

**CREDIT OUTREACH PROGRAM &
 COURSE PROPOSAL SUMMARY – FY12
 CREDIT OUTREACH (104-2) BUDGET AUTHORITY
 FOR COURSES SERVING NONTRADITIONAL STUDENTS
 Academic Year 2011-2012**

School/college: Letters & Science
Department(s) : Political Science
Name of Program: The Grand Strategy Program – Online Courses
Priority of this program: _____

SUMMARY

This proposal seeks funding to update and deliver an online course as part of the Grand Strategy program, to be offered during the summer 2011 session. The course is HIST 434 – History of American Foreign Policy, taught by Jon Pevehouse. This proposal requests \$22,899 in 104-2 funding to support development and delivery of the course.

PROGRAM DESCRIPTION

Over the past two summers, the UW-Madison Grand Strategy program, with support from Continuing Studies, has developed and offered two innovative, online courses to train graduate, professional, and returning students, including military personnel, to develop and apply strategic problem-solving and leadership skills to work in the international arena. The design of the courses and online delivery allows working adults and other non-traditional students to have full access to material that is available to traditional students in highly-enrolled campus courses. Those courses are:

Course #	Title	Instructor	Offered
HIST 434	American Foreign Relations, 1901 to Present	Suri	Su 2009, 2010
POLS 359	Problems in American Foreign Policy	Pevehouse	Su 2010

This proposal seeks budget authority to make these two courses available to non-traditional students again in the summer 2011 session, including recording and editing to update course content. The ultimate objective in repeating these two courses is to build a foundation for a new Capstone Certificate in Strategic Studies that will be available online to working adults, particularly those in the military, and as well as other non-traditional students.

A Capstone Certificate Proposal currently is being developed and will describe a plan to continue building an inventory of rigorous distance education courses that can be delivered to mid-career professionals using proven online pedagogical methods. It proposes that new online courses will be introduced each summer through 2012, and a select number of existing courses will be repeated. A fiscal model that blends both 104-2 and 101-2 funding will be used to sustain these courses. The result will be a broad array of coursework that will draw upon topics in history, political science, geography, foreign policy, economics, and law to address the most pressing

issues of the 21st century. These courses will challenge adult professional students to create lasting positive change by providing them with a set of interdisciplinary analytical tools.

Taken individually, the two courses above are relevant to anyone interested in broadening their world view and sharpening their analytical skills. The courses also serve as a portal for non-traditional students to pursue further study and achieve certification in Strategic Studies.

TARGET AUDIENCE

The online versions of History 434 and Political Science 359 have reached in new and innovative ways to part-time and professional students locally and in other parts of the world. Past enrollment patterns indicate that active and reserve military personnel are a key audience for these courses and, ultimately, for the Capstone Certificate. In addition, the existing and emerging coursework will be valuable and relevant to adults in diverse professional communities, including: business, education, journalism, government, non-governmental organizations (NGO's) and non-profits.

MARKETING PLAN

Since 2009, three online classes on strategic studies subjects have been offered, with an average enrollment of 26 special students per class. Of the students who have enrolled in the online strategic studies graduate courses, 76% were military officers, including 21 members of the Wisconsin National Guard. Very modest outreach efforts yielded this strong result, and it is expected to increase as more online courses in strategic studies are offered and the proposed certificate program is available.

Two strong indicators of future enrollment and success are market need and the experience of those who have already participated in the courses. The 66 officers who have enrolled previously represents less than one percent of the potential market. The strong interest of military officers in strategic studies courses at UW-Madison reflects a shortfall in professional education capacity within the armed services. Within any given year, up to 9000 military officers desire or require graduate-level education in strategic studies, thousands of whom are unable to participate in strategic studies courses due limited residence and online capacities, coupled with busy operational tempos. Online courses from UW-Madison appeal especially to this last group.

Course evaluations clearly show very strong endorsements from military personnel who have already taken one or more of the courses. Students have reported, overwhelmingly, that our courses provide vital and unparalleled professional development. In a tight-knit environment like the U.S. military, it stands to reason these satisfied students will recommend the online courses to their colleagues. In addition, the Naval War College in Newport, Rhode Island recently added our online strategic studies courses to their list of approved electives.

Another key market for these courses is UW-Madison alumni who majored in history or political science and who are working in professional fields that require strategic interactions. Thousands of alumni fit those criteria. Their contact information is readily accessible through the Wisconsin Alumni Association and the courses will be marketed to them.