Encouraging Innovation in Online Courses
While Designing and Developing Within a Fixed Framework

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About Columbia College

- Columbia, MO
- Founded in 1851
- Private, nonprofit liberal arts and sciences
- Serve approx. 20,000 students
  - A traditional campus
  - More than 30 nationwide venues
  - An evening program
  - Online

Online offers:
- More than 800 undergraduate and graduate courses
- 29 online degrees
- Courses via D2L Brightspace

Instructional Design and Technology
- 8 Instructional Designers
- 2 Instructional Technologists
- 1 System Admin.
The Challenge

Encourage innovation in the design and development of eight-week online courses while working within a fixed framework.

Framework created by the:
• Online Learning Environment
• Subject Matter Experts
• Accessibility Needs
• Department Expectations
  • Master Syllabi
• Location/Time
• Sections & Section Instructors
• Etc.
Online Access, Speed, and Distributed Locations

• Students could be anywhere and can use anything to access the course.

• Things we use:
  • Short weekly lectures that incorporate short videos, infographics, etc.
  • Bootstrap for responsive Instructional Materials and a library of components that work on any computer/phone.
  • Set deadlines by week and all use Central Time Zone
Consistency between Locations and Sections

• Similar expectations/ experience between sections / instructors.

• Things we do:
  • Master course model with locked down permissions
  • eTexts linked in course
  • Consistent design and use of LMS tools between courses and sections
  • Rubrics and detailed expectations
Accessibility

• Create a rich learning experience that is accessible to all.

• Things we do
  • Universal Design
  • WCAG 2.1 Checklist
  • Chuck learning into weekly modules
  • Captions, text alternatives
Other Opportunities or Constraints

- Instructor Voice and Freedom
- Many people involved in the development process
- Stagnate assignments after a few sessions
- Online Course Demo

- eTexts – Adding instructor notes to share with students, discussions, announcements
- Forms to help development process across multiple instructional designers and SMEs
- Use groups to rotate assignments by session
Evaluate Sessions and Win!

- Download and open OLC Conferences mobile app
- Navigate to specific session to evaluate
- Select “Evaluate Session” on session details screen (located under session type and track)
- 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