

Sometimes Good is Good Enough – Sometimes It's Not



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Who are you?

The Spellings Report



- “We want postsecondary institutions to adapt to a world altered by technology, changing demographics and globalization, in which the higher-education landscape includes new providers and new paradigms, from for-profit universities to distance learning.”
- “Only 66 percent of full-time four-year college students complete a baccalaureate degree within six years. (This reflects the percentage of students who begin full-time in four-year institutions and graduate within six years.)”

*A Test of Leadership: Charting the Future of U.S. Higher Education
Secretary of Education’s Commission on the Future of Higher Education*

The eLearning Revolution



- Overall percent of schools identifying online education as a critical long-term strategy has grown from 49% in 2003 to 56% in 2005.
- Overall online enrollment increased from 1.98 million in 2003 to 2.35 million in 2004.
- In 2005, only 31% of chief academic officers believed that their faculty fully accept the value and legitimacy of online education.

– *Growing by Degrees: Online Education in the United States, 2005 (Sloan-C)*

Continued Growth



- Nearly 3.2 million students took at least one online course in fall 2005 (2.3 million in 2004).
- The more than 800k additional online students is more than twice the number added in any previous year.
- Growth rate was 35%. Online students represent close to 17% of all higher education students.
- Two-thirds of the very largest (>15k) schools have fully online programs.

- Making the Grade, Online Education in the US, 2006 (Sloan-C)

Why is this important?



- **Accountability**
- **Graduation rates/progress**
- **Online will continue to grow**
- **The economy**
- **New adult student demands**
- **New student market – savvy customers**
- **One semester chance**

Look at the generations you serve.



	Matures	Baby Boomers	Generation X	Net Generation
Birth Dates	1900–1946	1946–1964	1965–1982	1982–1991
Description	Greatest generation	Me generation	Latchkey generation	Millennials
Attributes	Command and control Self-sacrifice	Optimistic Workaholic	Independent Skeptical	Hopeful Determined
Likes	Respect for authority Family Community involvement	Responsibility Work ethic Can-do attitude	Freedom Multitasking Work-life balance	Public activism Latest technology Parents
Dislikes	Waste Technology	Laziness Turning 50	Red tape Hype	Anything slow Negativity

- Oblinger, 2005

The Millennials (82-91) and beyond



- **First generation to grow up surrounded by digital media**
- **Confident**
- **Hopeful**
- **Goal- and achievement-oriented**
- **Civic-minded**
- **Inclusive**
- **Expect access via technology to be everywhere**

My Millennials



- **My millennials**
 - Reading on the screen
 - Campus phones
 - Talking/Texting and my ever changing bill
 - MySpace; facebook; Second Life
 - Helicopter children



One Millennial's Opinion



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What do students remember?



- **Typos**
- **Boring content**
- **Bad links**
- **Your absence in discussions**
- **Lack of help (technical)**
- **Feeling alone and isolated**
- **Your use of PowerPoint**

Successful Courses and Programs



- Are well designed
- Are thoughtfully developed (time-wise)
- Have good interaction built in
- Meet the principles of good practice or some other quality standard
- Have institutional support
- Include quality services

Faculty Issues



- **Training**
- **Development vs. production**
- **Intellectual Property**
- **Uniqueness and character**
- **Support**



It is not an *Axio* course.

Design Issues



- Principles of Good Practice
- Goals, objectives and strategies lead to technology
- The problem with PowerPoint
- Designing for remote users
- Low-end technologies
- Cross platform
- Assessment methods
- Interaction

When good ideas go bad.



What do I mean by training?



- **Instructional design basics**
- **Pedagogy application**
- **Appropriate use of technology**
- **Incorporation of services**
- **How to interact online through discussion boards**
- **Avoiding “administrivia”**
- **Managing the online classroom**
- **Good assessment strategies**
- **Measuring quality and providing examples**

