

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?

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?

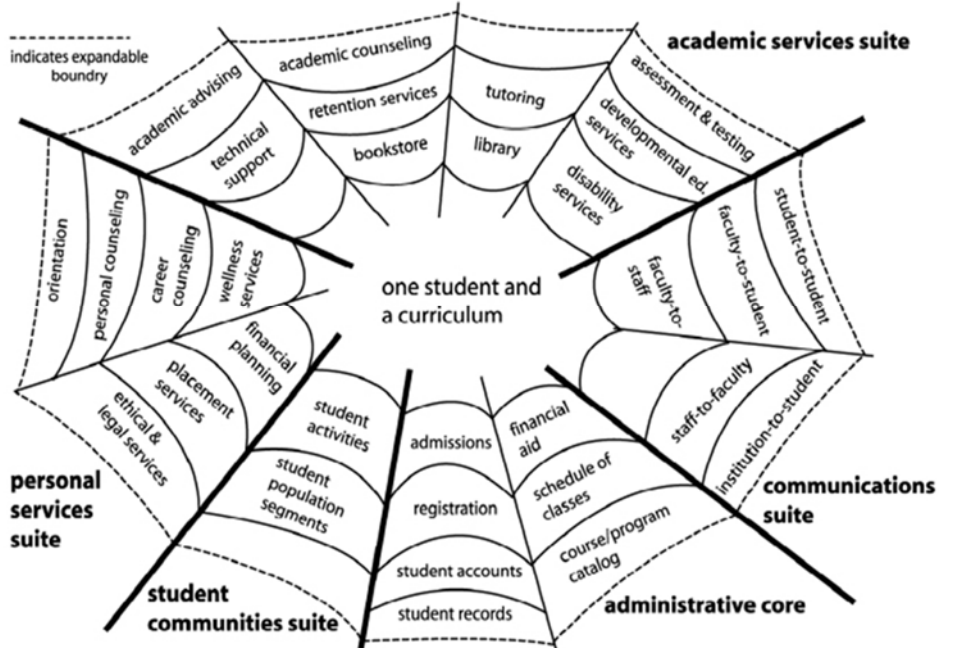
Student and Academic Support Services and Structure

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)?**

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?**

PART B

Measuring Success

- Access

- Learning effectiveness

- Student satisfaction

What will you need in order to measure 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?

Program Take-
Aways

What is the single most important thing you learned about 8 steps for growing and sustaining your online learning programs?
