DRAFT CHARTER
Study Committee to Consider a Unified Operations Model for UMS Online / Outreach
Phase I: Analysis and Design

Background
This study is undertaken to determine the most efficient and effective way to use online and outreach resources to support the UMS educational mission, especially in light of the expanded core student profile approved in resolution by the BOT in January 2014 identifying adult and non-traditional populations as part of the UMS core student population.

Charge
The Committee will develop a comprehensive, system-wide needs assessment and business case for consolidating all online and outreach management and operational resources in a single office responsible for strategic planning to realize System goals, marketing and student engagement, coordinating appropriate program content, P&L activities for each modality, and other items to be determined in the course of the study.

Deliverables
The Committee will deliver a set of written recommendations and plans including:

a. a statement of online / outreach success metrics that takes into account student accessibility and affordability.
b. a review of the current UMS online and outreach activities.
c. a review of selected existing and proposed best practices (a review, for example, of established online programs in Massachusetts or Maryland).
d. a business case for a unified operational model, including
   i. a sample mission/vision statement
   ii. governance, management structures
   iii. operational model for content acquisition and delivery
   iv. financial model
e. an executive summary of recommended innovative programs, policies and strategies to strengthen success, and institutional and system barriers to success.

Study Parameters
1. There is an initial strong preference for this office standing independently of any campus.
2. This initiative would proceed to implementation only if it is shown that it would generate substantial revenue through increased student participation as well as significant operational efficiencies.
3. It is assumed that Online and Outreach would be separate cabinets within the unified model.
4. The study will make clear the relation of this initiative to the general ABCDE initiative.

Study Members
• Dr. Allyson Hughes Handley, President UMA, Chair
• Dr. Monique LaRocque, Executive Director, Professional & Continuing Education, USM
• Bonnie Sparks, Director, University College
• Trustee Collins
• Other?

Budget
Mileage travel support ...............$1,000
Lunch and misc........................$  500
Printing/duplication costs...........$  250
                                $1,750

Time Line
A final report will be due to the Chancellor by July 1, 2014. The Committee will meet with the Chancellor in May to provide an interim verbal update.