

# PLANNING AND GROWING ONLINE LEARNING INITIATIVES

May 21-23, 2012  
San Antonio, TX

**“The information provided was more than what I was expecting and will definitely be useful in moving forward with my vision for the university.”**

– Orlando Huertas, Interim CIO, Florida Memorial University

**“This is by far the most beneficial, productive, and thought-provoking conference I have ever attended. Whether you are a novice or veteran, you must take advantage of this conference!”**

– Arletha McSwain, Interim Associate Dean, School of Extended Learning, Norfolk State University

**“This was the most relevant and focused conference I have ever attended. Everything was on topic and access to the facilitator was phenomenal. I highly recommend this group.”**

– Todd Maki, Professor, School of Business, Confederation College (Thunder Bay)

**“I enjoyed the framework for continuing to build our online program. I now have a more systematic approach and resources I can use.”**

– Irma Alvarez, Dean, Southwestern Community College

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## OVERVIEW

Many institutions wanting to improve student access and increase degree completion rates are looking to online programs and courses as a way to meet these objectives. Most, however, are developing online programs with little or no strategic planning and without proper alignment to institutional mission and goals, all of which may result in limited success or even failure.

Join four leading experts who have directly managed the academic planning, development, and growth of online programs at different institutions. They will provide strategies and insights from their collective experience that will be of value to members of universities and colleges just starting online learning at their institutions as well as others seeking to expand existing online efforts.

## WHO SHOULD ATTEND

Mid- and senior-level academic administrators in the early stages of developing or growing online programs will benefit from this event. We encourage you to bring members of your academic programs planning team.

## CONFERENCE FORMAT

The conference is structured to balance information sharing, targeted learning activities, group work, and collaboration with colleagues. Through the use of case studies and collaborative work, you will be able to directly apply the knowledge that you have gained during the conference while receiving guidance from the instructors. You will leave this conference with a working plan that you can immediately use at your institution. We'll incorporate Title IV new state authorization rules and future trends, models, and challenges throughout the program.

## AGENDA

MONDAY, MAY 21, 2012

- 12:30 – 1:00 p.m.      **Registration**
- 1:00 – 1:30 p.m.      **Opening comments and program overview**
- 1:30 – 2:45 p.m.      **Setting the Environment and Common Understandings**  
*What are your plans for developing and sustaining your online learning initiatives? What are your aspirations and expectations? What specific issues would you like to see addressed in this conference? What would you like to take home with you? In understanding your particular and critical needs, we will discuss some national trends related to developing online initiatives, applications of synchronous and asynchronous technologies, and fully online, blended, and Web-enhanced instruction. We will also discuss Title IV regulations and its implications.*
- 2:45 – 3:00 p.m.      **Break**
- 3:00 – 4:30 p.m.      **Online Academic Planning and Development (The What and Why)**  
*Making the case for online academic planning and development that aligns with your institutional mission and goals can be difficult. In this session, we'll walk you through the process for making high-level decisions about going online and the necessary data you should collect to inform those decisions. We'll review some significant case studies of failed and successful online programs and what you can learn from them.*

Whether you're just starting an online program or want to grow an existing program, this conference will give you new insight.

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## AGENDA

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MONDAY, MAY 21, 2012 (CONTINUED)

4:30 – 5:30 p.m. **Networking reception (included in registration)**

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TUESDAY, MAY 22, 2012

8:00 – 8:30 a.m. **Continental breakfast (included in registration)**

8:30 – 9:30 a.m. **Choosing the Right Programs for Online Delivery**

*If you have the best program in the world and no one knows about it, then its success is in jeopardy. In this session, we'll share best practices and proven approaches for leveraging your reach. Our discussion on identifying institutional strengths will focus on:*

- Market research
- Advertising
- Promotion
- Marketing reach
- Branding consideration

9:30 – 9:45 a.m. **Break**

9:45 – 11:15 a.m. **Serving Students**

*Who are our students, how do we want to serve them, and what are their needs and expectations? Is online learning a model that is more congruent with their lifestyles, and would it help them become more active learners? We'll focus on the following as they relate to selective vs. open enrollment institutions.*

- Changing demographics and educational expectations
- The generational norms and the Net Generation effect, Edupunks
- Student success
- Student satisfaction/ambivalence
- Retention
- Online student support
- Scope — local, regional, national, or global
- Use of data analytics and modeling to support student success

11:15 – 11:30 a.m. **Break**

11:30 a.m. – 12:15 p.m. **Faculty Engagement and Commitment**

*Faculty are vital to the sustainability of online programs. Understanding the faculty role in online academic planning and development is crucial to effective instruction, student engagement, retention, and satisfaction. Teaching online, particularly in the first few years, is perceived as more time-intensive than in a face-to-face environment. Therefore, institutions must deal with the opportunity costs of faculty involvement in this format. Discussions will focus on:*

- Faculty culture, buy-in, participation
- Faculty incentives, recognition, rewards
- Online faculty development and support
- Faculty points of friction
- Course development
- Intellectual property
- The scholarship of teaching and learning in the online environment

12:15 – 1:30 p.m. **Lunch (included in registration)**

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## AGENDA

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TUESDAY, MAY 22, 2012 (CONTINUED)

