Instructional Technology Council

Strategic Plan

Leadership, Advocacy, and Service

ITC Board of Directors
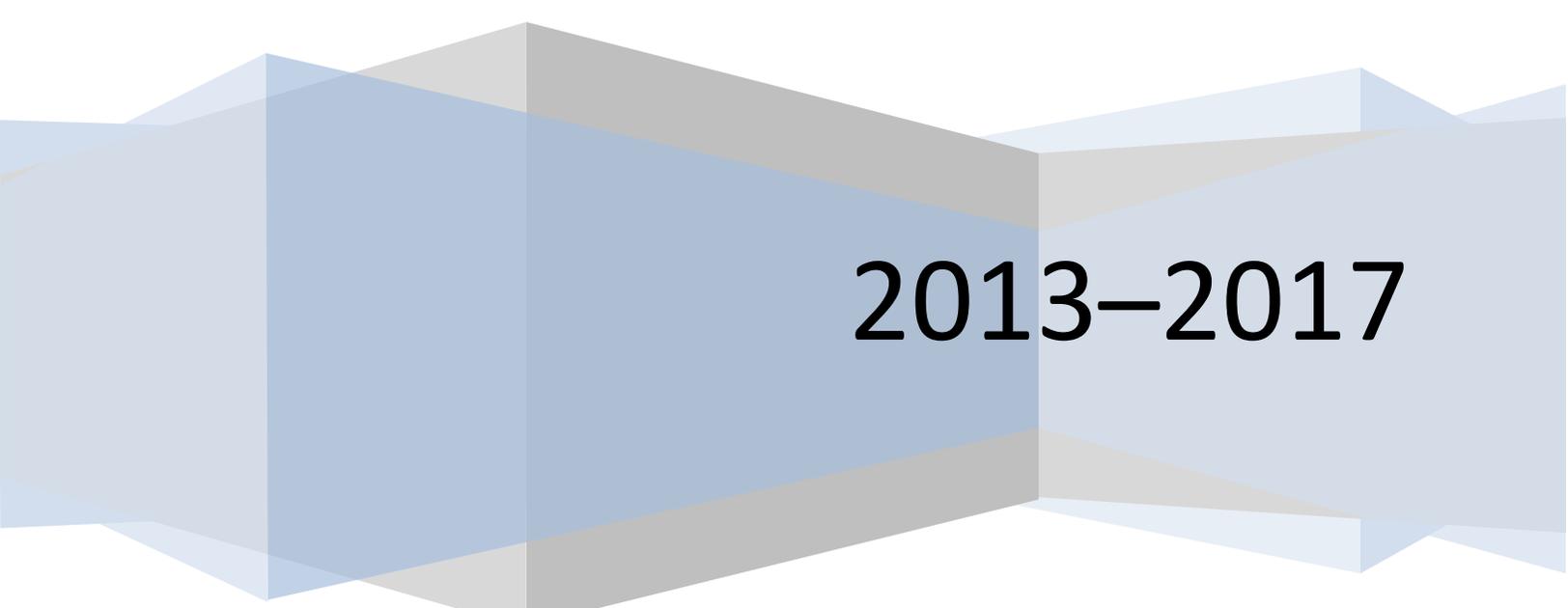
2013–2017

Introduction

The Instructional Technology Council (ITC), an affiliated council of the American Association of Community Colleges, is recognized for providing exceptional leadership and professional development to its network of eLearning experts. With a focus on community college initiatives and outreach, the ITC provides opportunities for distance education professionals to collaborate and share exemplary, innovative practices and potential in learning technologies. The members of ITC's board of directors represent a cross-section of regions and distance education programs and bring a wealth of expertise to the organization.

This plan is intended to:

1. Define and describe organizational purpose.
2. Delineate organizational priorities.
3. Provide the justification for projects and activities.
4. Improve organizational transparency.

This strategic planning document is subject to annual review and revision as determined by the ITC board of directors. As such, this is a "living" document or tool that is intended to facilitate rather than complicate, and to strengthen the ITC as it emerges as a dynamic leading organization in distance education.

ITC Strategic Plan 2013–17

Mission Statement

The Instructional Technology Council, ITC, provides exceptional leadership and professional development in higher education to its network of eLearning practitioners by advocating, collaborating, researching, and sharing exemplary, innovative practices and potential in educational technologies.

Approved July 2013

Strategic Initiative One

Ensure ITC is recognized as the premier eLearning organization for higher education viewed as leading edge and forward thinking.

Goal 1: Increase visibility of ITC within higher education, government, professional associations, and business and industry.

Goal 2: Investigate the feasibility and viability of new and emerging technology and strategies and potential impact on the eLearning environment.

Strategic Initiative Two

Promote ITC as leading eLearning advocate for community colleges.

ITC seeks to take advantage of its relationship with the American Association of Community Colleges (AACC) and base in Washington, D.C. to influence the national dialog through increased leadership and advocacy for distance education, and to ensure that members receive regular and credible information regarding policy developments and best practices.

Goal 1: Maintain, build, and strengthen legislative relationships.

Goal 2: Convene a national dialogue around an issue.

Goal 3: Inform membership of eLearning issues.

Strategic Initiative Three

Foster professional development as a benefit for members.

ITC will channel its organizational expertise to provide needed information about managing distance education programs, to offer professional growth opportunities and leadership training.

Goal 1: Recognize and ensure the eLearning conference is the signature event for eLearning practitioners.

Goal 2: Align professional development activities within specific issues.

Goal 3: Provide leadership development and support.

Strategic Initiative Four

Ensure the financial viability and sustainability of ITC.

ITC seeks to establish a reliable membership base and commits to increasing membership. The ITC board of directors reviews ITC's member benefits and services to ensure they are appropriate and relevant, and explores the expansion of membership services as warranted.

Goal 1: Develop a financial strategy to sustain and improve ITC, as an organization.

Goal 2: Retain membership in ITC.

Goal 3: Expand membership in ITC.

Strategic Initiative Five

Leverage eLearning as an avenue for promoting student access, success, and completion.

ITC recognizes that increasing the rate of student completion at colleges and universities is a local, state and national imperative. ITC advocates for the pedagogically-sound use of technologies to support access, student success and completion in the eLearning environment.

Goal 1: Promote and identify the use of open educational resources (OERs) to expand access to higher education.

Goal 2: Identify and increase awareness of high-impact practices and educational technologies that support student success in the online environment.

Goal 3: Identify and increase awareness of high-impact practices and educational technologies that support universal design for eLearning.