

Institutional Interactions

Strategic Planning and Communication

November 15, 2016

- The webcast will begin shortly.
- There is no audio being broadcast at this time.
- An archive of this webcast will be available next week.





WICHE Cooperative for Educational Technologies

Institutional Interactions Strategic Planning and Communication

November 15, 2016

Institutional Interactions

Strategic Planning and Communication

- Welcome.
- Use the question box for questions and information exchange.
- Archive, PowerPoint, and Resources available next week.
- Follow the Twitter feed: #WCETwebcast.



Megan Raymond
Assistant Director Programs
and Sponsorship
WCET

mraymond@wiche.edu
@meraymond

Overview

Institutional
Interactions at a
large public
institution



Institutional
Interactions at a
private non-profit
institution



Q&A

Questions from the Audience

- If you have a question during the webcast, please add your questions to the chat box. We will monitor the question box and have time for Q&A at the end of the presentation.



Moderator

Marianne Boeke

Senior Associate

NCHEMS



Speakers

Leslie Weibush

Program Manager

The Ohio State University



Suzanne Smith

Director of AIE

Franklin University



Presenter

Leslie Weibush

- *Program Manager*
- *The Ohio State University*



IMPACTFUL COMMUNICATION IN STATE AUTHORIZATION

online.osu.edu | odee.osu.edu | stateauth.osu.edu



THE OHIO STATE UNIVERSITY

Office of

**Distance Education
and eLearning**



THE OHIO STATE UNIVERSITY

Office of
**Distance Education
and eLearning**

The Complexities of State Authorization Communication

- Complex topic that requires a significant amount of details.
- Gut reaction is typically not positive.
- Regardless of endless communication efforts, your peers still have not heard of it!



Where to Begin?

- Relationship building
- Policy
- Listserv/monthly emails and updates
- Website for faculty and staff



Relationship Building

- Be intentional with your relationship building on campus.
- Schedule check-in meetings with stakeholders on a consistent basis.
- Work with institutional leadership to spread the word.

Policy Development

- Process began in May 2015.
- Faculty and staff were asking for a tool that defined roles and responsibilities.
- Formed a writing group of faculty and staff to help develop the first draft in November.
- Received approval in May 2016 to continue developing the policy.



Policy Development

- May – June: Collected thoughtful feedback from faculty and staff.
- Hosted webinars, educational sessions, and 1:1 consultations.
- Presented to several leadership committees for approval.
- Policy name change.
- Target implementation date of December 1, 2016.

Goal of the Out-of-State Educational Activities Policy

- Define the roles and responsibilities of colleges and units conducting for-credit activities and business outside of Ohio.
- Ensure accurate reporting to NC-SARA each May, maintaining our membership.
- Increase awareness where Ohio State students are located.



State Authorization Advisory Committee (SAAC)

- Comprised of deans, faculty, staff, and students.
- Meets monthly or as needed.
- Reviews out-of-state activities and prioritizes non-SARA state applications.
- Assists communicating state authorization requirements to the university.



State Authorization Liaisons

- Serves as the unit point of contact.
- Submits trigger activity for SAAC on a monthly basis, and reports unit NC-SARA data to the State Authorization Team (SAT).
- Works with SAAC and SAT to develop unit-specific action plans, and communicate to unit stakeholders about state authorization regulations.



Develop a Communication Plan

- Work with marketing and communications to develop a strategy for state authorization.
- Brain-storm engagement opportunities.
- Be consistent and intentional.



State Authorization Monthly Emails

Office of
**Distance Education
and eLearning**



State Authorization Followers,

Great news! Kentucky and Pennsylvania were approved as **SARA** member states as of October 31, 2016. This brings the total SARA member states and districts to 45. SARA approval means that The Ohio State University can provide out-of-state educational activities to students located in Kentucky and Pennsylvania. Educational activities include online courses and programs, on-ground experiences, and advertising and recruiting activities.

It is important to note that additional approvals may be required if more than 10 students per program are placed at an on-ground site. Additional licensing board approvals also may be required for programs that lead to professional licensure.

