



Division of Online & Distance Education

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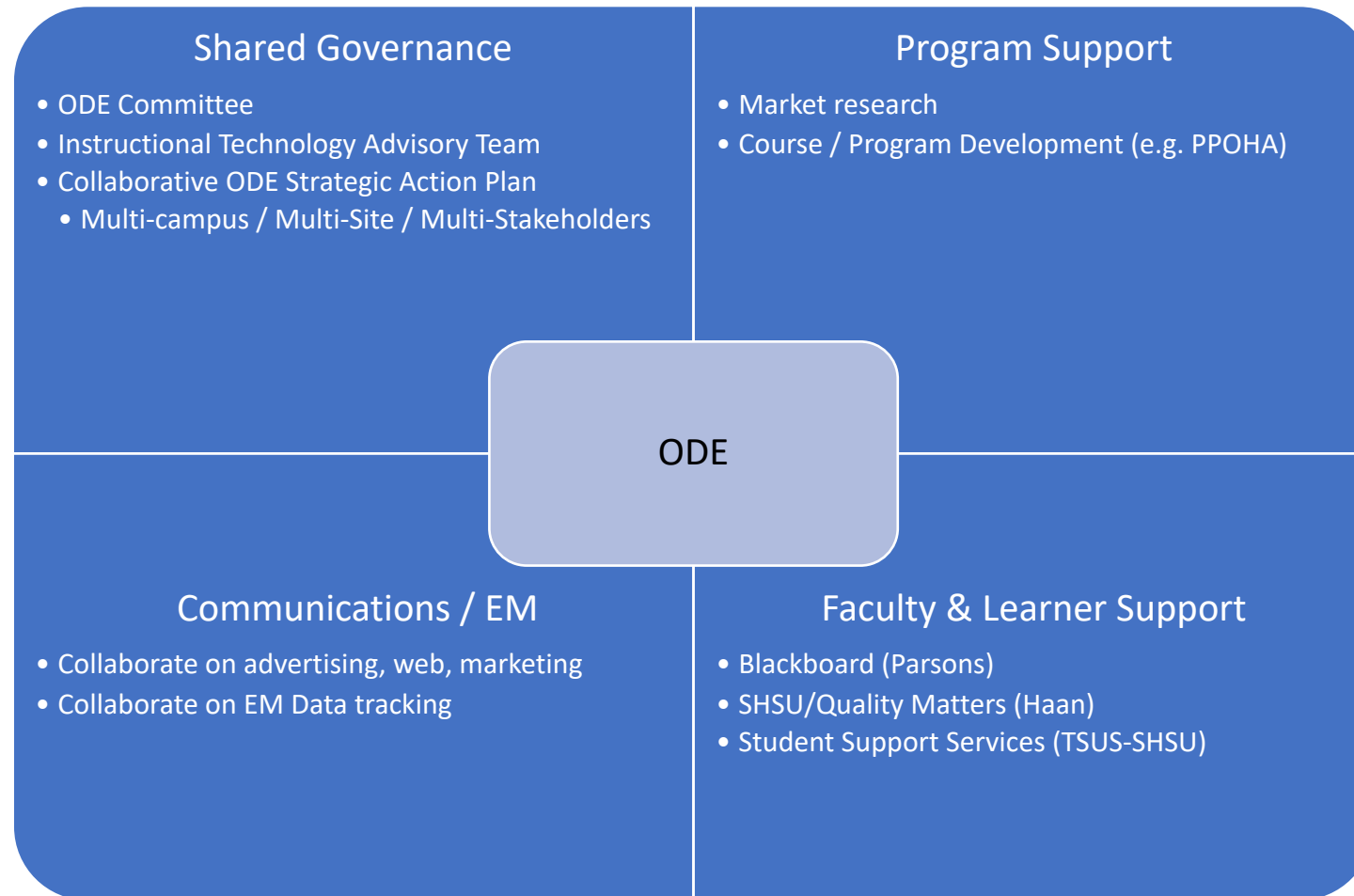
Outline

- Overview of Division
- Highlight ODE Marketing Initiatives
- Discuss next steps

Overview – Division of ODE

- A centralized-support unit for online and distance education housed within Academic Affairs
- Primary functions
 - Engage in shared governance to collaborate on ODE strategy
 - Support academic units in current and future program support and development
 - Collaborate with communications and enrollment team for recruitment efforts
 - Provide robust faculty development and training related to ODE
- Collaborative Areas
 - Institutional Research, Faculty Affairs, OIT, Shared Governance (ODE Committee, Curriculum Council, Instructional Technology Advising Team), Other Academic Support Units (advising, institutional research, registrar, financial aid, etc.)

Overview – Division of ODE



ODE Marketing Initiatives

- Altice/A4 Collaboration
 - Spring 2023 Campaign
 - Targeted Household Advertising
 - El Paso DMA
 - Counties surrounding RGC
 - TV Spots (Fox, CNN, ESPN, Hulu+)
 - [AdMessenger \(mobile devices\)](#)
- Website
 - [New landing page](#)
- Public Relations
 - PR, Social Media

DATA DRIVEN DECISIONS

”From our home to yours”



Next Steps

- Track advertising **Oct 1 – Jan 15**
- **Develop phase 2 advertising campaigns**
- Collaboration on DE strategy
- Support faculty development and student support



Contact

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