012

- **1/2010 - 6/2010**
  - Social Media Marketing: 1,009
  - Online Marketing: 1,003
  - Web Analytics: 1,354
  - Market Strategist: 70

- **7/2010 - 12/2010**
  - Social Media Marketing: 1,962
  - Online Marketing: 2,625
  - Web Analytics: 1,740
  - Market Strategist: 86

- **1/2011 - 6/2011**
  - Social Media Marketing: 3,320
  - Online Marketing: 3,365
  - Web Analytics: 1,054
  - Market Strategist: 81

- **7/2011 - 12/2011**
  - Social Media Marketing: 4,989
  - Online Marketing: 4,643
  - Web Analytics: 1,245
  - Market Strategist: 70

**Chart 10: Number of Postings for Digital Marketing Jobs by Desired Skill**

<table>
<thead>
<tr>
<th>Skill</th>
<th>Postings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social Media Marketing</td>
<td>5,551</td>
</tr>
<tr>
<td>Online Marketing</td>
<td>2,625</td>
</tr>
<tr>
<td>Web Analytics</td>
<td>1,740</td>
</tr>
<tr>
<td>Market Strategist</td>
<td>1,335</td>
</tr>
</tbody>
</table>

Methods to Align Program Curricula with Employer Demand and Industry Practices

- **Form partnerships with industry professionals**: The curriculum at University of Pittsburgh includes client projects with nearby companies. Students form relationships with potential employers, employers identify top talent through review of the projects, and program administrators identify skill sets that employers desire through employer feedback on projects.

- **Ask employers to review syllabi**: Program administrators at University of Pittsburgh ask employers in the surrounding area to modify syllabi to reflect current skill requirements for job openings.

- **Form an advisory board**: The program director at University of Minnesota requests professionals from their partner, the Sustainable Design Institute, to serve on their advisory board. Contacts observe advisory boards consist of industry leaders and faculty, but often remain inactive unless program directors actively solicit input and participation.
RIT Online Marketing

• Won 5 awards for the RIT Online website including a gold Addy Award

• Worked on RIT awareness & online marketing campaign with Match CMO

• Developed social media & PR strategies
Engaging students in distance learning for more than 50 years.

CHANGE IS THE NEW NORM

Meet our global change agents. Get moving at RIT ONLINE.
At this point, you’re probably familiar with MOOCs – those massive open online courses that allow anywhere, regardless of his or her social status or income, can access education by http://thebestschools.org - http://bit.ly/1xE4dfY #RIT

Finals are coming up for 8-week courses! Need a little help? Contact the Office of Advisors at 585.442.4060. #RITOnline

I Smell Something Really Bad

Agents of Change Stories:
Kevin Surace – December
Sean Bratches - December
JM Allain – January
Michael Slovis – February
Katie Linendoll – March

Upcoming Blog Posts:
Faculty Guest Post – EMBA/Marty Lawlor – February
Staff Guest Post – Mark Fragale – March
Thérèse – RIT Agents of Change – March
Faculty Guest Post – UXDE/Adam Smith – March
Faculty Guest Post – CDM/Rudy Pugliese – March
Faculty Guest Post – HSA/Bill Walence – April
RIT Online builds courses and programs around industry standards, employer demand, and the perspectives of our global network. U.S. NEWS ranks our programs among the best in the nation. Tools, resources, and guidance are a click away.

**Gear up.**
Introduced User Experience Design & Development. Experience online like never before. rit.edu/ritonline/ux
RIT Online builds courses and programs around industry standards, employer demand, and the perspectives of our global network. U.S. NEWS ranks our programs among the best in the nation. Tools, resources, and guidance are a click away.

Embrace change.
Health Systems Administration.
rit.edu/ritonline/hsa

RIT Online builds courses and programs around industry standards, employer demand, and the perspectives of our global network. U.S. NEWS ranks our programs among the best in the nation. Tools, resources, and guidance are a click away.

Make noise.
Communication & Digital Media Courses.
rit.edu/ritonline/cdm

RIT Online builds courses and programs around industry standards, employer demand, and the perspectives of our global network. U.S. NEWS ranks our programs among the best in the nation. Tools, resources, and guidance are a click away.

