Evaluate Sessions and Win!

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**Five (5) $25 gift cards** will be awarded
Must submit evals using the OLC Conferences mobile app or website
Building online learning capacity in higher ed

Dr. Scott Moore
Principal Learning Strategist
Extension Engine

November 2019
Agenda

1. About me & Extension Engine
2. About Moravian College
3. The Moravian online journey
4. Current status
5. Challenges & lessons learned
Dr. Scott Moore

- MBA, PhD
- Tenured faculty, Dean
- Sales & consulting related to online learning
About Extension Engine

Unique — we design, build, launch & grow high-end online Custom Learning Experiences

Stable — 15+ Years, growing, profitable, private

Expert — 75+ people in Cambridge, NYC and Croatia focused on learning

Focused — since 2014, we’ve been focused exclusively on custom learning experiences
Our clients
Who is Moravian College?
Moravian College leadership

Scott Dams
Dean of Graduate Enrollment

Dr. Cynthia Kosso
Provost

Dr. Katie P. Desiderio
Executive Director, Graduate Business Programs
Moravian considered its options

- 2016-17
- A bit of background (goals, staffing)
- Scanning landscape
- OPM negotiation
- Internal staffing inventory
- Research into market alternatives
Beginning of our relationship

• Exploration (11.2017)
• Sales & contracting
• Design & Planning (03.2018)
  • Understanding of technology, personnel, & vendors
  • Pedagogical vision
  • Platform vision
  • Create a plan and a budget
Building **custom learning experiences**

- **01** research
- **02** definition & prioritization
- **03** ideation
- **04** proof of concept and roadmap
- **05** development
- **06** pilot & release
Presenting the **plan & vision (07/2018)**

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**Deliverables**

**Ensuring Success**
- Foundational Decisions
- Program Issues
- Operational Issues
- Financial Issues
- Staffing Considerations
- Plan for Getting Ready

**Instructional Design**
- Pedagogy for Online Graduate Programs
- Faculty Training
- Plan for Program Readiness
- Course Development Process
- Freemium Course Development Process

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**Technology**

**Course Development**

- 6 month process per course (to start)
- 2 courses at a time (to start)
Capacity building

- Faculty
- Management
- Instructional design
- Marketing
- Technology
Preparation phase (09-12/2018)

- Organizational change
- Program selection & sequencing
- Program decisions (target market, size, differentiators, etc.)
- Operational issues (faculty, IP policy, financing, staffing, etc.)
- Learner experience design (in-course, out-of-course)
- Course evaluation
Outreach & involvement of faculty (11/2018)
The on-campus celebration 01.2019
Multiple streams of our relationship: MSPA course creation

Course creation (by us)

Course creation (by Moravian)

We helped them hire

- Instructional designers
- Project manager
- Video contractors
Multiple streams of our relationship: Marketing

MSPA marketing

BIG DATA IS EVERYWHERE. MASTER IT.

EARN YOUR ONLINE MASTER'S IN PREDICTIVE ANALYTICS

Why Predictive Analytics?

Ever wish you could predict the future? So do companies big and small. That's why they turn to predictive analytics to identify the likelihood of future outcomes based on historical data. Predictive analytics professionals apply a variety of techniques like data mining, predictive modeling, deep learning algorithms, machine learning, and even artificial intelligence.

Graduate program marketing

ELEVATE YOUR CAREER. FROM ANYWHERE.

MORAVIAN GRADUATE ONLINE PROVIDES MASTER'S PROGRAMS FOR PROFESSIONALS WHO WANT A CLEAR, ACTIONABLE, AND PERSONALIZED PATH TO MEET THEIR CAREER GOALS.
Multiple streams of our relationship:
Senior leadership

- Bi-weekly meetings with the Provost
- Bi-weekly meetings with the VP of Admissions
- A separate organizational design engagement directly with the Provost
- Built on our financial model with the CFO
Challenges & lessons learned

Challenges

- Gaining faculty trust and acceptance
- Finding the money
- Doing something new at Moravian
- Coordination across multiple people & organizations
- Change management

Lessons learned

- Over-communicate clarity around all aspects of project
- Confirm BOT and Cabinet level support for project
- Effective communication is key!
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