



OFFICE OF ONLINE SERVICES AND EDUCATIONAL OUTREACH  
**2022-23 ANNUAL REPORT**

**SOUTHERN ILLINOIS UNIVERSITY  
EDWARDSVILLE**





Greetings,

I am pleased to offer this annual report to document and celebrate the significant work of the staff of Online Services and Educational Outreach in both providing opportunities for the enrichment of our community members and our broader contributions related to the mission of SIUE. While these activities significantly intersect, this overlap strengthens our office as a critical element within the scope of SIUE's programming and allows SIUE to stretch its academic expertise beyond the boundaries of our geography. In the 2022-2023 academic year, as we were all challenged to rebound from the pandemic, we worked to recover and refine our current operations, as well as to explore new pathways and partnerships for learners. Our unwavering commitment to education as a vehicle for enriching, empowering and engaging our community is evidenced within the pages of this annual report.

Sincerely,

***Mary Ettling***

Director of Online Services and Educational Outreach





# WHAT'S INSIDE

Mission, Vision and Core Values.....	4
Commitment to Addressing and Combating Racial Injustice .....	6
Direct Investment is SIUE.....	8
Programming Metrics .....	10
Points of Pride.....	12
Long-Term Planning Updates and Initiatives .....	15

# MISSION, VISION AND CORE VALUES

## Mission

The Office of Online Services and Educational Outreach (OSEO) enriches the economic, cultural, personal and professional lives of a diverse society, eliminating barriers to expand the educational resources of SIUE. We promote learning by providing accessible educational opportunities through the agile development of relevant, collaborative programs and partnerships.

## Vision

Enriching. Empowering. Engaging. Education for All.

## Core Values

OSEO operates with intentionality and cultural competence as guiding principles that underpin our core values: excellence, integrity, cultural responsiveness, access, collaboration, inclusion, curiosity and innovation.

### EXCELLENCE

As members of the University, regional and global community, we operate as stewards of excellence in thought, action, and accountability.

- We strive to hold ourselves accountable and go above and beyond by continuously evaluating, reflecting on, and realigning our processes and offerings to exceed the needs of the communities and partners we serve.
- We evaluate and assess our performance and the needs of others to own the commitment to contribute the highest quality of professional service.

### INTEGRITY

As members of the university, regional and global community, we trust, value and respect the organization and the community we serve.

- We maintain confidentiality and follow industry standards and best practices.
- We build trust within and outside of the University.
- We are reliable and dependable.
- We operate with transparency to build trust.

### CULTURAL RESPONSIVENESS

As members of the university, regional and global community, it is our responsibility to educate ourselves and appreciate the lived experiences, cultures and beliefs of those around us so that we may work better together and be responsive to the real needs of those we serve.

- We are intentional in learning about the students and the communities we serve.
- We understand and value the cultural differences of our campus partners, students and the community we serve.
- We recognize that cultural competence is necessary to make progress towards a thriving, equitable and inclusive community.
- We act with purpose to celebrate and respect the lived experiences of others.



## ACCESS

As members of the University, regional and global community, we recognize that educational access is essential to maintaining an informed citizenry. Our purpose as advocates of educational opportunity is to remove barriers and create avenues of access to knowledge, innovation, creativity, and personal and professional development.

- We remove barriers and build pathways to ensure a welcoming and supportive environment for all, specifically underserved and underrepresented populations.
- We are committed to ensuring that all diverse populations and identities have access to programming and feel a sense of belonging.
- We provide opportunities for our students, faculty, staff and community partners to engage, learn and grow.

## COLLABORATION

As members of the University, regional and global community, we recognize that collaboration is key to the success of our office.

- We engage with students, campus partners and surrounding communities in community events and workforce development.
- We collaborate with community organizations to offer opportunities for personal and professional growth.
- We strive to cultivate and sustain partnerships that advance our educational mission, impact our regional economy and combat racism and inequity.
- We work in unity, bringing ideas together and recognizing the value in teamwork.

## INCLUSION

As members of the University, regional and global community, we strive to foster an atmosphere of nonjudgment, respect and belonging. We recognize that giving equal space to all voices, ideas and feedback allows us to work more creatively, efficiently and effectively.

