Using Collaborative Leadership to Enhance Online Learning Across the University

OLC Innovate
April 18, 2018

Welcome Face-to-Face & Virtual Participants!
Please take our brief online poll:
https://tinyurl.com/OLC-PrePoll
## About Us

<table>
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<tr>
<th>Paula Weissman, PhD</th>
<th>Jill Klein, MBA</th>
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<tr>
<td><strong>Professorial Lecturer</strong>&lt;br&gt;School of Communication&lt;br&gt;American University</td>
<td><strong>Executive in Residence</strong>&lt;br&gt;Kogod School of Business&lt;br&gt;American University</td>
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<th><strong>Program Director,</strong>&lt;br&gt;MA in Strategic Communication</th>
<th><strong>Interim Exec. Director,</strong>&lt;br&gt;Center for Teaching, Research &amp; Learning&lt;br&gt;Interim Assoc. Dean for Graduate Programs,&lt;br&gt;School of Professional &amp; Extended Studies</th>
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<td><strong>Online Learning Leadership Council</strong>&lt;br&gt;Academic Unit Member</td>
<td><strong>Online Learning Leadership Council</strong>&lt;br&gt;Chair</td>
</tr>
</tbody>
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Contact: paulaw@american.edu  
Contact: jklein@american.edu

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AU’s Entrepreneurial Adventure

• “One-off” summer courses online evolve to graduate programs online
• Decentralized school-based approach
• “Mix-and-match” set of programs
  • Graduate degrees and certificates
  • Multiple disciplines
• No single modality or approach

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Participant Poll

- Types of Online Courses?
- Unit vs. University Control?
- Are You Positioned for Success?
Growing U.S. Demand

% of U.S. higher education students who took at least one “distance education” course in 2016 (Seaman et al., 2018) 31.6%

% decrease in number of students who took all or some campus-based courses from 2012 to 2016 (Seaman et al., 2018) 6.4%

% of chief academic leaders who described online learning as “critical” to their long-term strategy in 2015 (Allen & Seaman, 2016) 63.3%
Institutional Barriers
(Findings from the Literature)

“The literature reveals most barriers to implementation of distance education are related to institutional issues.” (Neben, 2014)

Resources/Infrastructure
- Financial costs
- Technological infrastructure
- University administrative systems

Faculty Support
- Rewards/incentives
- Professional development & training
- Copyright/intellectual property policies
Institutional Barriers
(Findings from the Literature)

*Online learning needs to be viewed as an “academic innovation” that is valued across the university rather than a “cash cow.”*
(Miller et al., 2013)

**Academic Policies & Student Support**
- Academic quality standards for online courses
- Academic policies for online teaching and learning
- Student support services

**Culture & Relationships**
- Faculty vs. administrator “motives”
- Faculty vs. administrator roles in decision-making
- University reporting structures for online
Barriers Discussion

What *institutional-level factors* stand in the way of wider adoption of quality online learning at your university?

**Discussion Categories**
- Resources/Infrastructure
- Faculty Support
- Academic Policies & Student Support
- Culture & Relationships

https://tinyurl.com/OLCdiscussion
Online Learning at AU

• Currently Decentralized
  • 17 online graduate programs launched in past 5 years
  • Different schools and academic units
  • Combination of different partners and internal resources

• Strategic Planning
  • Online learning will play a larger role at AU
  • Better integration into “core” of institution
  • Manage for effectiveness and efficiencies
Online Learning Leadership Committee

Formed in Fall 2017 to be a university-wide resource group that will help guide and promote all aspects of online learning throughout AU, thereby enabling the university’s goals in teaching, learning, scholarship, and other academic objectives.
Year-One OLLC Results

Chair
• Establish new and critical relationships across academic and university units
• Identify GAPS in Operational Excellence
• Generate ideas for University Strategic Plan

Program Director
• Valuable “intelligence” on other programs’ structures and processes
• Deeper understanding of student experience and retention issues
• Identifying common faculty training challenges/opportunities
Questions?
References


References Cont’d

Session Evaluations Contest

- Download and open OLC Conferences mobile app
- Navigate to specific session to evaluate
- Click “Evaluate Session” at the bottom of session details screen
- Complete session evaluation*

*Each session evaluation completed (limited to one per session) = one contest entry

**Five (5) $25 gift cards** will be awarded to five (5) individuals
Must submit evals using the OLC Conferences mobile app or website