Embrace change.
Health Systems Administration.

Pageviews over 7 days
11,313 2015
Pageviews over 7 days
2,273 2014
RIT Online Virtual Campus

A Virtual Campus experience comparable to the on-campus experience which includes multiple levels of social interaction and feedback mechanisms for adult online learners.

The Virtual Campus features include:

Dynamic Student Profile, Resources, RSS Feeds from Program, Virtual Concierge, Student Network Map, Technical Support, Student Search, RIT Online Channel, Message Board, Idea Factory, Program Messaging, Hot Courses and much more

Alpha: January 2015 | Beta: June | Full Launch: August
At Your Service

RIT Online’s concierge, Jackie, is just a click, call, chat or email away. She will point you in the right direction, whether you’re looking to find information about online programs, academic services, or technical support. No matter what you’re searching for, Jackie is here to assist you. Please use the contact links below to speak directly with your concierge.

LIVE CHAT  EMAIL  585-475-2322

Concierge Services
Online learning can be challenging and sometimes you just need to connect with a real person for assistance. You can contact your concierge by using the live chat, email or the phone links above. Please note that the live chat hours are limited to Mondays, Wednesdays and Fridays between 9:11am and 1:45pm. You can send an email or call anytime and your concierge will respond within one business day. Please reach out with any questions or feedback that you have.

Ready For Your Course?
There are 5 steps you should take:
1) Setup your RIT email (start.rit.edu) 2) Review and update your contact information (SIS) 3) Access your courses in myCourses 4) Obtain your books and course materials (Barnes & Noble @ RIT) 5) Pay your tuition bill (eServices)

myCourses
Online courses use RIT’s course management system called myCourses (mycourses.rit.edu). From this homepage, you can see all your courses your are currently enrolled in, previous courses, and links to helpful guides that highlight the features of myCourses. If you’re looking for information about getting started with myCourses, more information is available on the RIT Wiki. Read more.

RIT Online LinkedIn
Join other professionals who have studied with RIT Online and stay up to date about future courses, presentations, and stories about alumni.

Access Your Course
Online courses use RIT’s course management system called myCourses (mycourses.rit.edu). From this homepage, you can see all your courses your are currently enrolled in, previous courses, and links to helpful guides that highlight the features of myCourses. If you’re looking for information about getting started with myCourses, more information is available on the RIT Wiki. Read more.

RIT Email
Stay connected to classmates, faculty, and staff at RIT with your RIT email address. All students at RIT receive an RIT email address that is also a Google account. You can access your email (and other Google apps) through the RIT Google page.
RIT Online Concierge

Prospective Students:
FAQs
Online Courses
Online Certificates
Online Degrees
Opportunities

Active Online Students:
FAQs
Online Orientation
Non-Degree Support
Academic Support
Tech Support
Feedback
Resources
Online Network
RIT Online Updates

The Best Schools ranked RIT Online the #1 online college in New York State.

RIT Online ranked 11th out of the 30 Best Online Colleges for 2014 by The Best Schools.

RIT ranked as one of the nation’s best online colleges for 2014 by U.S. News and World Report.
RIT Online Updates

- 20% growth in graduate online course enrollments since fall last year
- 35% growth in graduate online course enrollments since fall 2012
- 29% growth in online course enrollments (graduate and undergraduate) since Fall 2012
- Identified & supported 2 new online programs
- Identified & supported 21 new online courses
- Researched & produced 12 custom demand reports
ILI HAS A BRAND NEW WEBSITE

The ILI coordinates the development, adoption, and promotion of effective teaching and learning in higher education at RIT. Learn more at rit.edu/ili
Our Partnership

- Supporting our infrastructure through:
  - Production Services
  - Web IT services support
  - Technology and systems
  - Photography Services
  - RIT Libraries
- A mutually supportive advisory board
- A shared vision on space redesign and development
- Support for NFO and FCDS
Thank you for your time.

QUESTIONS?

For More Information Please Contact:

Neil Hair  
Executive Director  
ILI

Ian Webber  
Assistant Director  
TLS

Thérèse Hannigan  
Interim Director  
RIT Online