- We will create an environment where everyone feels valued and is empowered.
- We will create a work environment where everyone is treated equitably, respectfully and has access to opportunities and resources.

## CURIOSITY AND INNOVATION

As members of the University, regional and global community, curiosity drives us towards sustainable innovation that will have a lasting impact.

- We strive to foster a sense of discovery and creativity in our own work, our partnerships and in the outreach opportunities we provide for the community.
- We approach tasks, challenges and partnerships with humility and nonjudgment and are innovative in our input and our output.





## COMMITMENT TO ADDRESSING AND COMBATING RACIAL INJUSTICE

- P** It is the **POSITION** of the faculty and staff in the OSEO that we condemn racism, racial inequities and oppression of all persons and are committed to nurturing positive change and working toward a more equitable society.
- E** We believe that critical reflection, direct action and accountability are essential in promoting positive change. Therefore, we promise to **EDUCATE** ourselves, our students and our community to be better agents of change by offering educational programming that will serve the public and allow us to work steadily toward a more just society.
- A** We will **ACT**, conduct business, govern our practices and continually reflect on all efforts to operate in a space that supports the sharing of knowledge through educational resources and community engagement.

In doing so we will:

- Share university resources, educational tools and other relevant activities with the community
  - Provide a free monthly reading or learning tool
  - Examine our departmental practices and encourage actions that increase equity and anti-racism
  - Support and enhance the efforts of community members, groups or partners working toward social justice and equity for all
- C** We are **COMMITTED** to providing accurate information and resource materials on racial justice issues, sustaining dialogue and ensuring equitable racial representation in the programs we offer. We will continuously work to inspire others to stand up and speak out against racial injustices.
  - E** We will sustain our commitment to social justice by continuously **EVALUATING** our efforts to evolve and publicly sharing our contributions as an office to shape a changing world.

OSEO staff continued collaborative and emotional work in the ADEI space during the year. At the end of the 2022 school year, the staff ended a 12-month committed engagement to self and collaborative team and trust building staff development with three faculty trainers from the SIUE School of Business.

With fresh eyes and continued commitment, the staff worked in five distinct areas to begin crafting our first multi-year strategic plan. Early in the academic year, the group convened and decided upon a path forward that would set four unique goals (Table 1) in motion for the OSEO 2022-2027 Anti-Racism, Diversity, Equity and Inclusion Strategic Plan. Working across the goals are five implementation teams (Table 2) that serve to work on strategies in support of each of the goals.

<b>OSEO ADEI 2022-2027 Strategic Plan Goals</b>	
<b>Goal 1</b>	Enhance recruitment and retention of credit bearing students and from underrepresented groups for credit programs at SIUE
<b>Goal 2</b>	Increase and retain a diverse OSEO workforce
<b>Goal 3</b>	Provide opportunities to share a diverse, inclusive community that nurtures learning, innovation and social justice; recruit and retain community members from underrepresented groups in non-credit programs at SIUE
<b>Goal 4</b>	Foster an inclusive office environment that embraces, celebrates and honors the full range of diversity in the community and engages with the campus and community in learning and service with integrity and empathy

With 12 objectives and 60 strategies under the goals, the implementation teams are currently working to prioritize the work through 2027 with inclusion of timelines and additional stakeholder engagement.

<b>OSEO Implementation Teams</b>	
<b>DATA AND SURVEYING</b>	Goals 1-4
<b>FUNDING, FINANCING AND SCHOLARSHIPS</b>	Goals 1, 3
<b>HIRING, RECRUITMENT AND PROFESSIONAL DEVELOPMENT</b>	Goals 1-2, 4
<b>MARKETING</b>	Goals 1-4
<b>STUDENT RECRUITMENT AND RETENTION</b>	Goal 1



As a member of the campus community serving under the leadership of the Office of the Provost and Vice Chancellor for Academic Affairs, OSEO supports the institutional academic mission in a number of unique ways.

