MEMORANDUM

TO: Deans and Associate Deans
FROM: Mickey A. Latour, Associate Dean
Purdue Extended Campus
DATE: August 11, 2011
SUBJECT: Distance Learning Opportunities in Purdue Extended Campus

On August 17, 2011, at 10:00 AM in STEW 218A/B administrators in Purdue Extended Campus (PEC) will highlight the opportunities for academic departments to expand access for campus students and their reach into new, revenue-generating markets. PEC will provide an overview of its operation as it relates to both credit and noncredit opportunities for academic units.

Expanding Campus Access to Courses
In order to advance distance learning initiatives at Purdue and to meet the growing needs of students for online learning opportunities, PEC is seeking proposals for new online undergraduate courses targeted to on-campus students. The objective of this initiative is to expand access to courses. PEC will fund the development of selected courses for online delivery and cover the costs of delivering the courses. Courses will be selected on the basis of demonstrable demand, scalability, and commitment to standards of instructional excellence.

Reaching New Markets Off-Campus
PEC will also give an overview of opportunities for expanding credit and noncredit programs to new off-campus professional markets. These programs are self-funded, and as such create new revenues. The scope of self-funded programs can range from simple CEU activities to maintaining professional certification or licensure to entire professional master’s degrees.

Course proposal guidelines will be posted at www.distance.purdue.edu on or before August 17, 2011. Please review PEC’s current online offering at https://www.distance.purdue.edu/courses/Purdue.asp to avoid proposing courses that are already offered. Proposals for courses to be launched in Spring 2012 are due on September 15 for consideration. Questions should be addressed to PEC Distance Learning Associate Director, Lindsay Roberts at 496-3338 (lindsayroberts@purdue.edu).