

What e-Learning Leaders Need to Know

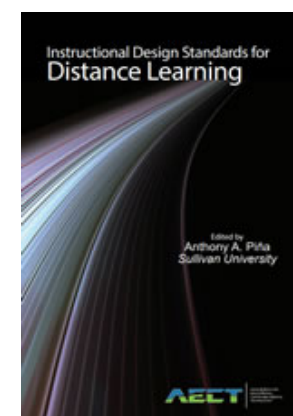
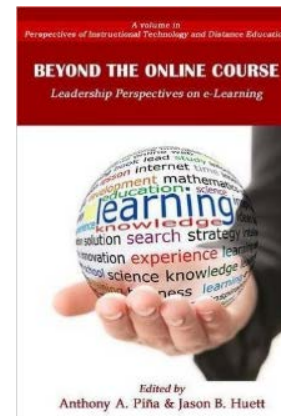
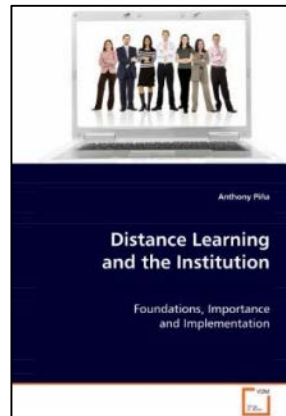
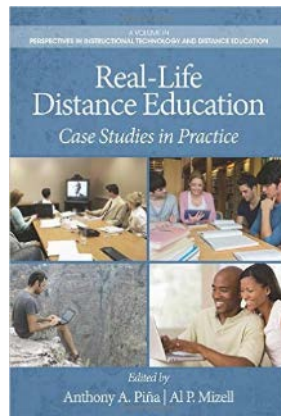
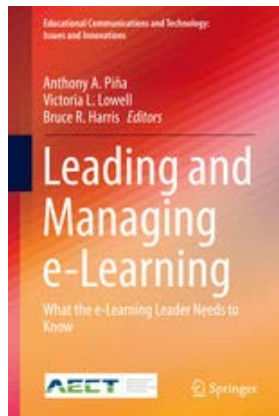


Dr. Anthony Piña
Associate Provost
Instruction & Online Learning



apina@sullivan.edu

Who am I?



Objectives



- Identify challenges for those who lead and manage online learning (OL) programs
- Discuss what leaders need to know to be successful at leading OL at their institutions
- Determine actions that leaders and managers can take to promote successful OL at their institutions

Challenges for Leaders



- Enrollment issues
- Wanting to expand access
- Online learning hype
- Faculty skepticism
- Aggressive online program management industry

Challenges for Leaders



- Many leaders do not come from background of educational technology, instructional design or distance education

Challenges for Leaders



- Lack of literature on leading and managing online learning
 - Focus on areas of faculty interest
 - One OL leadership conference (DLA) and one journal (OJDLA)
 - EDUCASE primarily for CIO

Online Program Differences



Weaker Online Programs



- Lack of shared vision
- Singular focus on rapid growth
 - Emphasize admissions
 - De-emphasis on infrastructure for online student success
- Policies and procedures favor legacy F2F culture
 - Online differs in teaching methods, course development, student services, infrastructure and support

Weaker Online Programs



- Multiple online departments within the same institution (silos)
- Online courses created in vacuum
- No central coordination of resources, training or oversight
- Not everyone is ready
 - May need additional planning and resource development

Stronger Online Programs



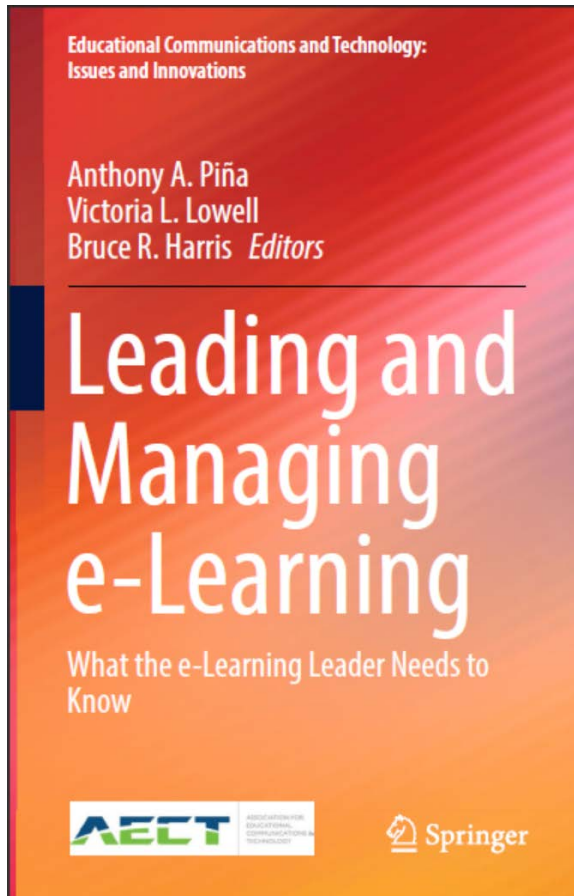
- They know why they are doing it
 - Online tied to institution's mission
 - Strategic planning
- They have a story
 - What are our strengths?
 - What differentiates us from the rest?
- They assess institutional capacity
 - Can we do it all in-house?
 - Do we need an OPM?
 - If so, for what?

