

## **Distance Education Enrollment Growth Strategies Notes 12/2/15 Town Meeting Break Out**

### **Discussion**

Pros of increasing DE:

Increase FTES numbers

Cons of increasing DE:

Poor quality of instruction; poor quality of content; LPC does not require mandatory training to teach online. Nor does LPC online valuation of instruction evaluate whether any of the training content is incorporated.

Can we at least make the assumption that we will have quality online courses offered?? So we can continue entertaining the idea that DE potentially can increase FTES?

We need trained teachers BEFORE we put classes on schedule! Front load the Professional Development (PD), BEFORE we put the classes on schedule. PD is necessary but not sufficient; we need competent teachers that are also well trained in online teaching.

Who has been trained? Who has not?

Set goals for increasing quality DE offerings.

Consider hybrids!!

If we increase DE offerings, we need to increase learning supports for students including: 24/7 help desk, Students need help on Saturdays, because assignment is due on Sunday; and no help is available. Or instructor doesn't respond immediately to requests for help.

How do we get students to utilize supports and services that are available to them??

Make available AND MARKET to online students: DE orientations; DE counseling; Online Tutoring;

What students are we targeting for online courses??? We don't want to simply shift on-campus students to online courses.

Which courses would we want online based on specific target audiences??

Consider shorter terms for DE classes. Offer 8 week sessions instead of 18 week.

We need a MARKETING strategy. WHAT COURSES/SERVICES ARE WE TARGETING TO WHICH TARGET POPULATIONS?

Move suitable certificates to online; then market the package to a new audience.

\*\*\*Think about online from a strategic and purposeful position.

Prioritize DE; and make it a campus priority to build a strategic plan about DE.

Market specifically to students who need a specific course to finish.

### **Priorities**

1. Provide online learning/student support services. Equitable support for online students. Student services needs to take action here.
2. Increase retention in the online courses we have. Market support services to students, intervene pro-actively/early with "at risk" online students to increase utilization of needed services.
3. Set targets for professional development for online teaching. Incentive faculty (stipends) to participate in training AND incorporate effective practices into their courses.
4. Consider Short Term courses (8 week courses); Students drop long duration/term courses because life gets in the way.
5. Insure quality offerings of online courses; including training of faculty, and retraining / tiered training system.