We are so pleased to meet with you to fill you in on our progress and discuss possible collaborative opportunities. 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.
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, competence-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
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) 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; offers incentives to help refresh existing content; and provides customized research analyzing market demand for online courses.
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
BOOST YOUR SUPER POWERS

LEARN FAST CLIMB FASTER

DREAMS ARE CRAFTED HERE

CAREER PATHS AS UNIQUE AS YOU ARE

Whether you're interested in one course or a full degree, we have something for you.
Sign up today! rit.education/online
CHANGE IS THE NEW NORM

Meet our global change agents. Get moving at RIT ONLINE.
Tell us about your experience at RIT:

It was an incredibly rigorous program. But I think the way the courses were designed challenged us to think through problems and approach them from different angles—a skill I was able to apply later to develop solutions at a broad scale.
User Experience Design & Development - New Messaging

OPPORTUNITY
At RIT, we have the expertise to help you upgrade your career. We understand the tragedy of being stuck, and we’re here to point you in the right direction. We believe in a design-centric approach while creating the framework to help you create, critique, and pitch your ideas.

Front-end design is the first point-of-contact with the end user. It’s critical that the interface makes sense—why do a button? We help define the problem, use current principles, customize, and defend the solutions. You will develop a critical eye while learning the importance of design and aesthetics. Visual design is the cornerstone of our program, and you will learn how to reflect the brand and provide a clear message. From designers to programmers, directors to CEOs, there are many within the organization who touch the user experience. This course will provide a huge boost in acceleration of understanding, creating a fast track to better UX capabilities.

BIG PICTURE
The user experience design and development advanced certificate is based on a concept that UX and UI design is NOT platform-agnostic. In fact, we believe that each platform has its own design principles and guidelines that need to be followed. We introduce a whole new set of skills, giving you a new process and vocabulary while focusing on a mobile-first strategy. The course content fosters research, critical thinking, problem solving, and creativity across a full spectrum of media. Your enhanced critical eye will lead you to new places and create new designs. You will develop the skills to achieve job mobility in the fields of digital design from the user experience to computer application, web and mobile design and development, marketing, and advertising.

FACULTY
According to Adam, moving to mobile is key. “Stop resizing your desktop for mobile. It is about having a mobile-first strategy.”

WHY CHOOSE RIT ONLINE
At RIT, we create experience directors. We help you define a vision, bring it to life, critique it, rework it, and pitch it. We examine all sides, and if it’s round, we reach the center. Our alumni work at Google, Apple, RGA, Crispin Porter + Bogusky, IDEO, Tesla, Ogilvy & Mather, IBM, Kleiner Perkins, Yahoo!, and startup design incubators.
Virtual Campus Support

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

Virtual Campus (beta) launches in October & goes live in January.
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

• 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
RIT Online by the Numbers

- 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
The ILI coordinates the development, adoption, and promotion of effective teaching and learning in higher education at RIT. Learn more at rit.edu/ili
How Can We Partner?

• In your groups, please lead a discussion on how your unit within ITS could assist or partner with us to achieve our goals.

• How can the ILI partner to assist you?
Thank you for your time.

For More Information
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