The Western Interstate Commission for Higher Education Cooperative for Educational Technologies (WCET)

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Executive Director

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WCET Mission

The WICHE Cooperative for Educational Technologies accelerates the adoption of effective practices and policies to advance excellence in technology-enhanced teaching and learning in higher education.
What WCET Does

- We are an association of institutions, vendors, and stakeholders committed to excellence in technology-enabled (online, distributed, distance, and elearning) programs.

- We offers technical assistance and services to those working to improve access, promote retention and program completion.

- We provides a practice-to-policy value chain for sharing solutions and empowering communities of interest and practice.

- We actively promote the sustained, accelerated adoption of learning innovations that enable educational excellence.
Our Primary Objective:

WCET promotes the development of (our own and our members’) solutions for improving:

- student success
- faculty engagement
- institutional quality
- inter-institutional collaboration.
How We Drive Value for our Members

- **INFORM**: We keep stakeholders up to date about emerging trends, important issues and examples of successful adoption of learning technology innovation.
- **CONNECT**: We offer unparalleled access to peers, colleagues, common interest groups, experts and decision-makers, ensuring trusted advisors at every step.
- **ADVANCE**: We provide a channel for disseminating practices and policies that accelerate the effective adoption and use of technologies in the service of teaching and learning excellence.
82% of WCET respondents are Administration or Staff
13.6% faculty
18.4% academic administration
40.8% administration
22.4% staff
4.8% other
Member Type for WICHE Region

- Public 2 year: 35
- Public 4 year: 40
- Non-profit Institutions: 15
- Proprietary Institutions: 20
- State Governing/Coordinating (Sheeo): 5
- Multi-campus System Office (other than SHEEO): 0
- Other eLearning Consortia: 0

WICHE States: 86 Members
9 in AK
6 in Canada
11 in the UK
1 in Bermuda
DC- 3
MD- 5
NJ- 3
1 in the UK
2 in Bermuda

Property of WCET, Not for Duplication
We are Bigger Outside WICHE States

Geographic Distribution by Member Type

- Public 2 year
- Public 4 year
- Non-profit Institutions
- Proprietary Institutions
- State Governing/Coordinating (Sheeo)
- Multi-campus System Office (other than SHEEO)

- WICHE States – 86
  - Louisiana – 25
  - Texas – 9
  - Other Non-WICHE States – 76
  - International – 8

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## Percentage of WCET Members vs. Total U.S. Market

<table>
<thead>
<tr>
<th>WCET Member Type</th>
<th>WCET Members</th>
<th>WCET % of Market</th>
<th>US Totals</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public 2-year</td>
<td>52</td>
<td>5%</td>
<td>995</td>
</tr>
<tr>
<td>Public 4-year</td>
<td>83</td>
<td>12%</td>
<td>675</td>
</tr>
<tr>
<td>Private 2-year</td>
<td>2</td>
<td>0%</td>
<td>638</td>
</tr>
<tr>
<td>Private 4-year</td>
<td>30</td>
<td>1%</td>
<td>2172</td>
</tr>
<tr>
<td>Non U.S. institutions</td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>State governing/coordinating offices (SHEEO designation)</td>
<td>14</td>
<td>24%</td>
<td>58</td>
</tr>
<tr>
<td>Multi-campus system office (other than SHEEO)</td>
<td>18</td>
<td>16%</td>
<td>111</td>
</tr>
<tr>
<td>Other elearning consortia</td>
<td>7</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Associations</td>
<td>21</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Foundations</td>
<td>2</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>232</strong></td>
<td><strong>5%</strong></td>
<td><strong>4649</strong></td>
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</tbody>
</table>
“ReKnew” / Relaunch