Quality Standards



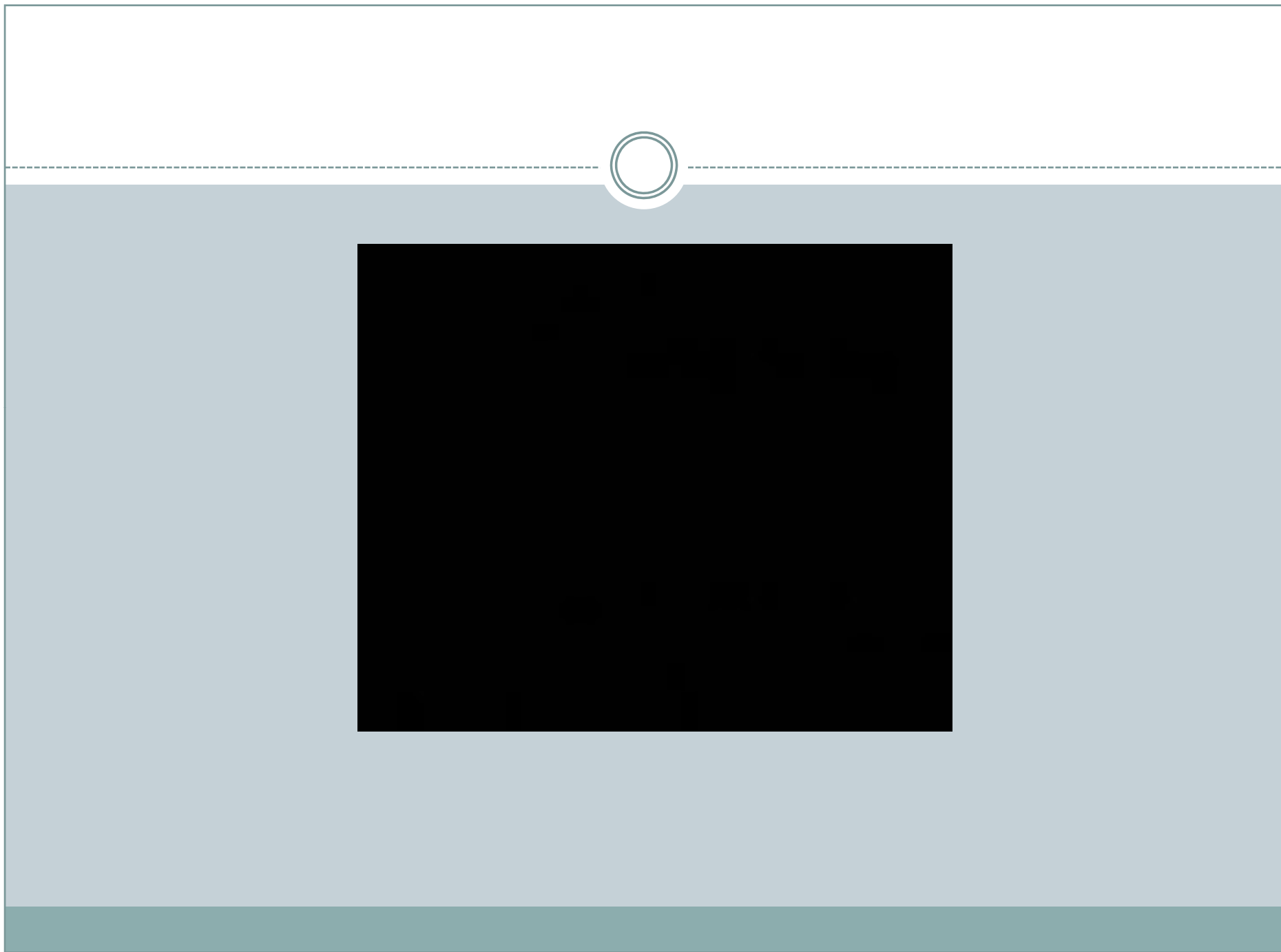
- Quality Matters
- Sloan Seven Pillars
- Principles of Good Practice
- [c-Qual](#)
- Editing
- Technical Reviews
- Build your own....

- Why is this important?

So where is it going?



- The importance of all players
- Understanding roles
- There's no turning back
- Mobile learning/access
- New generations with new expectations
- Learning is learning – not about “online”
- More support
- It's not all about technology
- Growing lack of patience when technology doesn't work...





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www.uttc.org

**USDLA 2009 Conference, April 26-29, St. Louis
International Forum for Women in E-learning (IFWE)**

www.usdla.org