

## ROCC

### Regents Online Campus Collaborative

The Tennessee Board of Regents' (TBR) six universities, 13 community colleges and 27 technology centers collaborate to offer two online educational programs – Regents Online Degree Program (RODP) – Campus Collaborative and Regents Online Continuing Education & Workforce Development (ROCE), together known as the Regents Online Campus Collaborative (ROCC).

*"In the early days, when the collaborative was first coming together, we were put in charge of building a unique and powerful brand image that was identifiable across the state. We worked to bring ROCC from one student to 15,000 students. Working with the state leaders to bring accessible education to Tennesseans was a great experience,"* said Kevin Liska, BMC director.

*"Anytime you work with a statewide system, there are technological challenges. Making education accessible and functional was our primary goal. Working on this project allows me to research new types of technology and implement them across the state,"* said Paul Harrison, BMC research and media specialist.

[www.rodpc.org](http://www.rodpc.org)



Increasing access to education for all Tennesseans is one of the many goals of ROCC. Another is to maximize technology to reach learners in remote areas of the state and allow flexibility for students with time-sensitive needs. Offering degrees, diplomas, certificates, and training courses, ROCC is designed to enhance accessibility to quality, convenient education.



## ROCC Website

### Wins Horizon Interactive Bronze Award

The project included designing, developing and implementing 18 innovative marketing tactics for use with all 46 institutions. Activities included statewide television advertising, CD-ROMs, DVDs, print materials, billboards, Internet, training, marketing analysis, marketing research, public relations and more. Responsibilities included 100 percent design, copy, graphics, implementation, and maintenance of a major system-wide marketing website that won a Horizon Interactive Bronze Award in the education category.

*"This is a well-deserved award! I am so proud to work with such talented individuals!"* said Raylean Henry, associate vice chancellor of the Regents Online Campus Collaborative.

*"Not only am I project manager, I am also an ROCC student. I can firmly say that I know what I am marketing, and I believe in the power of online education because I see it every day. It's not uncommon for me to have students from all over the world in my classes, so I know that we have helped ROCC become not just a statewide program, but also a global program,"* said Michael Aikens, BMC manager.

*"We experience incredible growth every year, and there is always something different to be working on, whether it be a print brochure, a huge content management system, online advertising, or billboard advertising. This program truly encompasses all aspects of the marketing gamut, and I get to work with the entire mix. It has given me a platform to learn and experience new, innovative technology and apply it."*



## ROCC Celebrates 10-Year Anniversary

