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Building online learning capacity in higher ed

Dr. Scott Moore
Principal Learning Strategist
Extension Engine

November 2019

MORAVIAN COLLEGE

extnsn engine

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

extnsn engine

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

extnsn engine

Our clients

Johnson & Johnson

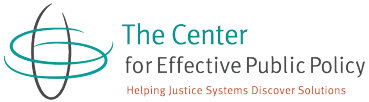
KAUFFMAN
The Foundation of Entrepreneurship

FitchLearning

INNOSIGHT
STRATEGY AND INNOVATION AT HURON

ArtCenter

HARVARD
UNIVERSITY


The Center
for Effective Public Policy
Helping Justice Systems Discover Solutions

AICPA

MIT
Massachusetts
Institute
of Technology

UNIVERSITY OF
NOTRE DAME

The Bridgespan Group

GRADS of LIFE

MORAVIAN
COLLEGE

BRIGHTLINE
INITIATIVE

yearup

Microsoft

SmithsonianX

Penn

youth entrepreneurs

MLT

NEW TEACHER
CENTER

Who is Moravian College?

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

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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

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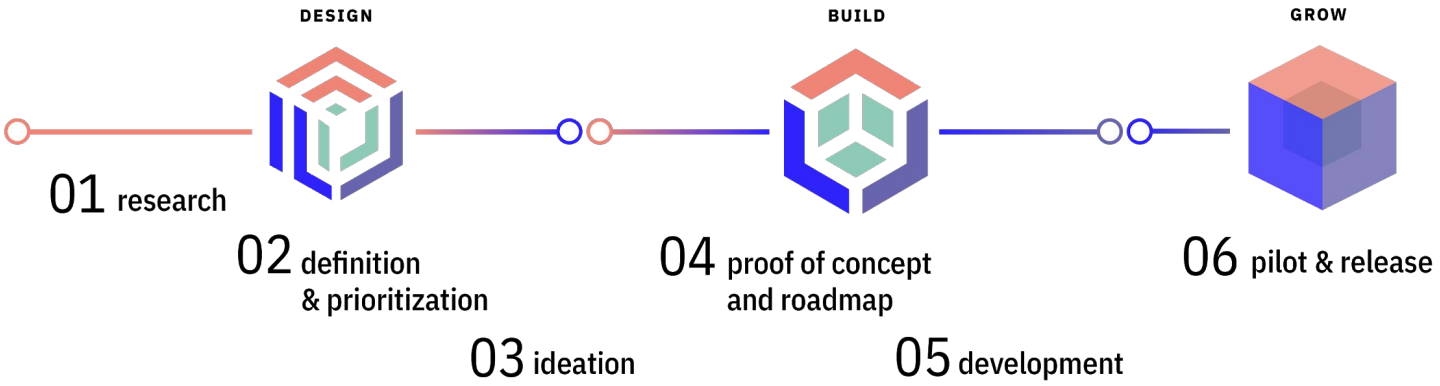
Building custom learning experiences



Presenting the plan & vision (07/2018)

