



Koneru Lakshmaiah Education Foundation

(Deemed to be University estd. u/s. 3 of the UGC Act, 1956)

Accredited by NAAC as 'A++' Grade University Approved by AICTE ISO 9001-2015 Certified

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KL CENTRE FOR DISTANCE & ONLINE EDUCATION

STRATEGY PLAN

Strategy plan of KL Centre for Distance & Online Education includes the following steps for the effective implementation of Online Programmes

1. Marketing and Admissions –After determining the courses to be offered under Online mode and after getting approval from regulatory bodies, KL CDOE initiated the marketing activities using various modes Industry connect, affiliates and OTG Marketing are used. In addition to the above, digital marketing tools such as searchengine optimization, Google adds, Twitter, Face book, Instagram, content marketing, email marketing and affiliated marketing, etc. are used to fetch further admissions.

The admissions are targeted to those students who are unable to get access to the regular academic mode and unable to attend the regular class works. Further, we concentrated on housewives, less privileged women, widows, ex-servicemen, and employed people, who are unable to get education in regular mode and we are providing a convenient education platform for all these categories. No discrimination is followed with respect to colour, creed, caste, race, and religion for admitting students and equal opportunity is provided to all learners. Students must pay fees at regular intervals and should follow the regulations of the university from time to time.

- 2. Content Design and Development** : Content is designed as per Instructional design guidelines For each course 4 quadrant approach is used and e-content, e-tutorial, discussion forum and assessments are developed. All the material will be made available to the student through LMS.
- 3. Teaching & Learning** : Once the content is developed, it has to be delivered to the student. It is done with the help of live sessions and assessments. Live sessions are supported by the content made available to the student in the LMS and the learning

plan which act as a guide for the student to cover the syllabus in a systematic manner throughout the semester.

4. **Student Engagement** : student engagement include student counselling and other activities like pre-admission counselling for prospective learners to provide information to facilitate them in taking an informed decision on joining a specific programme; support for admission related matters; details of study material , additional learning resources through on-line mode; a full-time dedicated help desk well versed with the learner information data base providing single window services for all learner related queries.
5. **Student Support** : student support services include student progression where in the slow learners are identified and necessary support is extended for improving their performance. Also drop outs are identified and the reasons for dropping out is analysed so that necessary measures can be taken to decrease the dropout rate.


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