As always, feel free to contact us if you have any questions about state authorization or SARA!

Leslie Weibush & Lisa Siefker

State Authorization

Office of Distance Education and eLearning

ODEE-stateauth@osu.edu | odee.osu.edu | [@odeeatosu](https://twitter.com/odeeatosu)

Students

State Authorization Website

[Home](#) | [Resources](#) | [State Authorization](#) | [Eligibility](#)

ELIGIBILITY

Select from the options below to determine which program(s) are available in your state. We are working hard to expand the number of states in which we have achieved authorization. So, even if your program of interest is not currently available in your state, it may be in the future.

Important Note for Prospective Students: If you are considering an academic program that leads you to obtaining professional licensure in your state, it is *highly* recommended that you contact the appropriate licensing agency in your state to seek information and additional guidance **before** beginning a program outside of your state.

SEARCH BY PROGRAM

SEARCH BY STATE

Bachelor of Science in Dental Hygiene

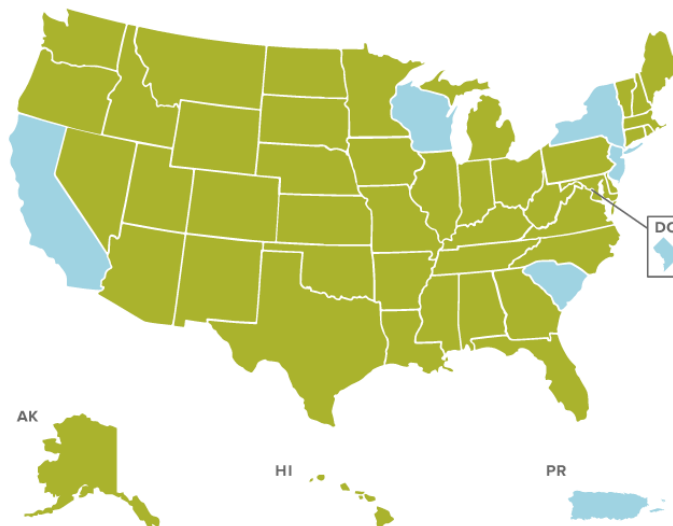
The selected program is available in the following states

Authorized

Meets or exceeds state standards and is authorized to legally offer distance education through approval or exemption by the state regulatory agency and by the State Dentistry Board.

Pursuing Authorization

Researching required authorizations by the state regulatory agency and by the State Dentistry Board to legally offer distance education.



Students

State Authorization Website

[Home](#) | [Resources](#) | [State Authorization](#) | **Accreditation**

ACCREDITATION AND STATE AUTHORIZATION

The Ohio State University is accredited by the Higher Learning Commission. The Higher Learning Commission is an institutional accrediting agency recognized by the U.S. Department of Education.

Ohio State is committed to complying with all states' regulations for its distance learning programs. For specific information regarding state authorization, approval, licensure or exemption, please email ODEE-stateauth@osu.edu

This applies to Distance Learning programs ONLY. Students from these states who are interested in our on campus programs are encouraged to contact The Ohio State University.

State Contact Information

Pursuant to the U.S. Department of Education's Federal Integrity Rules, The Ohio State University must provide to its out-of-state distance education learning students or prospective students the contact information for filing complaints with each state licensing entity and any other relevant agency that would handle the complaint.

If a student located in a SARA state has a complaint about an institution operating under SARA, complaints must first go through the institution's standard procedure for resolution of student grievances. If a student is not satisfied with the outcome of the institutional process, the complaint may then be brought to the SARA portal agency in the institution's home state. The state where the student is located also may resolve the complaint. Although students may choose to work through their own state's SARA office for complaint resolution, the SARA office of the state where the provider is located is responsible for staffing the investigation and complaint resolution.

Students

State Authorization Website

Ohio State Online
Same Diploma. New Classroom.



PROGRAMS ABOUT ADMISSIONS RESOURCES

[Home](#) | [Resources](#) | [State Authorization](#) | [Disclosures and Student Complaints](#)

DISCLOSURES AND STUDENT COMPLAINTS

Important Note for Prospective Students: If you are considering an academic program that leads you to obtaining professional licensure in your state, it is highly recommended that you contact the appropriate licensing agency in your state to seek information and additional guidance before beginning a program outside of your state. For licensing board contact information and approval status, please see below.