Deliverables

Ensuring Success

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

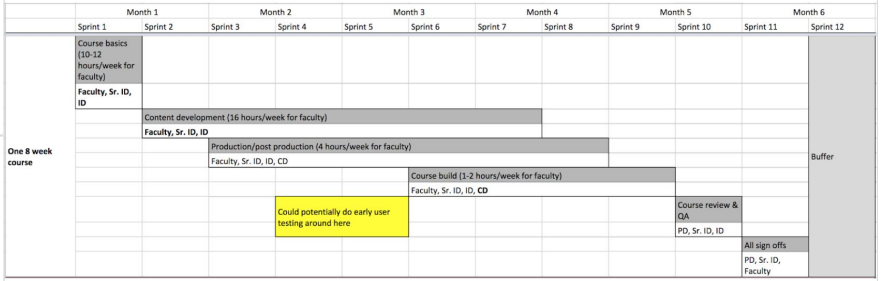
Instructional Design

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

Technology

Course Development

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



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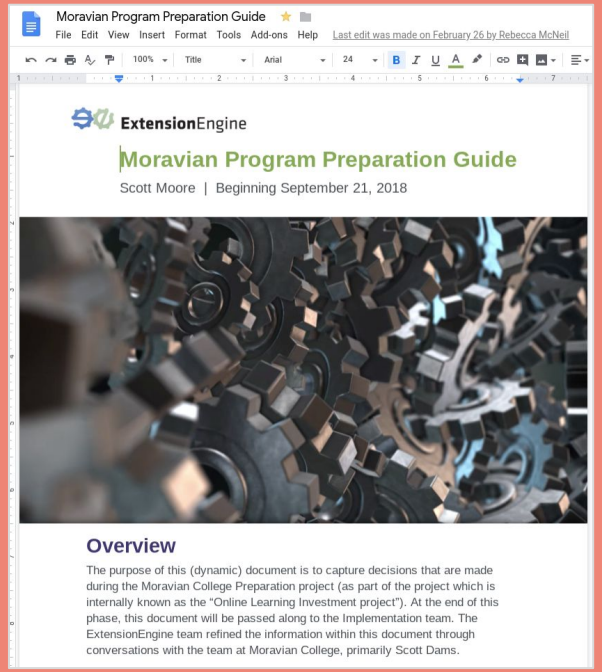
Capacity building

- 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



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Outreach & involvement of faculty (11/2018)

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The on-campus celebration 01.2019

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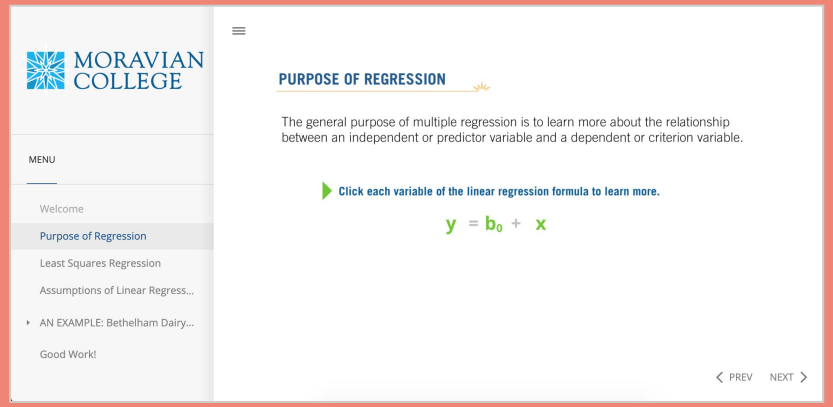
Multiple streams of our relationship: MSPA course creation

Course creation (by us)



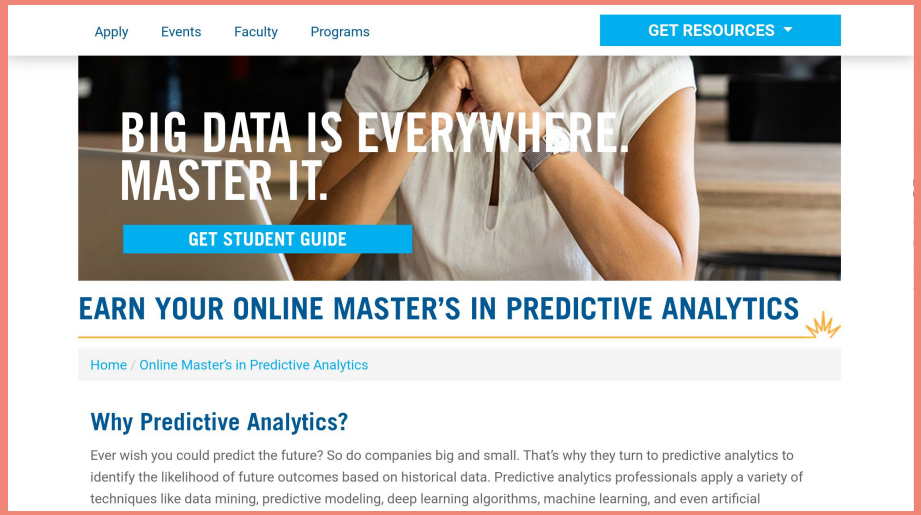
Course creation (by Moravian)

We helped them hire

- Instructional designers
- Project manager
- Video contractors

Multiple streams of our relationship: Marketing

MSPA marketing



Graduate program marketing

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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