Stronger Online Programs



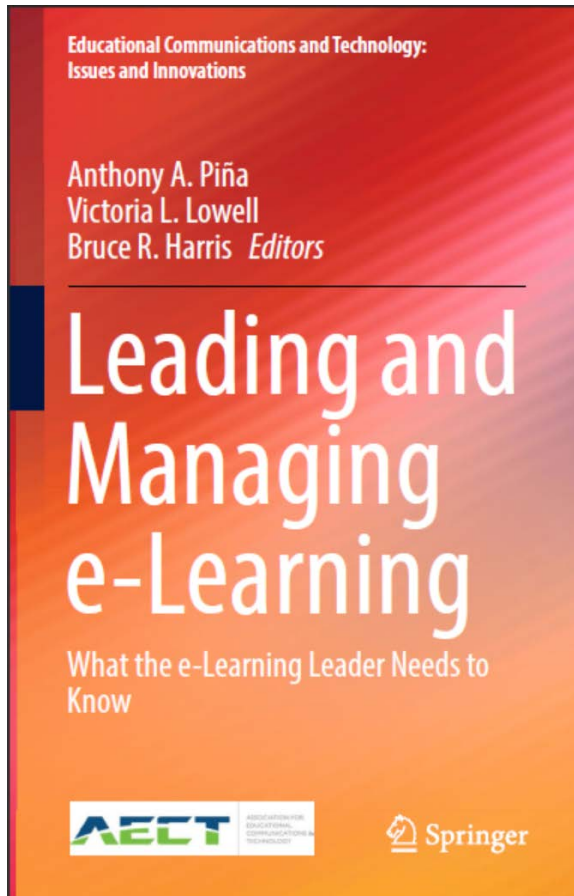
- They realize that online learners have unique needs
 - Analyze policies and procedures
 - Infrastructure of student services
- They centralize whenever possible and appropriate
 - Standards for development and QA
 - Master courses and templates
 - Instructional designers
 - Training, support and best practices

What e-Learning Leader Needs to Know



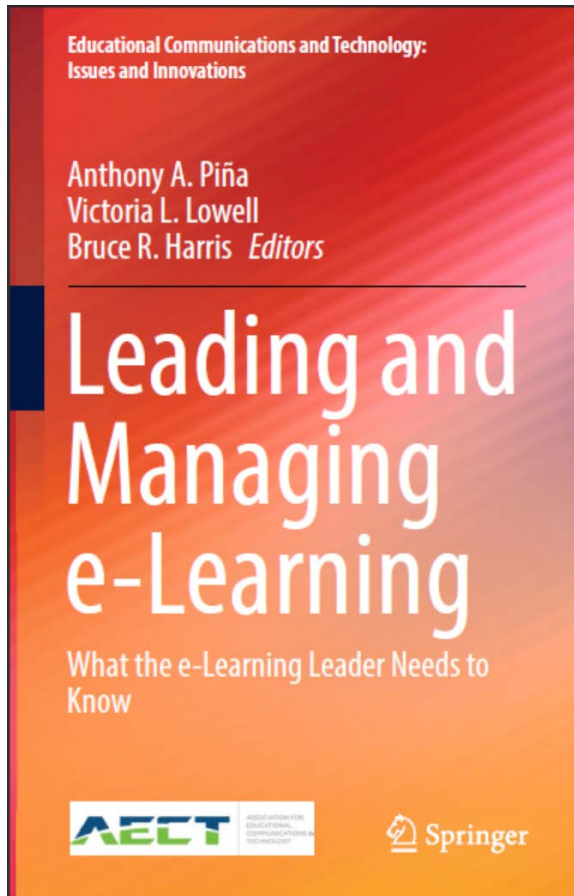
- Anthony Pina
 - Sullivan University
- Victoria Lowell
 - Purdue University
- Bruce Harris
 - Dixie State University

What e-Learning Leader Needs to Know



- 50 experts - 30 institutions
 - Administrators
 - Faculty
 - Instructional Designers
- All sectors
 - Large & small institutions
 - 2 and 4 year
- Association for Educational Communications & Technology (AECT)

What e-Learning Leader Needs to Know



- Decision making guidance
- What you need to know
- What you can do
- References
- Designed as a ready reference for leaders
 - Peer reviewed but not intended for scholars

What leaders need to know

- Leading innovation and change in organizations
- Centralized and decentralized approaches to online program management
- Establishing e-learning divisions and centers
- Technology infrastructure to support online learning
- Learning management systems
- Information literacy and libraries

What leaders need to know

- E-learning policies
- Copyright, fair use and intellectual property,
- Open licensing
- Accreditation and regulations
- Motivating administrators and faculty
- Faculty development, evaluation, and online instructor competencies

What leaders need to know

- Managing course and program design development and evaluation
- Scaling online learning
- Marketing online programs
- Student services and retention of online students
- Leading e-learning in different settings

What e-Learning Leaders Need to Know



Dr. Anthony Piña
Associate Provost
Instruction & Online Learning



apina@sullivan.edu