Filter by State

View All



FILTER

Alabama

Licensing Agency

- Alabama Commission on Higher Education
<http://www.ache.alabama.gov/>

The Ohio State University is authorized to operate in Alabama under the State Authorization Reciprocity Agreement (SARA). Approval for institutional participation was granted by the National Council for State Authorization Reciprocity Agreements (NC-SARA) on September 22, 2015.

Professional Board Licensure

- Alabama Board of Nursing
<http://www.abn.alabama.gov/>

The Ohio State University is seeking approval from the Alabama Board of Nursing.

- Alabama Board of Dentistry
<http://www.dentalboard.org/>

The Ohio State University is approved by the Alabama Board of Dentistry to offer online Dentistry programs.

- Alabama Board of Education
<http://www.alsde.edu/Pages/home.aspx>

The Ohio State University is approved by the Alabama Board of Education to offer online Education programs.

- Alabama Board of Social Work
<http://www.socialwork.alabama.gov/>

Students

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Same Diploma. New Classroom.



PROGRAMS ABOUT ADMISSIONS RESOURCES



Home | Resources | State Authorization | **SARA**

STATE AUTHORIZATION RECIPROcity AGREEMENT (SARA)

The State Authorization Reciprocity Agreement (SARA) is a national initiative to provide more access to online courses while maintaining compliance standards with state regulatory agencies. SARA allows institutions to provide online courses outside of their own state borders by seeking and maintaining state approvals via a streamlined process. To learn more about SARA, please visit: nc-sara.org.

On March 2, 2015, the Midwestern Higher Education Compact (MHEC) approved the State of Ohio to join SARA. On September 22, 2015, the National Council for State Authorization Reciprocity Agreements (NC-SARA) approved institutional participation for The Ohio State University. The State of Ohio approved Ohio State University to participate in NC-SARA on September 11, 2015. NC-SARA is a voluntary, regional approach to state oversight of postsecondary distance education.

Current authorized SARA member states include: Alabama, Alaska, Arizona, Arkansas, Colorado, District of Columbia, Georgia, Idaho, Illinois, Indiana, Iowa, Kansas, Louisiana, Maine, Maryland, Michigan, Minnesota, Mississippi, Missouri, Montana, Nebraska, Nevada, New Hampshire, New Mexico, North Carolina, North Dakota, Ohio, Oklahoma, Oregon, Rhode Island, South Carolina, South Dakota, Tennessee, Texas, Vermont, Virginia, Washington, West Virginia, and Wyoming.

NC-SARA Complaint Information can be found at: nc-sara.org/content/sara-and-students.



Professional Licensure

Important Note for Students: If you are considering an online academic program that leads to a professional license, it is highly recommended you contact the appropriate licensing agency where you plan to receive instruction before beginning your academic program. SARA does not provide reciprocity for state professional licensing requirements. Academic programs and individual graduates must meet standards set by that state's licensure requirements in order for a graduate to be eligible for a license.

Faculty & Staff

State Authorization Website

State Authorization

EVENTS

Check back for important events.

IN THE NEWS

[Ohio State Opportunities Spread Nationwide](#)

[State Authorization Renewal Process](#)

[State Authorization Canadian Approvals](#)

[University-Wide State Authorization Policy Draft Released](#)

[SARA Participation Continues to Rise](#)

[SEE NEWS ARCHIVE](#)



State authorization allows The Ohio State University to legally offer educational activities, and participate in recruiting and advertising activities outside Ohio. Authorization requirements vary by state and program and can impact university operations. At Ohio State, we have a team dedicated to researching regulations, seeking and maintaining approvals, and communicating changes in approval status.

Faculty & Staff

State Authorization Website

SARA

The State Authorization Reciprocity Agreement (SARA) is a national initiative to provide more access to online courses while maintaining compliance standards with state regulatory agencies. Participating institutions can offer educational opportunities in all SARA member states without seeking separate approvals in each state.

