

# 8 Steps for Growing and Sustaining Your Online Programs

Workbook

Monday, May 16, 2016 Online Training

## Setting Goals for Going Online

## PART A

Questions to Consider

> What are your plans for developing and sustaining your online learning initiatives?

> What are your aspirations and expectations?

What is your institution's type (e.g., public, private, for-profit)?

- What are the characteristics of your principle student body?
  - Primarily undergraduate?
  - Graduate?
  - Residential or commuter?
  - Full- or part-time?
  - Under-Represented minority groups?
  - · Traditional? Non-Traditional?
  - Other?



### PART B

Looking at Your Institutional Context

While this information may be second nature to you, the answers will help you frame the context for moving forward with decisions.

- > What are the characteristics of your faculty?
  - Tenured/Non-Tenured
  - · Collective bargaining agreements?
  - Use of adjuncts?
  - Receptivity toward adjuncts?
- What is the engagement of administration in outreach, new ventures, expanding institutional reach?

> What programs are your strongest?

### **National Context**

- How does your program impact affordability, accessibility, accountability?
- What's the conversation about MOOCs on your campus, and how does it impact your work?
- Has the conversation about MOOCs helped or hurt those who have more traditional online programs?
- What level of skepticism (and from whom) are you dealing with? How?
- How are the changing demographics affecting your strategic planning?
- How are competency-based programs viewed on your campus? How does the concept affect your thinking about online programs?
- How does the increasingly blurred line between "online" and "classroom-based" impact your work?
- > Are there other national issues that affect your work?



## Institutional Readiness and Critical Success Factors

> What does your institution want to accomplish?

➤ Why?

> What are your primary barriers?

## Faculty Engagement and Commitment

PART A
Questions to
Consider

- > Where is your faculty's strength?
  - Scholarly or practice reputation
  - Willingness to be "innovative" or to try something "new"

How engaged are your faculty in teaching with technology and/or teaching online?

What faculty development efforts are in place? What needs to be built?

What incentive structure is in place? What needs to be provided?



### **PART B**

> What are the first things at your institution that need to happen to build an engaged faculty—one which is committed to successful online learning?

What challenges do you have or anticipate having in engaging faculty?

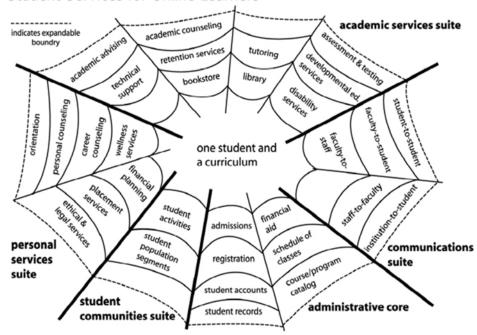
> What innovative approaches or effective practices have you used to engage faculty?

Student and
Academic Support
Services and
Structure

PART A
Questions to
consider - Overall,
what is the support
needed for
students?

The following is a model for evaluating the range of student services needed to support online learners.

#### Student Services for Online Learners



> Who is served currently by online learning initiatives?

> Who else do you want to serve and why?



> What support services are in place now and can these serve students at a distance?

What needs to be developed to provide existing or better services to online students (see spider diagram on page 8)?

## PART B

## Report out to the larger group on these questions:

- In regard to serving students, what are some of your major challenges?
- > Likewise, what are some of your major opportunities?
- Have you developed any innovative approaches to serving online students?

## What will you need in order to measure success? **Measuring Success** > Who will collect data? > From what sources will they collect it? > How will the data be used to inform effective practice, address questions or concerns, and guide the online initiative? > What might you want or need to know about each of the program elements on the left? Access Learning effectiveness • Student satisfaction



Measuring Success,	
cont.	
•	Faculty
	satisfaction
•	Cost effectiveness
	(scale)
	(500.5)

<u>Program Take-</u> <u>Aways</u>	What is the single most important thing you learned about 8 steps for growing and sustaining your online learning programs?