- SWOT Analysis February 2010
- Lines of Business/ Services February 2010
- Annual Plan developed February 2010
- Executive Advisory Council approved new directions, Feb 2010
- WICHE approval of WCET rebranding, realignment with WICHE programs, technical assistance business directions, new member services March 2010
- New digital branding/web site revisions, new portal services, refreshed EduTools to be soft-launched June 1.
- Official launch of WCET July 1, 2010, includes new INFORM agenda.
- Webinar series, Big Audacious Education Conversations, July, 2010
- Panel/Focus Group series to launch September 2010
- New Report Managing Online Education released November 2010
- Catalyst Camp 2 scheduled for November, 2010
- WeTC Annual Meeting November 2010
WCET is a self-funded unit of WICHE

OLD MODEL
- Membership
- Conference
- Grants

NEW REVENUE SOURCES
- Sponsorships from members
- Technical Assistance to WICHE
- Grants and Contracts – Technical assistance for MEMBERS
- Contracts - Technical Assistance for NEW STAKEHOLDERS
Areas of Greatest Member Interest

In which of the following areas of interest can WCET provide the greatest potential benefit to you. Select the top THREE.
Priorities for FY 2011

- Establishing the Inform/Connect/Advance agendas around key themes for 2010/11: (Authentication, Completion, Retention, Mobility, Accountability)

- Extend capacity for technical assistance relative to technology platforms, business/ project management services, and implementation guidance.

- Establish new lines of revenue to establish a stronger financial basis for improving impact, services and reach.
## WCET Activities/Lines of Business

<table>
<thead>
<tr>
<th>TECHNICAL ASSISTANCE</th>
<th>INFORM</th>
<th>CONNECT</th>
<th>ADVANCE</th>
</tr>
</thead>
<tbody>
<tr>
<td>for WICHE, Members, Partners</td>
<td>Share news/examples of effective adoption and use of learning technologies</td>
<td>Provide unparalleled access to peers, colleagues, experts and decision-makers</td>
<td>Practice and policy issues relevant to higher education learning technologies excellence</td>
</tr>
<tr>
<td>TBD</td>
<td>News Digests, Tech Trends, Policy Digest, Policy Watch</td>
<td>Conference</td>
<td>Research reports, position papers, Channel for WICHE policy and research</td>
</tr>
<tr>
<td>Edutools – expanded and reinvigorated</td>
<td>Webinars Series</td>
<td>Distributed Communities</td>
<td>Outbound influence and “seat at the table” for policy Dept. of Ed., NCSL</td>
</tr>
<tr>
<td>Tech advisors for WICHE projects</td>
<td>Summits and Briefings</td>
<td>Common Interest Groups, Task Forces</td>
<td>Surveys, polls, ‘digital snapshots”</td>
</tr>
<tr>
<td>Tech partner for new WICHE grants</td>
<td>Best practices, use cases, case studies</td>
<td>Panels</td>
<td></td>
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<tr>
<td>New WCET Grants, Contracts</td>
<td></td>
<td>Focus Groups</td>
<td></td>
</tr>
</tbody>
</table>

**Audience:** Industry partners from HED, foundations and corporations.  
Core membership business: target audience Administration, Staff (and Faculty)

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Projects in Progress as of May 2010:

- Specializing in technology services and 3rd party management of funded projects in the tradition of EduTools and Transparency by Design
- Providing greater technical assistance to WICHE colleagues and programs
- Gates Foundations: Quality Measures grant proposal ($3,000,000/yr for three years) in progress. 3 rounds completed, 2 to go.
- Gates Foundations technical assistance services to support various HED initiatives in progress
- Lumina Foundation letter of inquiry/program description submitted for $800,000 to extend Quality Measures for adult learners
WCET Team

- Sherri Artz Gilbert, Operations and Membership
- Beth Davis, Business Analyst
- Peggy Green, Web Services
- Mollie McGill, Deputy Director, Programs
- Cali Morrison, Major Grants
- Russ Poulin, Deputy Director, Research and Analysis
- Megan Raymond, Events and Programs
- Ellen Wagner, Executive Director