Ohio State was approved as an institutional SARA participant in 2015. Participation in SARA expands educational opportunities for students nationwide, decreases university risk, and saves money on offering our programs nationally.

SARA establishes nationwide standards for interstate offerings of education, but additional approvals are required for programs that lead to professional licensure or programs placing more than 10 students per site in a participating state.

To learn more about SARA, please visit nc-sara.org.

State Authorization Resources

The Out-of-State Educational Activities Policy is on track to be implemented university-wide in mid-November 2016, and all of the policy resources and information you need are here, including out-of-state trigger activity information and NC-SARA documents and manuals.

To learn more about state authorization, stay up-to-date on state authorization news, or to schedule a consultation, please contact the state authorization team.

[DOCUMENTS AND RESOURCES](#)

Faculty & Staff

State Authorization Website

State Authorization Reporting Forms

Use the **Reporting Form** to provide student placement information for annual NC-SARA reporting, to provide updates regarding out-of-state activities, and to submit professional licensing board approvals.

[REPORTING FORM](#)

Frequently Asked Questions

Get answers to frequently asked questions about state authorization, the Out-of-State Educational Activities Policy, and the impact on your college or unit.

▸ [SARA](#)

▸ [Marketing, Advertising and Recruiting](#)

▸ [Out-of-State Placements and Internships](#)

▸ [Out-of-State Professional Licensure](#)

▸ [Role of the State Authorization Advisory Committee](#)

▸ [Role of the State Authorization Team](#)

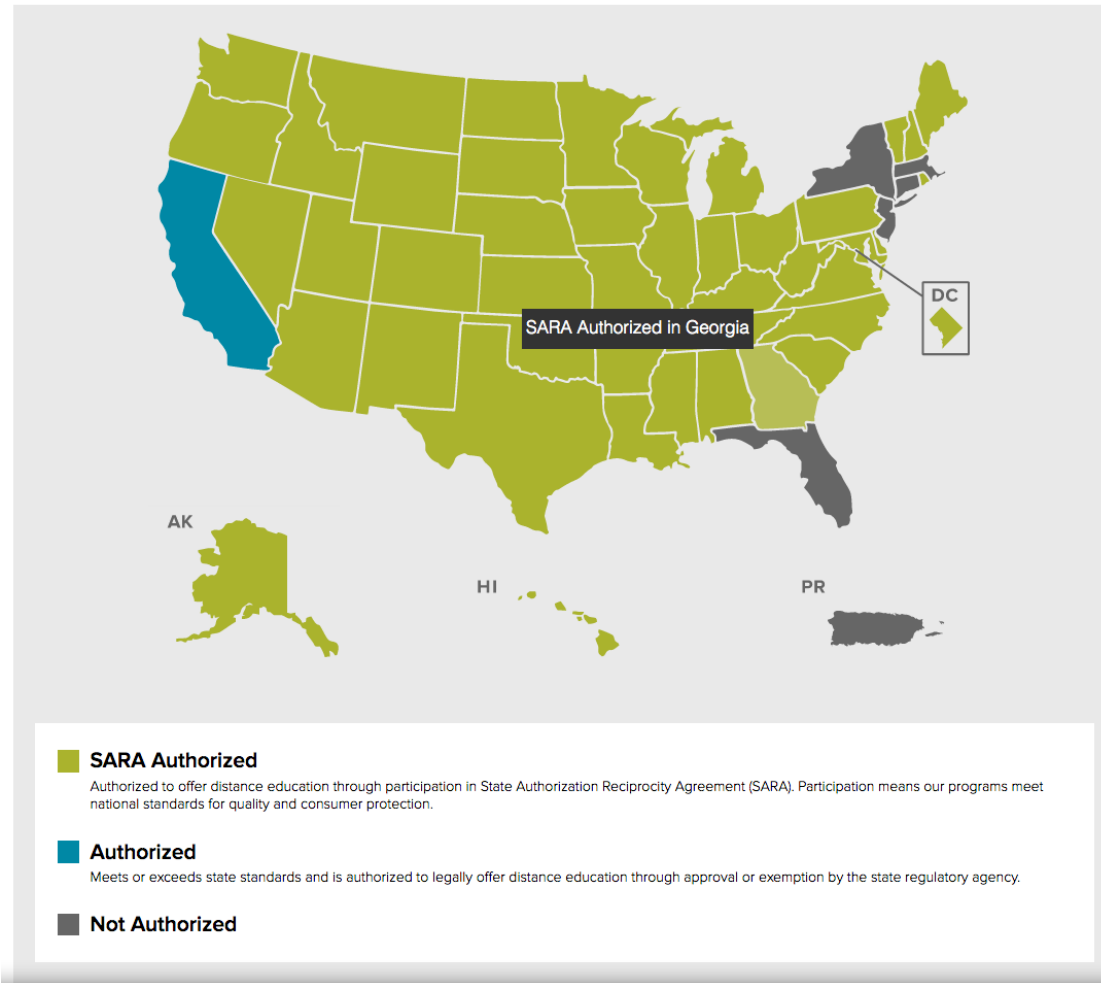
▸ [Role of the State Authorization Liaisons](#)

