Principles for Building a Successful e-Learning Program

UMass Amherst Spring 2005

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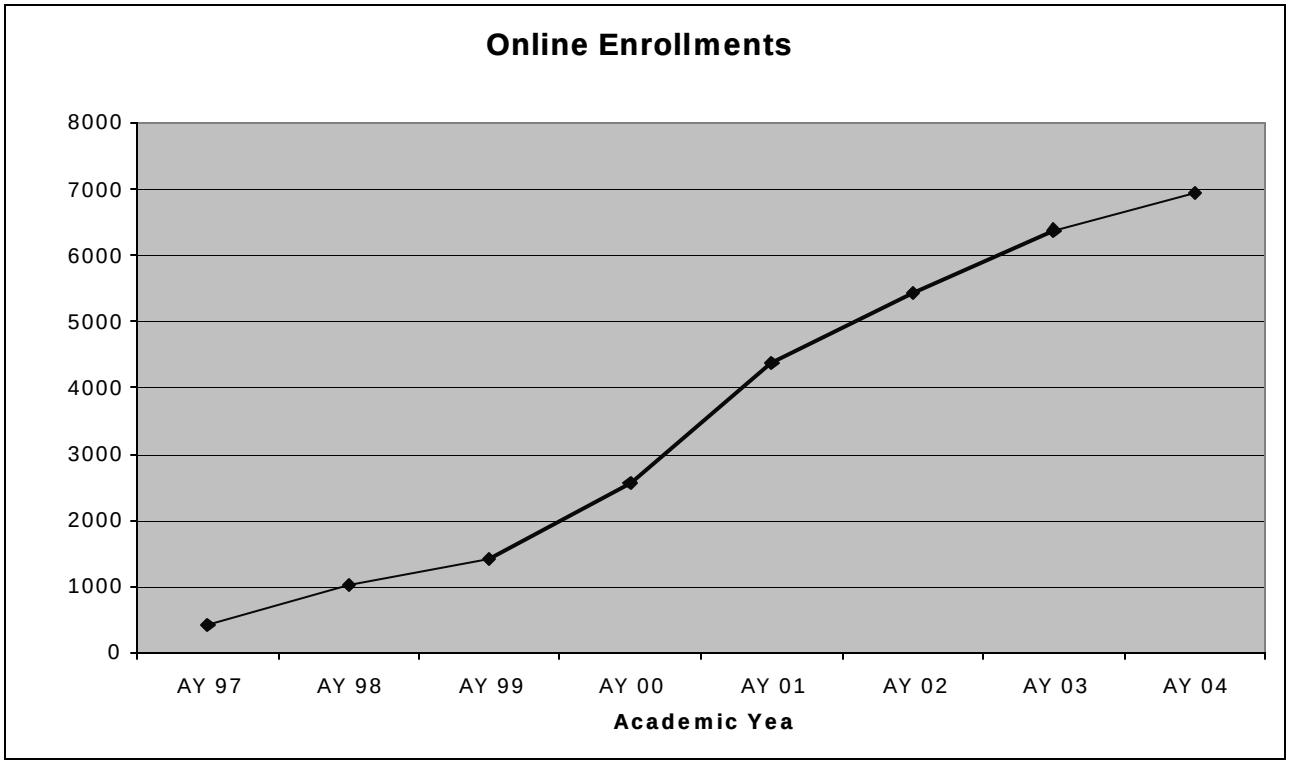
Maximize Opportunities

- One of the Largest Online Programs in NE
- 4 UG, 4 G Degrees,10 Certificates Programs
- National Reputation/Award Winning

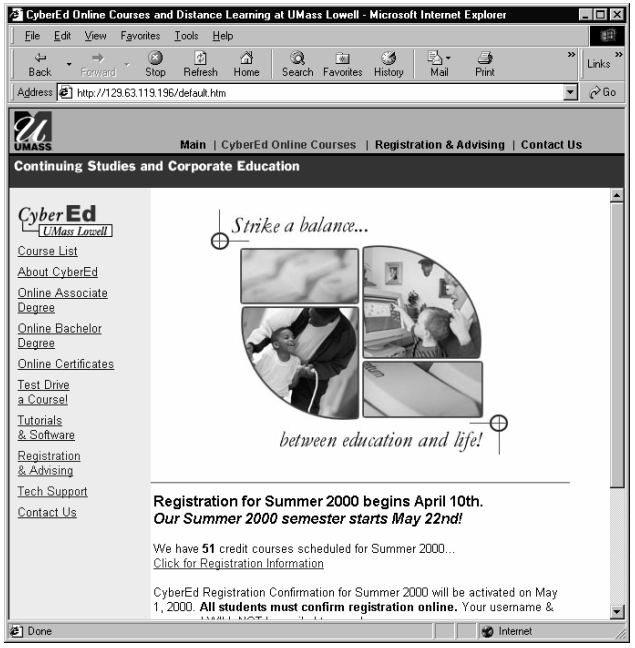


5 Critical Areas of Online Program Development …

1. Selection of Online Programs & Structure
2. Faculty Development & Support
3. Student Services
4. Technology Infrastructure
5. Program Evaluation & Quality Assurance

Select Market, Content & Structure Strategically

- Market Driven
  - Student interest in flexibility, convenience
  - Content in high demand/brand
- Build Degrees/Certificates/Courses
- Selection Process
  - System and criteria for selecting faculty, courses, programs
- Structure: Mirrors Classroom Experience
  - Quality experienced faculty
  - 14 week semester initially
  - Low student/faculty ratio
- Course Design
  - Sychronous/**asynchronous**
  - Open entry**/cohort**
  - Text based vs. video
  - Interaction a focus