1:30 – 2:15 p.m. **Faculty Engagement and Commitment (continued)**

2:15 – 2:30 p.m. **Break**

2:30 – 4:15 p.m. **Putting It Together Within Your Institutional Context (The How)**

*Online learning offers the opportunity to address challenges such as access, cost, efficiency, and timely completion. However, it also poses important transformational process issues that can impact your online academic planning and development. This session will illuminate problems you'll encounter and ways to overcome them during your implementation stages.*

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WEDNESDAY, MAY 23, 2012

8:00 – 8:30 a.m. **Continental breakfast (included in registration)**

8:30 – 9:45 a.m. **Maintaining Quality and Accreditation Standards**

*You've built the program. Now, how do you ensure you're meeting quality standards while adhering to accreditation requirements? In this session, we'll share some important approaches for maintaining high quality across all facets of online program development and delivery.*

9:45 – 10:00 a.m. **Break**

10:00 – 11:15 a.m. **Measuring Success**

*Assessing and evaluating your program is the only way to empirically validate your success. How will you know if you're succeeding, and what does success look like? What longitudinal data, trends, and formative and summative evaluation will you need to collect to measure your success? How can you harness data to make continual improvements? While tackling these questions, we'll discuss the measurement of learning outcomes, how to ensure objectivity, and how such measurement plays into the planning and resource allocation process.*

11:15 a.m. – 12:00 p.m. **Program Takeaways**

*You will have the opportunity to share your takeaways and next steps with the conference instructors and your colleagues. We'll also provide some thoughts about the future and where online learning may be headed.*

12:00 – 1:00 p.m. **Lunch for post-conference workshop attendees (included in workshop registration)**

1:00 – 4:00 p.m. **Optional post-conference workshop: Strategies for Marketing Your Online Program: Developing A Competitive Advantage**

*How do you grow your online program and develop a competitive edge? What smart marketing program can you set in place that is flexible enough to respond to shifting opportunities? Given higher education shrinking budgets, you need to be able to do all that in the most cost-effective manner possible. In this session, we'll share some best practices for marketing your online program. We'll also provide you with some strategies and techniques for creating a Web marketing experience that will drive traffic, build relationships, and convert leads into enrollments. You'll leave this workshop with a framework for marketing your online program.*

## INSTRUCTORS

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**Diane J. Goldsmith, Consultant and Former Executive Director, Connecticut Distance Learning Consortium**

Diane has over 25 years experience in higher education in a variety of roles including teaching, student affairs, strategic planning, research, grant writing, and e-learning. Until July 2011, she served as the executive director of the Connecticut Distance Learning Consortium (CTDLC), a state higher education consortium whose mission is to promote quality e-learning. She led the research and assessment efforts of CTDLC since its inception and has published and presented nationally on a wide variety of topics related to e-learning, including adult learners, online pedagogy, e-portfolios, supporting

online students, building cost-savings collaborations, learning objects, and issues related to assessment and evaluation. As part of this work, she wrote and led several grant-funded initiatives working with two- and four-year, public and private institutional partners to create online support services including a unique collaborative tutoring project (etutoring.org), a shared e-portfolio platform, an adult success coach (adultsuccesscoach.org) program, and a technology-assessment tool with remediation units. She continues to direct both the adult success coach grant project and the CTDLC's work on state authorization issues.

Diane currently serves as the chair of the Executive Council of the WICHE Cooperative for Educational Technology (WCET) and as co-chair of the Retention Common Interest Group.



**Joel Hartman, Vice Provost for Information Technologies and Resources and Chief Information Officer, University of Central Florida**

As the University of Central Florida's CIO, Joel has overall responsibility for library, computing, networking, telecommunications, media services, and distributed learning activities. Joel has been an information technology consultant to both public and private sector organizations and has been active in the development of statewide education and research networks in Illinois and Florida. He has served and held offices on numerous state, regional, and national IT committees in

areas including public broadcasting, distributed learning, and networking.



**Dana Offerman, Consultant to Kaplan University Group and Former Provost, Excelsior College**

Dana is currently serving as a consultant to Kaplan University Group to develop online competency-based, workplace-referenced degree programs. Previously, she served as provost of Excelsior College, vice provost for assessment and institutional research at Capella University, and director of PK-16 at the University of Wisconsin System. She has extensive experience in online program development and policy, continuing education, and all aspects of academic affairs. She has contributed to national efforts to develop distance and online education standards and policy, having served on the Distance

Education Demonstration Project and national task force to develop distance education standards for military education.



**Michael Zahn, Director of Marketing, Goodwill of San Antonio, and Adjunct Faculty, School of Business, Texas A&M University – San Antonio**

Michael has 25 years of experience in marketing management, communications planning, product management, and business strategy development in several industry sectors including advertising, publishing, educational assessment, financial services, higher education, and nonprofit. He has taught at four universities over the past 17 years and is an adjunct faculty member at Texas A&M University – San Antonio teaching traditional classroom and Internet-classroom hybrid courses in

marketing, advertising, internet marketing, and public relations. His past role as director of marketing at the University of Texas at San Antonio gives him practical experience in developing branding, communication, and engagement strategies in a university setting. He led the team that created and executed the first comprehensive branding strategy for UTSA that is still in use for recruitment of students, activation of the alumni network, and cultivation of community support. In his current role at Goodwill of San Antonio, Michael has the responsibility for developing and implementing integrated marketing communication strategy in support of donations, retail, agency services, and community engagement. This includes the Good Careers Academy, an educational component working in collaboration with the Alamo Community College District that provides career certification programs in business services, medical front office, pharmacy, and trade careers.

