

Marketing Subcommittee of the USCA Distance Learning Committee

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The marketing subcommittee of the USCA Distance Learning committee met during the Spring 2013 semester. Members of the subcommittee recommend that USCA begin marketing Distance Learning (DL) courses in a simple manner. The subcommittee recommends the development of a Distance Learning homepage on the USCA website that will serve as a portal for information regarding all DL opportunities at USCA. There should be a direct link to this portal on the initial USCA website landing page, so that interested parties can easily and quickly find it. The DL portal should be created and maintained by the staff of the proposed USCA Office for Distance Learning. Information included in the portal could be structured in an outline format with information presented in a broad to specific fashion. Below is an example.

- I. Distance Learning Degree Programs
 - A. B.S. in Business Administration - Palmetto College
 - B. M.Ed. in Educational Technology
- II. Distance Learning Certificate Programs
- III. Distance Learning Course Offerings
- IV. Important Links
 - A. CSD
 - B. Library
 - C. Academic Success
 - D. Writing room
 - E. Tutoring/Math Lab/ Language Lab
 - F. Disability Services
 - G. Career Services
 - H. Bookstore