

Aspirational Strategic Plan: Instructional Design Team (IDEAS)

Executive Summary

This 3-year strategic plan outlines a vision for the IDEAS Instructional Design team that centers innovation, equity, and evidence-based practice. Built around scalable systems and cross-functional leadership, the plan supports UMass's broader mission of educational excellence and access.

Team Mission & Vision

Mission: To empower instructors and elevate learning experiences through inclusive, learner-centered design and strategic academic innovation.

Vision: A campus where every educator feels supported in designing accessible, engaging, and data-informed learning environments.

Strategic Priorities

Priority	Description
Faculty Support Innovation	Consultations, instructional development, and design leadership across all modalities
Accessible Course Design	Embed accessibility across the curriculum through training, reviews, and course templates
Equity and Inclusion	Integrate inclusive pedagogy into all design and evaluation frameworks
Digital Transformation	Support effective use of learning technologies through systems alignment and faculty readiness

Goals & Initiatives

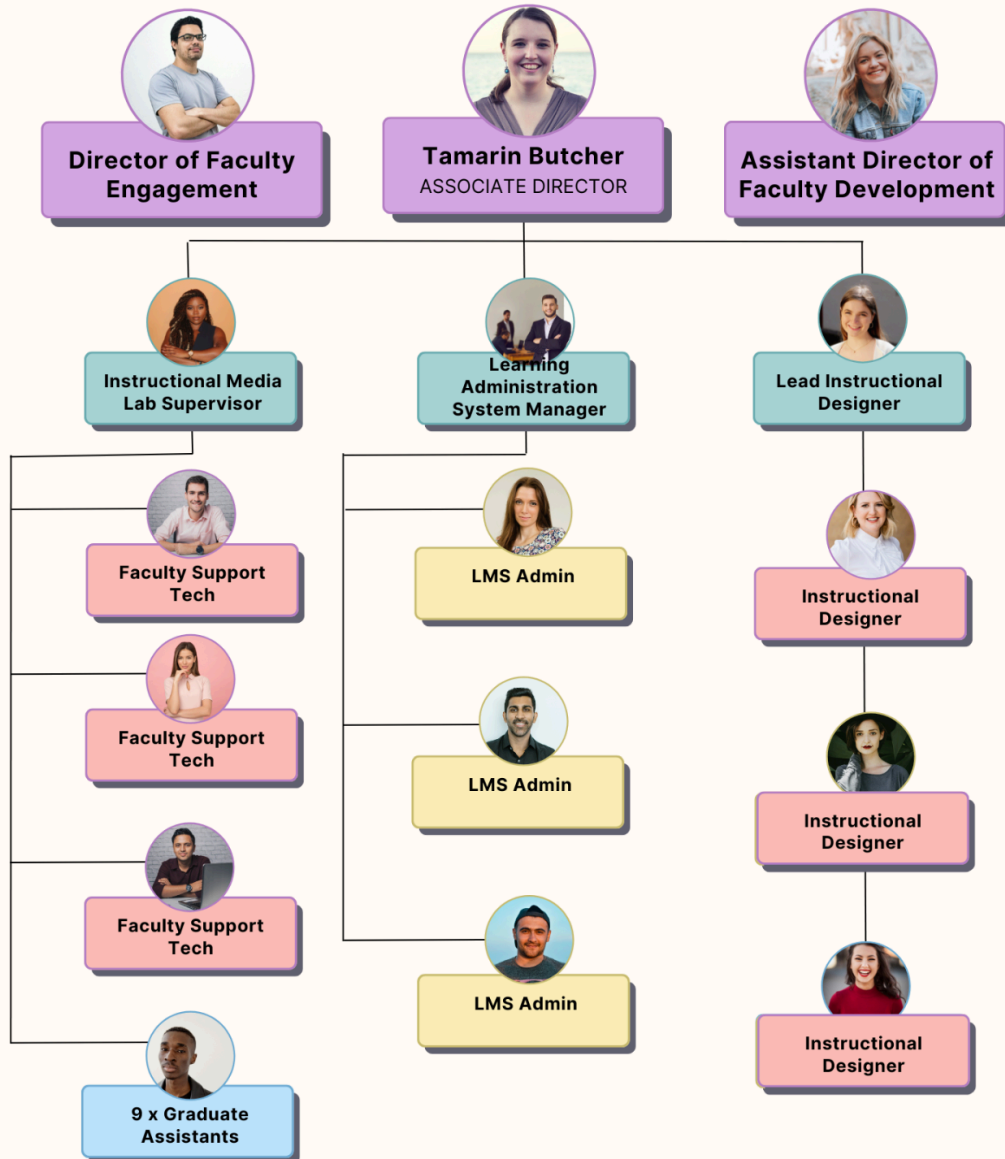
Goal	Initiative	Owner	KPI
Launch new asynchronous faculty training suite	"Canvas 2.0: Beyond the Basics" modules	Lead ID	90% faculty completion by Year 2
Establish opt-in QA review program	Quality by Design intake process	Lead ID	50+ courses reviewed in pilot year
Standardize course templates with accessibility features	Universal Course Shells	LMS Admin + ID/IML teams	Templates adopted in 75% of online courses
Build faculty learning community	Monthly Community of Practice series	Faculty Dev Lead	Avg. 20+ attendees/session

Staffing & Structure

- Instructional Designers (specialists in accessibility, engagement, and equity)
- LMS Admins (Canvas customization and data analytics)
- Faculty Support Techs and GAs (just-in-time and Tier 1 support)

ORG CHART

UMASS IDEAS (2024)



Professional Development Plan

- Quarterly peer-observation cycles among IDs
- Rotating leadership in Communities of Practice
- Shared digital PD tracker for goals and milestones
- Dedicated PD hours each month

Review & Assessment

- Annual team retreat for strategic review
- Mid-year team feedback survey (pulse check)
- Leadership reviews with progress scorecard (R/Y/G indicators)