Presenters

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Poll: What type of organization do you work for?
Chat: What is your role or title?
Online Education Leaders

- Working together since 2012
- Peer institutions
- Fall 2020 COVID discussion led to question of “What’s Next?”
Key Thinking of Leaders

- Online was significant before COVID
- Despite some negative experiences with “remote learning” increased online demand
- Must pay attention to broader social and economic trends
- Better to be proactive than reactive
The Report

• Guided by the steering committee
• Multiple iterations
• All 14 institutional leads engaged October 2020 – June 2021
Key trends

- Increased Residential Student Demand
- Master’s Degrees Are Increasingly Online
- Rise of the Mega University + Increased Choices
- Demographic Cliff of 2025
- New Emphasis on Lifelong Learning

Source: “The Demographic Cliff is Already Here” by Megan Adams, EAB, May 28, 2020
Source: “Master’s Degrees More Popular, Increasingly Online” by Paul Fain, Inside Higher Ed, December 12, 2018
In order to fulfill our core teaching and learning missions and maintain sustainability into the third decade of the century, we believe our Big Ten institutions should adopt a strong and proactive, technology-enhanced learning focus in three strategic areas.
Strategy 1: Address Demand for Online + Shift in Demographics with a Student-Focused Model

- **Embrace** inclusive, equitable lifelong learning *student-focused* models
- **Target** broader audiences to embrace the “60-year curriculum”
- **Provide** an inclusive and equitable climate in the online space
- **Enable** flexible delivery & credentials
- **Support** student success: Analytics & CRM to better serve lifelong learners
- **Align** with workforce needs to lift the economies of our states & regions
Poll: How developed is your institution's strategy in implementing a student-focused online learning model?
Strategy 2: Provide Infrastructure to Support High-quality Technology Enhanced Learning

- **Budget** for online growth, prioritize for success
- **Align** pedagogy and technology through better coordinated teaching and academic tech units
- **Make** critical infrastructure investments; centrally coordinated (but collaborative) services
- **Incentivize** multidisciplinary collaboration
- **Support** student technology needs
Poll: How developed is your institution's technology and human infrastructure in supporting high-quality online learning?
Strategy 3: Clearly Articulate + Deliver Value to Learners

- **Support** innovation and rapid, responsive program creation and iteration
- **Highlight** the value of each course and document skills and competencies
- **Align** offerings with in-demand workforce skills
- **Provide** alternative affordable and more flexible pathways – noncredit to credit, stackable credentials, CBE
Poll: How advanced is your institution in clearly articulating and delivering value to online learners?
Advancing the Conversation on Our Campuses

• **Step 1:** Distribute this report to university leadership and key stakeholders.

• **Step 2:** Conduct conversations with university leaders and stakeholders.

• **Step 3:** Assess your current state using the tools in Appendix B.

• **Step 4:** Establish a roadmap for your university with key milestones.

• **Step 5:** Create action groups to implement strategies.
APPENDIX B: Questions for Self-Assessment

STUDENT FOCUSED SERVICES MODEL
• Are you fully leveraging your CRM throughout your institution to provide a barrier-free experience and helping to create lifelong connections to the university?
• What is your current plan for connecting with lifelong learners (from secondary school to seniors) and engaging new markets at your university?
• What support measures have you put in place to remove barriers for students with disabilities, non-native speakers, first-generation college students, and others for whom the navigation of complex policies and processes is especially onerous?
• Are you using integrated and “just-in-time” tools that leverage data analytics to support student success and to ask critical questions at the institutional level?

HIGH-QUALITY AND TECHNOLOGY-ENHANCED LEARNING
• Are you budgeted and resourced for future growth? Consider your institution’s capacity for instructional design, market research, project management, instructional design, faculty development, enrollment management, accessibility, security compliance, and data analysis.
• Are you structured to provide central coordination and prioritization to support the broader goals of the institution in serving learners, as well as the needs of the individual academic units?
• Is faculty development available to ensure high-quality instruction?
• Are faculty development and instructional design services available to support equitable and accessible learning?
• Do your students have access to the technology and tools required for their academic success?
• How are you choosing to allocate your technology resources? When do you invest vs. develop? Are your technology purchases driven by pedagogical goals, research, and adoption rates?

ARTICULATING AND DELIVERING VALUE
• Do you have the appropriate leadership and decision making process in place to facilitate fast and timely resolution to questions and decisions related to the development and delivery of online academic programs?
Chat: Your reflections

- What points that you heard today resonated with your institutional situation?
- What type of conversations are you thinking about having in this area at your institution?
- Who will you be inviting to those conversations?
“Now is the time to take action to position Big Ten institutions to succeed in a significantly altered post-COVID future, where online learning will loom large, strategic investment will be critical, and competition is likely to be intense.”
Contact Us

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Evaluate Sessions and Win!

- Navigate to specific session to evaluate
- Select “Evaluate Session” on session details screen
  - Complete session evaluation*

*Each session evaluation completed (limited to one per person per session) = one contest entry. **Five (5) $25 gift cards** will be awarded