*As an example, the associate provost led faculty and staff in the 2021-2022 AAC&U Institute for Open Educational Resources. During and after the Institute, the group remained engaged with support from OSEO. Lead faculty members presented to peers in both one-on-one and in large groups and the entire group worked to ensure that faculty had opportunities to engage in conversations and activities designed to increase the number and scope in the use of Open Educational Resources (OER). While this work was highly collaborative and dependent upon the work of other stakeholders, our office was able to help advance initiatives and provide funding to continue the work surrounding student engagement, equity and cost savings that can be recognized through the use of OER during the 2022-2023 academic year.*

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## PARTNERSHIPS/ MEMBERSHIPS

Cost: **\$27,505**

Unique Relationships: **23**

*Partial or whole funding for chamber memberships, professional organizations, partners and other entities that serve broader sections of the campus community beyond OSEO.*

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## CONTRACTS

Cost: **\$135,934**

Contracts: **10**

*Funding in part or whole for contracted services that support subsections of the campus community or the campus as a whole.*



## FUNDED PERSONNEL

Cost: **\$289,919** Unique Units: **9**

Funded personnel are SIUE faculty and staff who are paid all or part of their salary from Online Services and Educational Outreach. Some are working in direct service to the unit and others work in related capacities.

## PROCTORING SERVICES

Cost: **\$40,000** Exams: **1,675**

Paid use of ProctorU for live proctoring for approved, high-stakes exams with no other university solutions immediately available.

## ONLINE COURSE REDESIGN

Cost: **\$70,500** Unique Academic Programs: **15**  
Courses: **37**

Courses that are new fully online offerings or those that have been offered online but require additional work to ensure cohesion for a program.

## OPEN EDUCATIONAL RESOURCES FACULTY STIPENDS

Cost: **\$2,400<sup>\*\*</sup>** Unique Proposals Funded: **3**

**\*\* over 20 proposals are in progress for additional funding**

Paid to faculty who are exploring, using or developing low or no cost course materials.

## VIDEO CAPTIONING

Unique Departments: **8**  
Number of Videos: **124**  
Approximate Student Work Hours: **325**

Student-led work positions that review and correct auto-captioning as requested by faculty.

## SUMMER SESSION MARKETING

Cost: **\$17,500**

Collaborative work with SIUE University Marketing and Communications to encourage visiting and continuing student enrollment in the summer semester.

# PROGRAMMING METRICS

## CREDIT BEARING COURSES AND PROGRAMS

### Online Degree Program

- Credit Hours: **5,679**
- Undergraduate Students: **316**
- Revenue Generated: **\$2.40 M**



### Corporate Partnerships

- Students: **333**
- Revenue Generated: **\$1.22 M**

### Workforce Innovation and Opportunity Act

- Students: **6**
- Credit Hours: **25**
- Certificates: **3**
- Revenue Generated: **\$39,786**

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## ALTERNATIVE CREDENTIALS AND CERTIFICATIONS

### Continuing Education Units (CEUs) for Licensed Professions

- CEUs Awarded: **368**
- Unique Events: **16**
- Revenue Generated: **\$200,665**



### Alternative Digital Credentials (ADCs)

- Unique Badges Available: **25**
- Badge Collections Available: **4**
- Awarded Credentials: **55**
- Revenue Generated: **\$58,000**



# NON-CREDIT COURSES



## Personal Development Courses

- Enrollments: **1,258**
- Courses: **173**
- Revenue Generated: **\$113,528**

## Professional Development Courses

- Enrollments: **351**
- Courses: **53**
- Revenue Generated: **\$38,019**

## Test Preparation

- Courses: **5**
- Participants: **29**
- Revenue Generated: **\$2,894**

## Summer Camps

- Campers: **659**
- Camps: **23**
- Revenue Generated: **\$155,422**



## Library Events

- Number of Libraries: **6**
- Participants: **179**

## Educard

- Courses: **10**
- Participants: **10**

## Lifelong Learning

- Events: **44**
- Participants: **397**
- Revenue Generated: **\$4,640**

## Trips

- Trips: **17**
- Participants: **397**
- Revenue Generated: **\$13,238**



## Sponsored Events

- Walks, Runs, Athletic Events: **2400\***
- Weddings: **260\***
- Other Campus Events: **875\***
- Conferences: **3**

*\*Estimated number of unique participants*



**COMMUNITY  
MEMBERS  
SERVED  
7,732**

While some of our priorities changed due to COVID, we are pleased to provide several updates from our long-term plans:

