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
Student Experience – RIT Online Support

**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
# Student Experience – RIT Online Virtual Campus

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Student Experience – 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
Student Experience – TLS Support

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 tech. learning events

Course Delivery & Technology
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 and dev. 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

Student Experience
Student support website
Learning elements
Concierge support
Online orientation
Student Experience – TLS Technology Enhancements

• Visual enhancements to the myCourses user interface

• IPSIS (Integration Pack Student Information Services) provides real-time data coordination between myCourses and SIS which also improves grade functionality

• Integration to Ensemble (Video Management System) with myCourses

• Adobe Connect upgrade to 9.3 which includes user experience enhancements
Marketing – RIT Online New Accelerated Courses

Advanced Project Management  
Crafting the Message  
Interaction Design and Development  
International Media  
International Project Management  
Packaging and the Environment  
Packaging Materials, Processes, and Applications  
Persuasion in a Digital Age  
Project Management  
Technology-mediated Communication  
Topics in Computing Security  
User Experience Design  
User Interface Design  
Visual Communication  
Special Topics: Individual Leadership Development  
Special Topics: Leading and Developing Teams
Marketing – RIT Online Support

- Created plan for marketing “single” online courses
- Created new RIT Online pressroom & blog
- Created & initiated 6 month social media marketing plan
- Created RIT Online PR campaign (launched Nov. 19th)
- Blog posting & faculty co-authoring (launched Nov. 19th)
- Created “Try before you buy” modules (launched Dec. 9th)
- Created “Agents of Change” campaign (launched Dec. 12th)
- Virtual campus (Alpha launch in January, Beta in June)
We’re taking down the “pardon our dust” signs

Those of you with keen eyes might have noticed signs of construction on www.rit.edu/ritonline/ these past few months as we completed the finishing touches to the first phase of RIT Online. Well, I’m delighted to say that we’re now open for business and here to serve you on your career journey. Today’s announcement has been a long time in the making and represents years of development, refinement and testing. RIT
PR Launch:
November 19th
Press Release #1
Newswire post:

RIT Online social media channel coverage:
https://www.facebook.com/onlineatrit
https://twitter.com/RITOnline
https://plus.google.com/103090285168017693396/posts
https://www.linkedin.com/company/rit-online

Press Release #2:
Release found on 127 sites
Audience of 18,098,000
Released by AP Newsroom,
Boston Globe and more...
Agents of Change Stories:
Kevin Surace – December
Sean Bratches - December
Michael Slovis – January
JM Allain – January
Jorge Rodriguez – February
Katie Linendoll – February

Upcoming Blog Posts:
Faculty Guest Post – PACK/Deanna Jacobs – December
Thérèse – RIT Agents of Change – December
Faculty Guest Post – UXDE/Adam Smith – January
Faculty Guest Post – CDM/Rudy Pugliese – January
Thérèse – RIT Online Mobile Ready – February
Thérèse – RIT Online Virtual Campus – February
ILI/TLS Internal Awareness

- Completed college tours across campus
- Launched two newsletters
- Presented to:
  Directors & Chairs
  Academic Senate
  Human Resources
  Office of Alumni Relations
  Institute Council
  Staff Council
  ITS Town Hall
  Office of Alumni Relations
Rochester Institute of Technology

Classroom Design | News

Rochester Institute of Technology Pilots 'Classroom as a Learning Tool'

By Joshua Balkan | 09/29/14

The Rochester Institute of Technology (RIT) has teamed with a private partner to create a "classroom as a learning tool" pilot in an effort to create a space that encourages active learning.

Features of the redesigned classroom include moveable furniture, interactive whiteboards and large monitors for easy lines of sight from anywhere in the room.

The classroom is the result of a collaboration between RIT’s Innovative Learning Institute and Steelcase’s Learning Innovation Hub program, which centers on advancing research on the impact of active learning while providing institutions...
Provost’s Learning Innovations Grants
Operations – Identification & Collection of Data

- New coding implemented in SIS to identify students studying online, as opposed to campus

_Prior to Fall 2014 RIT could NOT differentiate between online students and on-campus students when reporting enrollments of online courses. Now RIT can report on identified graduate students studying online._

- Established definitions for course instruction modes (on-campus, blended and online)

- Developed a RIT Online reporting strategy process

_RIT Online will work with Admissions and Institutional Research to design and develop a process for reporting._

- Creating PeopleSoft queries to produce reliable and consistent figures
Exploration

- Enhancing the cross device student learning experience
- Subscription models
- The redefinition of NYSED’s quality standard in online learning
- Scalable instructional design models
- Possible partnership with Accenture Academies & D2L
- Sustainable 24/7 tech support models
- Faculty certification for online learning
- Incorporating badges into faculty recognition
- Online Teaching & Learning Commons for faculty
Next Steps

• Incorporating RIT’s Strategic Plan 2025 into the ILI strategy

• Engaging in a campus wide needs assessment of faculty for teaching and learning services

• Support the institutes initiative to offer flexibility during tiger terms by assisting in the development of a robust online course portfolio.

• Engaging existing online programs to refresh and renew their content and marketing

• Begin undergraduate and corporate discussions regarding online
Thank you for your time.

For More Information
Please Contact:

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Executive Director
ILI