

5. Needs Assessment

Goal 5. Conduct needs assessments in selected communities. These assessments will be conducted through interviews and surveys with the community leaders, surveys of professions, and interviews and surveys of business leaders. Where possible, surveys will be Web based for efficiency of data collection and analysis.

Summary

Goal 5. Needs Assessment in Selected Communities

OSU Extended Campus has created plans to develop new programs based on identified targets as indicated by market research conducted in 2001 through the following goals: 5A, 5B, and 5C.

Goal 5A. Develop and implement an Internal Marketing Plan in order to recruit OSU faculty and departments to participate in the development of the OSU Extended Campus programs.

The Extended Campus has developed an Internal Marketing Plan. The plan identifies targets (OSU departments and programs) with which the Extended Campus is interested in creating partnerships and/or new programs. These targets were based upon needs identified in Extended Campus market research and the “niche markets” (i.e., known strengths of Oregon State University). The OSU Extended Campus is in the beginning stages of implementing this internal marketing plan. The OSU Extended Campus has identified the staff members to act as liaisons/leads with each of the target departments. Discussions have begun with various departments and Ecampus is implementing a system to track and monitor if the partnership goals are achieved.

Goal 5B. Develop and implement an Internal Marketing Plan in order to raise awareness and promote the Extended Campus brand on campus.

A major goal of our internal marketing plan is to promote the Extended Campus broadly on-campus and build its image by presenting accurate information on who the Extended Campus is, who we serve, what we do, and the advantages of partnering with the Extended Campus. Through these internal marketing efforts Ecampus will communicate the advantages these partnerships provide to non-resident students, campus departments, and the University. The internal marketing plan outlines strategies and systems to accomplish these goals. The OSU Extended Campus marketing team has begun to implement the plan and has created the Extended Campus FAQ and FACT sheets to support these efforts. These documents present:

- Distance education trends on a state and national level
- What OSU Extended Campus is offering in the field of distance education
- How courses are delivered (modalities)

- How and why new distance programs are selected for development and implementation
- Enrollment trends and successes of the Extended Campus academic programs/degrees
- Demographics of OSU Extended Campus students
- Student services the Extended Campus provides for non-resident students
- OSU Extended Campus' course development process
- How and why departments partner with the Extended Campus
- Faculty issues (e.g., teaching with technology, teaching online, distance education course management, Blackboard)
- How the Extended Campus markets courses and programs
- How the Extended Campus is funded
- Non-credit courses and programs offered for professional development and other non-credit opportunities (e.g., CEUs and PDUs)

These internal marketing documents have been widely distributed throughout the OSU campus, on a variety of occasions. The University President also has distributed them during his weekly open forums with faculty and staff. The OSU Extended Campus also held its first Distance Education Forum in May 2002. Feedback from this marketing activity provided evidence that the Forum was very well received and helped Ecampus raise awareness and promoted Ecampus activities. A number of Ecampus staff members have presented at a variety of events about the OSU Campus. OSU has published 10 press releases and articles in the campus faculty newspaper *OSU This Week*. Additionally, Ecampus has publicized its successes in program growth and student satisfaction at the DE Forum, and through our awards of excellence won by The Extended Campus staff and faculty.

Goal 5C. Create a marketing plan to promote current and any newly established programs.

Marketing began but did not complete an integrated, overall marketing plan during this time period. The team did, however, create individual program marketing plans (addressed in Goal 6C) tangent to regional and degree/program-specific media as part of the OSU Extended Campus 2001-02 Media Plan (see Goal 6C). The team's revised goal is to have an integrated 2002-03 departmental marketing plan written prior to the inception of fall term 2002.