Faculty & Staff

State Authorization Website

Authorizations Map

Find out where Ohio State is approved to offer out- of-state educational activities.



Faculty & Staff

State Authorization Website

International Enrollments

The Ohio State University works to provide global access to its online degree programs. While we carefully track issues related to international authorization and licensure, it is the student's responsibility to understand current circumstances or special requirements surrounding whether the online degree selected will be recognized in the student's country of residence and/or any country in which the student intends to work; how the collection of student data may be used in any such country; and whether the student will be subject to additional withholding taxes in addition to the price of tuition. Several countries will not formally recognize foreign online degrees, which may have implications for students who later seek to enroll in other educational programs, or for those who seek employment with such a country's government or other employers requiring specific credentials. International students considering an academic program that leads to a professional license should first confirm with the appropriate professional licensing board in their country of residence or country in which they intend to work as to whether an Ohio State degree is recognized when seeking licensure or certification.

Our Team

Leslie Weibush

State Authorization Program Manager
(614) 292-0790

Lisa Siefker

State Authorization Program Coordinator
(614) 292-2582

Contact us

Stay up to date with the latest state authorization news! Schedule a consultation with the state authorization team or join the listserv to receive updates when a new state joins SARA, state regulations or policies are updated, or changes happen within the university.

[SCHEDULE A CONSULTATION](#)

[JOIN OUR LISTSERV](#)

CONTACT INFORMATION:

Leslie Weibush, Program Manager of State Authorization

Phone: 614-292-0790

Weibush.2@osu.edu

ODEE-stateauth@osu.edu

<http://stateauth@osu.edu>



Presenter

Suzanne Smith

Director of AIE

Franklin University



Franklin University Strategic Planning

Online Programs

- Conduct Triage
- Present Data to Leadership
- Recommendation to Include:
 - Priority List of States
 - Time
 - Cost
 - Additional Resources Required

Franklin University Strategic Planning

Strategy Evolution

Comprehensive Authorization



Target Region



SARA

Franklin University Strategic Planning

Out-of-State On Ground Locations

- Where
 - Community College Relationships
 - State Regulations
- How
 - Independent Location vs Co-Location
- When
 - Beyond Institution's Control

Franklin University Communication

Keys to Effective Communication

- Never too often to communicate
- Add something new to message
- Not the department who says NO
- Spend time building relationships
- Implement Processes, Policies, Templates

Franklin University Communication

Processes & Templates

- New Academic Unit Template
 - Standard Information Required
 - Departmental Input
- Course or Curriculum Change
 - Electronic Form
 - Departmental Input

Franklin University Communication

Processes & Templates cont.

