Presenting:

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Today’s topics

- Selected issues
- 21st Century realities in higher education: implementing a new paradigm
2009 Instructional Technology Council (ITC) National Distance Education Survey Results

- 6th year of the survey
- Focus on community colleges
- Intended for administrators
- ITC and AACC members
- Results distributed to 1200 community college presidents
Group Response Feedback
What was the percentage increase for traditional class enrollments at community colleges in 2007/2008, 2008/2009?

A. More than 10%
B. 7%
C. 4%
D. Less than 2%
What was the percentage increase for online classes enrollment at community colleges in 2007/2008 and 2008/2009?

A. More than 10%
B. 7%
C. 4%
D. Less than 2%
• National trends:
  • ENROLLMENTS INCREASING: online enrollments continue to increase – and represent the real growth of higher education
    • traditional enrollments have averaged 1-2% per year
    • online enrollments have averaged >12% per year
  • ROLE OF COMMUNITY COLLEGES: community colleges lead significantly in the offering of online classes/programs/degrees
    • Community colleges represent 40% of the 4 ½ million online enrollments
2009 ITC Survey Results

• Enrollments patterns INCREASING/why
  • 39% cite typical growth patterns
  • 43% cite downturn in the economy

• Direct Report: 73% of online programs report to an academic administrator (VP or dean) – this continues to trend upward from just 50% five years ago
Group Response Question #3

• TRUE/FALSE

As the popularity of “stand-alone” online instruction and degrees has increased, demand for assisted/hybrid sections to support traditional instruction has been decreasing.

TRUE
FALSE
2009 ITC Survey Results

• Trend in hybrid/assisted web offerings INCREASING
  • 53% cite a continued increase in the number of hybrid offerings each term
  • 77% cite a continued increase in the number of assisted web offerings each term

• Trend in IAV (Interactive Video) offerings DECREASING
  • 37% report either reducing the number of such offerings OR deactivating the equipment/never offered
2009 ITC Survey Results

• Trend in ADA (Section 504 or 508 compliance)
  IMPROVING
  • 54% report most/all of online classes are in compliance
  • 21% report at least some online classes are in compliance

• Growth in movement towards Universal Design in online course design – potential impact of recent letter from US Department of Justice/Civil Rights Division
Group Response Question #5

The percentage of respondents that indicate their online classes are equivalent and/or superior to the quality of traditional (face-to-face) classes:

A. 27%
B. 51%
C. 73%
D. 91%
2009 ITC Survey Results

• Trend: 91% report their online classes are equivalent or superior to traditional classes
  • 82% report equivalent/9% report superior

• Trend: online programs becoming more common
  • 75% report offering online degrees (up significantly)

• Trend: more mandatory faculty training
  • 60% report that training is mandatory (but 35% do not require training) – >8 hours normal
2009 ITC Survey Results

• Trends with Learning Management Systems
  • Blackboard/WebCT/Angel = 50% of LMS adoptions – this is down from a market saturation of Blackboard/WebCT in excess of 90% four years ago!
  • Desire2Learn = 8% (increased # of adoptions)
  • Moodle = 7% (increased # of adoptions)

• Implications of recent Blackboard purchase of Eluminate and Wimba – signs of “maturing” market/further consolidation of market?
TRUE/FALSE
Online class enrollments must be kept “small” (e.g. 20 students or less) to ensure course quality.

TRUE
FALSE
• There is no clear connection between class size and student learning in online instruction. Survey data confirms that a majority of institutions do not differentiate (same enrollment cap for traditional and online classes)

• BEST PRACTICE: reduce course enrollment for the first semester a new faculty member teaches online
2009 ITC Survey Results

• HEOA compliance (authentication – able to confirm that the student enrolled is the student actually doing the coursework)
  • 91% currently authenticate- provide a unique username/password)

• Student demand:
  • 66% report that student demand exceeds their current class offerings
  • 28% report that the student demand is being met (this is up – suggesting saturation?)
Challenges facing Distance Education

1. HEOA compliance (pressure to do more/require outsourced solutions - cost $$$)
   - ROLE of ITC in influencing legislation

2. Student financial aid fraud – article in Chronicle
   Online classes enable looting of student aid $539,000 fraud in Arizona highlights wider problems January 17, 2010
   - INSPECTOR GENERAL AND FINANCIAL AID – 50% RULE IN JEOPARDY?
Challenges Facing Distance Education

3. Accreditation
   - MORE DATA-DRIVEN
   - MORE UNCERTAINTY
   - INCREASED CONCERNS FOR ACADEMIC INTEGRITY

4. Increased accountability at all levels
   - Internal
   - External
21 Century Realities: DE Leadership

- DE administrators are “transformational” leaders
  - A gift for seeing what is really important
  - A sense of vision (big picture)
  - Provides a vision of what is possible and how to attain it
  - Positive expectations about what needs to be done
  - Provide ideas that result in a re-thinking of old ways
  - Encourage new ways to address problems/overcome barriers
  - Ultimately, a change-agent
21st Century Realities: DE Leadership

- DE administrators face unique challenges within their organization
  - Activities are considered new/not part of existing culture
  - Need to operate “cross-divisional” rather than act as a silo
  - Compete for finite budget, space & staff
  - Senior administrators are normally not familiar with electronically-mediated instruction
  - Know what needs to be done but rarely have the authority to do it
  - Advocating new ways of teaching, thinking – serve as a change agent
21\textsuperscript{st} Century Realities: Higher Education

- Paradigm shift:
  - State-assisted (no longer state supported)
  - Doing more with less (may never return to the staffing strength we had)
  - CIP – going, going, gone!
  - Increased competition (predictions of Cliff Adelman)
  - Increased relevance/necessity of electronically delivered instruction
21st Century Realities: Positioning for the Future

- Critical time to address current challenges related to online classes:
  - Quality
  - Consistency
  - Assessment
  - Retention
  - Faculty & student preparation
  - Academic integrity

- Reward: “best tool in the shed” for success
Summary

• Higher education is currently experiencing an unprecedented paradigm shift as it deals with new realities:
  1) the changing student culture
  2) technologies – growth in importance of & dealing with ever-changing technologies
  3) new realities in funding
  4) rise of the for-profits
  5) increased accountability
Questions?
Thank you!!

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