The Growth of Online Education and the Role of CSUB's Regional & Online Degree Programs Department

Capstone Project
ADM 690
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Winter 2006

Changing Society

- These days people want everything at a convenience to fit into their busy lifestyles, including education
- Students would like to see more flexibility in their college careers
- Colleges are offering more online courses and programs to help accommodate these changing needs

Online courses

- Students are not bound by time or location
 - Students from any location around the country or world can take classes
 - Classes can be completed during the student's free time, even if it is at 2:00 in the morning
 - Students are free to attend any University they choose, not just what is close in distance or at a location they have to move closer to

Growth of Online Education

- ◆ The Sloan Consortium, A Consortium of Institutions and Organizations committed to quality online education conducted a survey of over 1000 college and universities
- Survey answers questions regarding nature and scope of online education

- 63% of schools offering undergraduate face-to-face courses also offer undergraduate courses online
- 65% of schools offering graduate face-to-face courses also offer graduate courses online
- About 50% of schools surveyed felt online education was an important part of the long-term strategy for their institution
 - The majority of schools who disagreed with this were small schools and private, non-profit institutions

Online Education is Critical to Long-term Strategy					
	2003	2004	2005		
Agree	48.8%	53.5%	56.0%		
Neutral	38.1%	33.7%	30.9%		
Disagree	13.1%	12.9%	13.1%		

- Finding show that schools are seeing the importance of online education, as evidenced by growing online enrollments and are willing to embrace these changes
- ◆ From 2003-2004 overall online enrollments changed from 1.98 million to 2.35 million
- Change from 2004-2005 was not as significant, but show it is still rising at at steady rate

Number of Students Taking at 1	least one online course
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Time Period	Number of Students	Change from previous year
Reported for 2002	1,602,970	
Reported for 2003	1,971,397	22.9%
Reported for 2004	2,329,783	18.2%

Quality of Online Education

- Maintaining high quality education must be a goal for any institution offering online courses
- This can be achieved if each school takes responsibility for its courses and the faculty and staff are willing to be innovative, experimental, and stay active in students academic career.

- Using core instructors to teach online courses is one major way that we can contribute to the quality of online courses
- Using the same instructors as for face-to-face courses can help to assure that students are receiving virtually the same education as if they had attended classes on campus

Who teaches online and face-to-face courses,
Fall 2004

	Face-to-face	Online			
Core	61.6%	64.7%			
Split	24.7%	16.4%			
Adjunct	13.0%	18.1%			

	Doctoral		Masters		Baccalaureate		Associates		Specialized	
	Face- to- Face	On- line								
Core	84.4%	71.2%	68.8%	62.5%	79.1%	60.6%	47.4%	67.6%	65.2%	61.2%
Split	11.4%	12.3%	22.5%	18.5%	14.6%	3.8%	39.1%	3.8%	17.6%	10.0%
Adjunct	3.8%	16.5%	7.7%	18.1%	5.6%	35.6%	13.2%	35.6%	16.1%	28.9%

- Quality of courses can also be maintained with the interaction among students and instructors, and among students themselves
- Course management systems such as WebCT and Blackboard can help to allow for this interaction through email, chat rooms, and discussion boards.

Quality through Student Services

- Student services offered by the institution can help ensure quality for online students
 - Even though students are not on campus, they must be given the same services
 - Contact through Internet, email, and phone are vital to students who can not visit campus

Quality through Student Services

- A website should be available with:
 - General information
 - Contact information
 - Forms for applications and registrations
 - Who to contact for advising, library help, web services, exam proctors, etc.
 - Courses offered and fees
 - Instructor contacts and information
 - Computer requirements for taking online courses

Quality through Student Services

- Services and information that should be available to online students:
 - Pre-registration advising
 - Admissions requirements and forms
 - Financial Aid information and forms
 - Payment options
 - Academic Advising
 - Tutoring

- Library resources
- Bookstore services
- Technical support
- Services for students with disabilities
- Course delivery program information
- Student records
- New Student Orientation
- Career development and counseling
- Degree Completion Audits

CSUB, Regional & Online Degree Programs

- Programs currently available:
 - Undergraduate Degree Program in Environmental Resource Management
 - Master's Degree Program in Administration

Quality of Online Education at CSUB

- Courses are offered through WebCT
- ◆ 75% of online courses are taught core, instructional faculty
- All adjuncts who teach must be approved by the department offering the course

Student Services at CSUB

- Website for online students contain:
 - General information about programs
 - List of courses required to complete programs
 - Course descriptions
 - Price range for courses
 - Computer system requirements for taking courses

- Forms including applications, registration form,
 Add/Drop form,
 name/address change form, financial aid forms, and a request for unofficial evaluation
- Links to programs and information

Student Services at CSUB

- Students are given access to WebCT to access there classes
- The BannerWeb system allows students to register for classes and pay for them online, as well as view their student records and financial account

Student Services at CSUB

- When students are admitted to the University, there admission letter contains information on who to contact for advising, what their CSUB Student ID number is, and what their runner email account is
- A sheet is included explaining that runnermail is the email system used by CSUB and provides instructions on how they are to access this account and who to contact if they have problems accessing or logging into their account

Improving services to online students at CSUB

• Although, CSUB has many great ways that they are currently serving online students, improvements can be made to the services that CSUB currently offers in order to improve the quality of the online programs

Assessment system

- Evaluation or assessment system should be put in place to assure students and faculty are meeting course and university expectations
 - Anonymous email survey or web-based assessment program for online students
 - Students can critique instructors and courses
 - Instructors can evaluate students work throughout courses and at end of courses

Student Guide

- Implement Student Guide for Distance Students
 - Link from website for access to all students and prospective students
 - Included policies and procedures
 - Contact information for staff and faculty, campus departments
 - General information on all programs offered

Orientation

- Offer online orientation for new students
 - Link from website in Power Point format with audio/visual
 - Information on nature and expectations of online courses
 - How to access WebCT for classes
 - Overview of runnermail

WebCT tutorial

- Offer WebCT tutorial for new students
 - How to log in
 - How to access courses
 - Using WebCT's internal email, chat rooms, and discussion board

Success of CSUB's online programs

- ◆ Making improvements in our students services will help to improve the success of the current online programs and may allow more online courses and programs in the future
- We can also work to increase our online student population as well as increase our student retention

Summary

- The number of online programs and courses in the US has been increasing to meet the changing needs in our society
- CSUB has embraced these changes by offering two online degree programs
- CSUB offers many online student services and can continue to improve upon these services to better serve students
- Improving upon the quality of programs and instruction can also help CSUB to improve upon their current services and courses