- We created a space to provide registration and access to previously recorded conferences. Participants who register can view the content, take a quiz to check competency and earn CEU credit for courses.
- Our plans for growth in online programs saw progress in creating a path for learners to complete all general education courses needed for our fully online offerings. The means the program can be expanded to learners who may hold very few or even no college credits. Additionally, we expanded our Online Student Services staff to include a Student Success position, a full-time dedicated advisor. We also expanded the role of the Online Lead Engagement Coordinator to include services to help students understand their options for Federal Financial Aid. Growth in our online programs also included the addition of the Bachelor of Science in Psychology beginning in fall 2022. A collaborative team added the online degree population to an existing system to help monitor applications and admissions. By the end of Spring 2023, 99 students graduated from a fully online program. Online Student Services and our partners will continue to make strides in closing the equity gap by expanding access for online degree seekers.

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## **Presentations**

### **LIFELONG LEARNING: NOT JUST FOR RETIREES**

Illinois Council on Continuing and Higher Education Annual Conference  
*Leslie Brock*

### **RECRUITING AND KEEPING INSTRUCTORS AND YOUR PROGRAMS AFTER COVID**

Learning Resources Network Annual Conference  
*Leslie Brock*

### **PIVOTING THROUGH A PANDEMIC: HOW NON-CREDIT OFFERINGS THRIVED IN AN ONLINE FORMAT**

Learning Resources Network Webinar  
*Leslie Brock*

### **THE NEW NORMAL, POST-PANDEMIC THINKING AND THE GREAT RESIGNATION**

Association for Continuing Higher Education 2023 South Conference  
*Mary Ettling*

### **LEVERAGING CREDIT AND NON-CREDIT PROGRAMS TO SUPPORT MISSION DRIVEN ACTIVITY**

Association for Continuing Higher Education 2023 South Conference  
*Mary Ettling*

### **FROM THE GROUND UP: MAKING SPACE FOR NON-TRADITIONAL STUDENTS AT THE UNIVERSITY**

Association for Continuing Higher Education Annual Conference, 2022, 2023 Webinar Series  
*Leslie Brock, Mary Ettling, Stephanie Simpson*





## STEAM Tours

The Lifelong Learning Institute, along with the SIUE Science, Technology, Engineering and Mathematics (STEM) Center, partnered with area libraries on a new initiative to provide programming aligned with the summer reading theme: Reading Off the Beaten Path. This theme encouraged young readers to get out and explore the great outdoors. Staff from the SIUE STEM Center joined our staff to travel to libraries across three counties and lead family friendly hands-on activities that included rock painting, owl pellet dissection and insect identification. These programs were offered for free and some libraries chose to add the STEM Center's mobile planetarium to the programming for a fee. This initiative proved to be an excellent way for SIUE to connect with community members.

Led by coordinator Alicia Taylor, the groups traveled to 10 libraries, including those in: Columbia, Glen Carbon, O'Fallon, Granite City (both branches), Fairview Heights, Edwardsville, Mascoutah, Alton and Freeburg. More than 400 children and adults participated in these programs.

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## Award - ICCHE INNOVATIVE AWARD

The Illinois Council for Continuing and Higher Education (ICCHE) recognizes and promotes best practices across Illinois while providing the opportunity for two-year and four-year institutions to showcase outstanding new programs and outline the path to that success.

The ICCHE Innovative Initiative Award recognizes programs that: contribute to the mission of ICCHE, meet a need in the communities served, make a significant impact, are unique in continuing higher education and are easily replicable.

Alicia Taylor, coordinator for lifelong learning, was nominated and chosen for the annual award specifically as a result of her work to increase community engagement and participation in educational outreach opportunities through a hybrid delivery model in the Lifelong Learning Institute, as well as a summer library program designed to engage children and their caregivers.



## Alternative Digital Credentialing Expansion

Online Services and Educational Outreach partnered with Roaming Riddle LLC to create an escape room highlighting the critical thinking and laboratory skills utilized in the Food Science Technician Credential. Participants travel to different sites to engage with community members introducing people to lab equipment and to performing basic measurement tasks that are used on the job regularly by lab technicians.