- New Academic Program & Policies Implementation Team
 - Monthly Meeting
 - Small Work Groups
 - Checklist
 - University Timeline

New Programs Implementation Checklist

Date

New Program Name

Undergraduate Program

Graduate Program

Scheduled Start Term

Marketing Launch Date

Accreditation Office

- Update OBR authorization
- Update HLC authorization
- Update state authorization
- Update specialized accreditation
- Request that UIS exclude non-approved states from InsideTrack feed
- Provide a list of states where we are authorized to launch new programs

Admissions

- Train staff - "boot camp", NSE, CCRM, talking points, differentiators/competitors, any program specific processes
- EM Comm - campaign development or adaptations
- EM Comm - build campaigns to address non-approved states

Dean of AIE

- Ensure bulletin write-up is submitted and accurate
- Ensure assessment program outcomes maps are added to website

Director of Undergraduate or Graduate Student Affairs

- Determine & communicate to UIS the advisor assignments
- Talking points from Program Chair to help Academic Advisors

Financial Aid

- Department of Education notification

Marketing

- Add major to website
- Add major to inquiry form
- Communication to the masses??
- List of "hot" jobs for this program

Office of International Students & Programs

- SEVIS notification

Registrar

- Add major code to Colleague/Datatel
- Request that UIS add the major to Active Apply
- Degree audit will need designed for new program
- Update GoArmy Degree maps
- Update academic bulletin
- Create 2-year course schedule

Undergraduate

Director of Undergraduate Student Affairs

- Add to curriculum change "cheat sheet"

Registrar's Office

- Update advising sheets

Graduate

Director of AIE

- Design calendar of when classes will be offered

Director of Graduate Student Affairs

- Have course descriptions copied from proposal and add course length. Place on P drive.

Registrar

- Add program to Transfer Credit evaluation list, if program has prerequisites

12.10.2013 MH

Franklin University Academic Policy & Curriculum Implementation Timeline for Fall 2017

Revised 3/1/16

Timeline		December 2016	January 2017	February 2017	March 2017	April 2017	May 2017	June 2017	July 2017 - September 2017	
		Operations	State Authorization AIE and Sevis Notification OISP							
Degree Checklist Office of Transfer & Articulation										
Academic Bulletin – Available Online before Fall registration begins Registrar										
Program Page Creation on www.franklin.edu via CMS Registrar										
Computerized Degree Audit Registrar										
GoArmy Degree Map Registrar										
Curriculum Changes added to Datatel Registrar										
Program Outcome Maps Assessment Office										
Enrollment Projections ENR MGMT Team										
Preparing Marketing Launch Marketing										
Marketing of Programs Marketing										
Dept of Education notification Financial Aid										
Academics	Curriculum proposals complete Faculty		Curriculum proposals approved Provost (President if necessary)							
	Academic Policy proposals approved Faculty Senate			Academic Policy proposals approved Provost				Fall Registration Start Date (June 2017)		

Franklin University Communication

How to Communicate

- Venues
 - Meetings
 - Emails
 - Roadshows
- Know your audience
- Vary the message

Contact Information

- Marianne Boeke, Senior Associate, NCHEMS | marianne@nchems.org
- Leslie Weibush, Program Manager, The Ohio State University | weibush.2@osu.edu
- Suzanne Smith, Director of AIE, Franklin University | suzanne.smith@franklin.edu

State Authorization Resources



<http://wcet.wiche.edu/initiatives/state-authorization-network>

WCET State Authorization Webpage

<http://wcet.wiche.edu/focus-areas/policy-and-regulation/state-authorization>

WCET *Frontiers* Blog

<https://wcetblog.wordpress.com/>

Learn More and Stay Connected

Save the Date for NASASPS Annual Meeting (partnership with SAN)

- April 2-5, Lexington, KY
- <http://www.nasasps.org/registration-materials>

Save the Date for WCET/SAN Advanced Topics Workshop

- June 20-21, Boulder, CO

Thank you WCET Annual Sponsors

- **Blackboard**
- **MaxKnowledge**
- **Wiley Education**
- **Realizeit**
- **Civitas**
- **Ed Map**
- **Carolina Distance Learning**
- **iLos Videos**
- **Pearson Learning Solutions**
- **Soomo Learning**
- **Schoology**
- **StraighterLine**
- **Smart Sparrow**

Learn about Sponsorship Opportunities: <http://wcet.wiche.edu/get-involved/sponsorship>