Develop and Support Faculty

- 4 Phases:
  - Training to transform course to online environment
    - Online Institute
  - Support while teaching
  - Course redesign
  - Ongoing enhancements

- Support of Colleagues & Administration
  - Incentives and recognition for participation
    - Intrinsic and extrinsic
  - Plan for managing intellectual property

- Institute for Online Teaching - Building Community
  - Meet online development needs of regional institutions
  - Online & classroom-based faculty training
  - Faculty technology support services
  - Online course development services
  - Program evaluation & research

Teachers Get a Lesson in Online Educating

▲ As part of a $15,000 training grant with Roxbury Community College (RCC), members of the Online Teaching Institute, through Continuing Education, taught RCC faculty members how to teach online this past summer. Back row, fourth from left, Assoc. Prof. Richard Siegel, Assoc. Director of Distance Learning Steve Tello, front row, second from left, Faculty Coordinator Carolyn Siccama, Distance Faculty Developer Alena Klimenko, and Faculty Developer Carolyn Powanda-Croft, with faculty from Roxbury Community College.

- Online training courses include:
  1. Introduction to Online Teaching Strategies
  2. Teaching Online with WebCT
  3. Transition to WebCT
  4. Digital Media Streaming for your Online Course
  5. Teaching with Online Teams

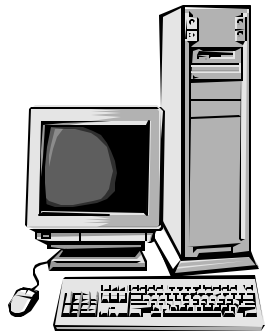
Redesign Student Services

(but don't mention you're doing this ;-)

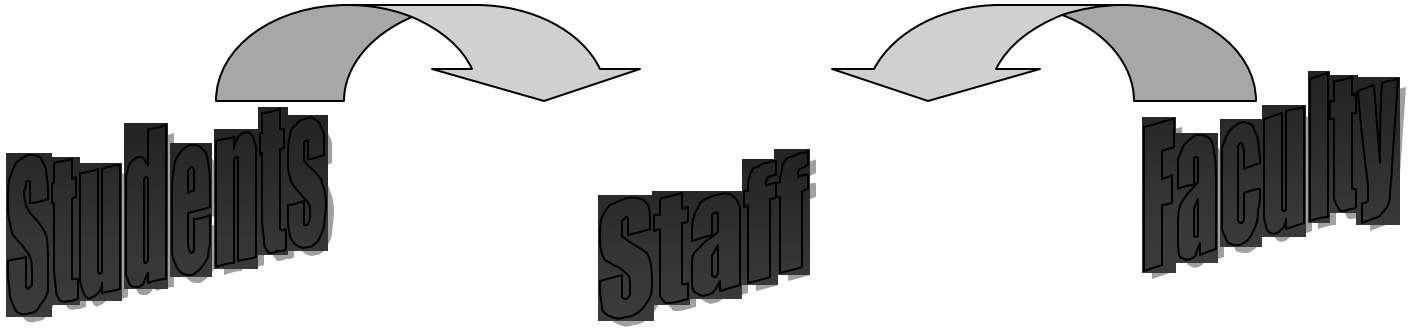
- Move on-campus resources online
  - Orientation
  - Advising/Tutoring
  - Library
  - Registration
  - Financial Aid
  - Alumni Community
- Form cross-college teams with focused projects
  - Enrollment staff, CE staff, Technical staff
  - Start incrementally, one form at a time:
- Review/Revise Policies & Procedures
  - If I lived in California, how would I register for a class? Drop?
- Growing integration of Web, LMS, SIS
- Celebrate accomplishments

Make Informed Technology Choices

- Learning Management System must:
  - Support ease of student & faculty use, must facilitate interaction
  - Support course development,adapt to structure, support administration
- Robust, Scalable Systems Architecture - 24/7
  - System must grow with enrollments, programs
  - System must grow with future technology
  - Based on industry hardware/software & emerging e-learning standards
  - Consider hardware, software and network growth
- Should you Host or Outsource LMS?
  - Costs associated with both
  - Licensing, Staff, Connectivity, Hardware, Development
  - Access, Customization,Support



Program Evaluation & Quality Assurance



- Satisfaction
- Retention
- Achievement

Quality Online Programs

- Quality of Learning Experience
- Quality of Students
- Quality of Program

Challenges for the Future

- Staying Ahead of the Competition
- Keeping Pace with Technology
- Enrollment Management
- Quality & Equity
- Creating/Managing Effective Consortia
- Shared Control of Distance Education

What have we learned?

- Start small, build incrementally, think scalability
- Trust traditional academic structures & faculty
- Build learning communities that celebrate accomplishments along the way
- Remember, this is only the beginning.

Closing Thoughts

- …the croquet game in Alice in Wonderland. This is a game in which nothing remains stable for very long. Everything is in constant motion around the players. Alice tries to hit the ball, but the mallet she is using is a flamingo, and just as she is about to hit the ball the flamingo lifts his head and looks in another direction, which I think is a perfect image for technology…

Rossabeth Kanter, 1995

For More Information:

- Sample course available at:
  - http://continuinged.uml.edu/online

- Institute for Online Teaching
  - Training, Course Development, Consultation
  - http://continuinged.uml.edu/online/institutes.htm

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