## HOTEL RESERVATIONS

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The conference will be held at:  
Hyatt Regency San Antonio  
123 Losoya St.  
San Antonio, TX 78205

To reserve your room, call 210.222.1234. Please indicate that you are with the Academic Impressions group to receive the room rate of \$169 for single or double occupancy, plus applicable tax.

A room block has been reserved for the nights of May 20, 21 & 22. Reservations must be made by April 29, 2012. There are a limited number of rooms available at the conference rate. Please make your reservations early.

The Hyatt Regency San Antonio is centrally located next to the Riverwalk and overlooking the Alamo. Take advantage of this premier location to discover all the famous attractions, more than 100 world-renowned restaurants, and the plentiful shopping surrounding the hotel. The hotel is also in close proximity to the San Antonio International Airport (SAT) — less than 10 miles away.



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Attend as a team – remember, if you register as a group, every fourth registrant is free. Questions about the event? Call us at 720.488.6800 to help determine if this event is right for you. **Register online at [www.academicimpressions.com](http://www.academicimpressions.com)**

## REGISTRATION FEES

Registration fee includes: full access to all conference sessions and materials, access to the networking reception on Monday, breakfast and lunch on Tuesday, and breakfast on Wednesday, as well as refreshments and snacks throughout the conference.

Postmarked on or before May 4, 2012

- Planning and Growing Online Learning Initiatives \_\_\_\_\_ \$1095 USD
- Planning and Growing Online Learning Initiatives plus post-conference workshop \_\_\_\_\_ \$1395 USD  
(For registrations postmarked after May 4, 2012, an additional \$100 fee per registrant applies)
- Post-conference workshop \_\_\_\_\_ \$395 USD
- Check here if you have any dietary or accessibility needs. Please list any needs in the space below and we will do our best to accommodate you.

How did you hear about this event? (email from AI, colleague forwarded email, *The Chronicle*, etc.) \_\_\_\_\_

## CONFERENCE REGISTRATION INFORMATION (PLEASE PRINT CLEARLY)

Name \_\_\_\_\_ Name Preferred for Badge \_\_\_\_\_

Job Title \_\_\_\_\_ Institution/Organization \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_ Country \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

For registration confirmations and pre-conference communication. (FOR ADDITIONAL REGISTRANTS, PLEASE COMPLETE ADDITIONAL FORMS.)

Additional Contact Name \_\_\_\_\_ Additional Contact Phone \_\_\_\_\_

Additional Contact Title \_\_\_\_\_ Additional Contact Email \_\_\_\_\_

Emergency Contact Name \_\_\_\_\_ Emergency Contact Phone (day) \_\_\_\_\_

## FREE HIGHER ED NEWS AND ANALYSIS

Academic Impressions is happy to offer *Higher Ed Impact*, a free industry scan of news, trends, and fresh research on higher education, delivered in an easy-to-scan email.

- Sign me up for HEI: Daily Pulse** – impactful news, trends, and practices, sent daily
- Sign me up for HEI: Weekly Scan** – the week's most critical news, with analysis of top stories and trends, sent on Fridays
- Sign me up for HEI: Monthly Diagnostic** – practical takeaways addressing a strategic challenge facing institutions of higher ed, sent 9-12 times/year

## PAYMENT METHOD

We accept Visa, MC, and AmEx credit cards. To pay by check, include the check with this form or select the "invoice me" option. Fax form to 303.221.2259 or mail form along with payment to: Academic Impressions, 4601 DTC Blvd., Ste. 800, Denver, CO 80237.

### CREDIT CARD

Please charge my credit card: (Visa, MC, AmEx) \_\_\_\_\_

Name on Card \_\_\_\_\_

Account Number \_\_\_\_\_

Exp. Date \_\_\_\_\_ Billing Zip Code/Postal Code \_\_\_\_\_

Security Code (last 3 digits on the back of Visa and MC \_\_\_\_\_  
or 4 digits on front of AmEx)

### CHECK/INVOICE

- My check is included and covers \_\_\_\_\_ registration(s)  
Check # \_\_\_\_\_
- Please invoice me  
Purchase Order # \_\_\_\_\_  
(PO# not required to receive invoice)

## REFUND/CANCELLATION POLICY

Refunds will be issued only if cancellations are received in writing by February 24, 2012. A \$100 processing fee will be assessed. After February 24, 2012 a credit (less \$100 processing fee) will be issued. The credit will be valid for 12 months and can be used toward any future conferences, Web conferences, audio proceedings, or Web conference archives. In case this event is cancelled, Academic Impressions' liability is limited to a refund of this registration fee only.