Participants work together as laboratory technicians, to save the Prime Minister of Edwardia to determine whether he has food poisoning or has been deliberately poisoned” Maybe change to “Participants work together as lab technicians to determine whether the Prime Minister of Edwardia has been deliberately poisoned. They use lab tools to decipher chemical abbreviations and locked mathematical puzzles and, hopefully, they can solve the mystery within the time limit.

The Laboratory Technology Credential was brought on-site to Venice High School by way of the Venice City Collaborative Workforce and Youth Services Program. This program provided highly motivated students the opportunity to participate in one of six career programs. Nine students worked after school and into the summer to earn the credential. The Venice City Collaborative Workforce and Youth Services Program included support for students, such as stipends for program participation and completion, transportation assistance via Madison County Transit, waived program tuition, tutoring services and help with interviewing skills and resume writing.

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## Unit Leadership Team

To better serve our constituents, including OSEO staff, campus partners, students, community members and external stakeholders, a five-member leadership team was established in our unit to provide distributed support across our diverse programs and activities. The leadership team works to advocate and provide direction in many spaces by representing OSEO within the community, across campus and in other leadership roles. The group works collaboratively to advance initiatives, resolve challenges and act as an innovation hub for the unit. Credit and non-credit initiatives are represented as hybrid areas, specifically corporate partnerships and alternative credit and credentials, which often operate as a conduit between credit and non-credit programming. The team has recently worked to advance social media marketing initiatives as well as to guide the development of the ADEI strategic plan.



# LONG-TERM PLANNING INITIATIVES



## **Increase Visibility, Scope and Enrollment in Educard Program**

It's still a lesser-known benefit to our community members, staff and faculty that they can sit in on a robust number of regular courses for a small fee. While no transcript, grade or academic credit is awarded, participants can learn alongside for-credit students with the benefit of engaging in discussions, readings, activities and more. Educard students can access most textbooks and specific courses in our learning management system and have library privileges and a parking pass option. While not all courses are available to Educard participants, the list continues to grow as teaching faculty recognize the value of bringing additional diverse voices into class discussions. This opportunity can be extended to high school students on a limited basis, as well as to community college students who may be exploring different fields of study. Community members can benefit from taking language classes or other classes to expand their general knowledge. Additionally, individuals who want to advance their skillset may receive valuable skills that they can use on the job or for career advancement. Educard courses cost \$60 and the registration process has recently been streamlined to make it more efficient. We hope to expand the program to at least 50 individuals within the next few years. While this is a lofty goal, our staff and the faculty who teach the classes are prepared to serve more people and help the community learn more about Educard.

## **Increase Scope of ADC Programs through Market Research, Faculty Effort and Funding and Marketing Opportunities**

The Higher Learning Commission surveyed member institutions in May 2023 about their current alternative credential programs and needs related to those offerings. Results show that 73% of respondents indicated that their institutions currently offer some form of alternative credentials and 91% anticipated growth in these programs at their institutions. SIUE has established 25 unique credentials and is investing in the development of additional credentials that meet integrity standards and industry demands and serve new and existing markets in unique ways. Current students can benefit from attaining these credentials, especially if the credentials make them more job-ready by allowing them a public facing, verified credential and the ability to articulate competency in an interview and on the job. The same can be said of other markets in that being able to attach competency to a potential employee makes candidates stand out in a crowded job market. Finally, SIUE will consider how our alternative credentials may translate into academic credit for the earners. Within the next few years, we intend to double our number of offerings and increase the number of earners to 150 per year.

## **Increase Number of Corporate Partners, Options and Diversity of Programs**

OSEO plans to focus on expanding corporate partnerships in the coming years using a threefold approach of replicating existing partnerships at additional hospitals and healthcare facilities, exploring new traditional corporate partnership programs with departments on campus and implementing our newly approved corporate affiliates pilot program. The pilot program will be a new approach for the University as we begin working with regional employers to offer tuition discounts for their employees. Beyond this threefold approach, we intend to strengthen our relationship with the University Center of Lake County and the Amazon Career Choice program.

**[siue.edu/educational-outreach](https://siue.edu/educational-outreach)**