



Become an agent of change.

The Division of Continuing Studies can help you develop a post-baccalaureate, non-traditional degree or capstone certificate program based on your area of expertise and its market demand. We offer support in the following areas:

Academic Planning

We can help you through the entire academic planning and approval process, making sure that all academic programs fit the needs of post-traditional students.

Project Management

We provide the planning and organizational support needed to keep your program on track. We also manage the support staff team throughout your program's implementation phase.

Market Analysis

Our experts conduct market research support for your program with competitive analysis and employer and prospective student interviews. Results will provide guidance during decision-making processes related to your program.

Marketing Strategy

Our marketing strategists help you create unique marketing plans based on the target audience, the positioning statement, and the key benefits of your program. We will also assist with the development of initial marketing tactics to support a successful launch for your program.

Online Course Development

Our specialists provide instructional design and organization for online course development consistent with your program and its course branding. We support multimedia production such as (but not limited to): video, blogs, podcasts, webinars, videoconferences, audio, and graphics. Online course development will be ADA compliant and utilize the Quality Matters program.

Faculty Development

The Division of Continuing Studies offers the online mentoring, coaching, and instruction needed for your faculty and program instructors to succeed.

Financial and Budget Planning

We can assist with program revenue and budget planning for your program, as well as offer assistance with program implementation.

Financial Support

Aside from the free services listed above, funding is also available to help pay for the faculty/staff time required to successfully create and launch your program.



What is Educational Innovation?

Educational Innovation (EI) empowers faculty and staff to be agents of change, creating a sustained campus environment of innovation, improving capacities, and generating new resources. It is designed to spark innovative approaches to student learning and research while putting UW-Madison on a path to greater self-sufficiency.

Learn more at edinnovation.wisc.edu.

The Division of Continuing Studies and EI

The Division of Continuing Studies can help you design and deliver degrees and capstone certificates that appeal to new post-baccalaureate, non-traditional students by creating unique educational opportunities not currently offered as a part of the department's program selection.

Learn more at continuingstudies.wisc.edu/innovation.

Develop your expertise into a post-baccalaureate, non-traditional degree or certificate program with the help of EIPD that offers you enhanced curriculum, expanded reach, increased resources, and greater self-sufficiency.

Discover how the Division of Continuing Studies can help you become an agent for change.

Visit continuingstudies.wisc.edu/innovation or contact Katy Duren at kduren@dcs.wisc.edu or 608-263-5114 to learn more about our Educational Innovation support services today.



Education is evolving. Be a part of the evolution.

Develop your own post-traditional degree or certificate program today.



**Educational Innovation
Program Development**

continuingstudies.wisc.edu/innovation