

## 8 Steps for Growing and Sustaining Online Programs | 05.16.2016

### Dr. Luke Dowden

#### Chat transcript from the webcast

Dr. Luke Dowden: Welcome everyone!

Carlow University: Would it be beneficial for us to maximize the slides to full-screen?

Christine Murphy: it might, however you'll lose this Chat box, which we'll use for Questions from the audience, as well as a place for you to answer questions Luke has

Christine Murphy: So I would keep it as is

University of Central Missouri: access for students and graduate in a timely manner

Association of Theological Schools: In process...at minimum, realizing our schools' "residential character" is changing: 75% of students at all schools no longer live on campus.

Marilyn: Can you talk about the Online Learning Leadership Council

Christine Murphy: Reminder, the workbook can be downloaded from the Handouts section below (it is the Resources document)

Christine Murphy: Type answers here

Art Center College of Design: Accessibility, Reach

Ivy Tech Community College: Improve student retention and graduation rate

Art Center College of Design: the latter

Art Center College of Design: broad reach

Association of Theological Schools: My context is multiple schools, but many of our schools are tuition-driven. So recruitment and increasing enrollment is important.

Youngstown State University: we have an established program, and would like to expand strategically

Ed Pogue: Enrollment growth and revenue.

Marilyn: Grow existing online programs, develop new programs to serve a broader audience, explore competency based, professional development opportunities

James Behnke: Update, maintain long-standing program

University of Central Missouri: capturing non residential students, increase online classes and retention

University of Central Missouri: increase smaller enrollment

Association of Theological Schools: Sorry, which two steps (salary info)?

Carlow University: Do you pay faculty to attend the training?

Youngstown State University: where do you recommend faculty with \*no\* business savvy go to get better with business issues -- re: costs, marketing, technology demands?

Marilyn: Do you have a workload model for both on and off campus faculty

Marilyn: Why are you so definitive about "yes" you will partner with an outside group

Youngstown State University: you mentioned free market data sources ... can you mention a few of the sources you go to for DE market research?

Stephen Jones: What is a stop out?

University of Central Missouri: restate the resources

Dr. Luke Dowden: OLC,

Dr. Luke Dowden: WCET

Dr. Luke Dowden: UPCEA

Christine Murphy: We can send out a copy of this Chat as a resources

Youngstown State University: do you QM review every DE course, or do the faculty decide whether/when to go through review?

Marilyn: Can you expand on how you go about collecting that data? Is it at an institutional level or does each department collect the data separately?

Marilyn: We have found it difficult to get a high response rate from our online graduates. Can you give us some suggestions about how to go about collecting information from them?

Dr. Luke Dowden: NUTN

James Behnke: How many staff do you employ? How many degree programs / online students does your office oversee?

Dr. Luke Dowden: 8

Dr. Luke Dowden: 11

James Behnke: How many online courses do you have in your inventory?

James Behnke: Personal contacts / word of mouth, traditional media, just started with social media...

Youngstown State University: facebook, twitter, billboards, digital marketing

University of La Verne: billboards, radio, post cards, some newspaper

Deidre: Print, school website, social media and presentations and other methods

Roanoke-Chowan Community College: Newspapers--releases and ads

University of Central Missouri: google ads, small amount of print, web page, billboards

Ivy Tech Community College: We have launched a new marketing campaign that is focused on reaching students via email/television ads/campus visits (admissions recruiters) and visiting website

James Behnke: Do you have instructional designers working for you? If so, how many?

Dr. Luke Dowden: Yes - I have a team (1 manager/ID, 2 IDs, and 1 Instructional technologists)

Dr. Luke Dowden: Thank you all for participating and being engaged!

Dr. Luke Dowden: Our hope is you gained some useful information to apply at your organizations.