

# Online Learning as a Strategic Asset: NASULGC-Sloan National Commission on Online Learning

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*on behalf of the*

*NASULGC-Sloan National Commission on Online Learning*

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# NASULGC Initiative in Online Learning

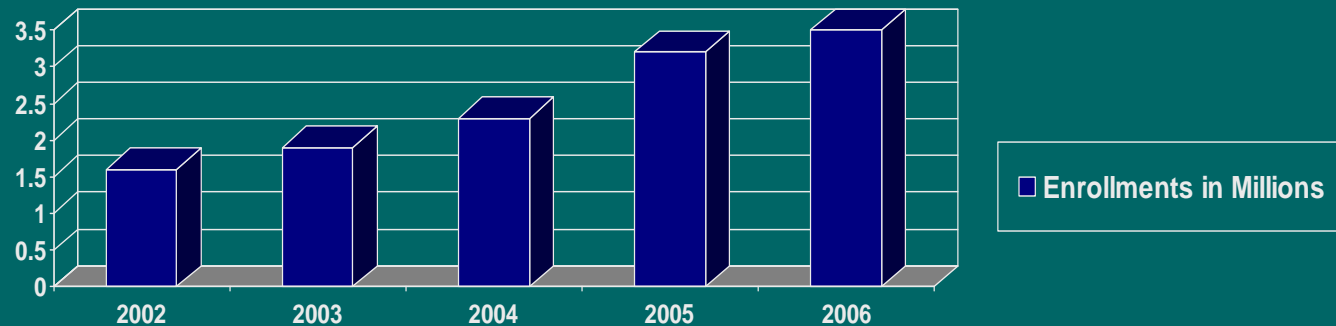
- ◆ Grant from Sloan Foundation to create a cadre of online champions among public university Presidents and Chancellors who recognize the value of online learning as a strategic asset in achieving institutional priorities and who will possess the knowledge and skills to expand online learning
- ◆ Established NASULGC-Sloan National Commission on Online Learning (Jack Wilson, Pres. U Mass, Chairman; 7 Presidents)
- ◆ Commission Strategies:
  - understand the knowledge base and experience of Presidents/Chancellors re: online learning
  - target the key priorities and concerns of senior leadership
  - determine the potential of online learning to serve as a strategic tool to address those issues
  - develop strategies/resources that could assist Presidents and Chancellors in overcoming barriers limiting the strategic utilization of online learning

# NASULGC-Sloan National Commission on Online Learning

- ◆ Surveys:
  - NASULGC Presidents and Chancellors
  - Tribal Colleges and Universities Presidents
  - NAFEO Presidents and Chancellors
- ◆ 15 dialogue events:
  - 650 participants; 250+ CEOs

# Survey Findings: Is there a disconnect?

Growth in Online 2002-2006



## Strategic Importance of Online Learning

- critical to long-term strategy of institution  
NASULGC- 68%; AIHEC – 62%; NAFEO – 84%
- represented in the institution's strategic plan  
NASULGC- 41%; AIHEC – 27%; NAFEO – 52%
- not critical to long term strategy  
NASULGC- 4%; AIHEC – 15%; NAFEO – 7%

# Engaging in a Dialogue

- NASULGC Council of Presidents (June 2007)
- NASULGC Council on Extension, Continuing Education and Public Service (June 2007)
- National Association for Equal Opportunity in Higher Education (NAFEO) (July 2007)
- NASULGC Council on Academic Affairs (July 2007)
- NASULGC Council of 1890 Universities Presidents/Chancellors (July 2007)
- American Indian Higher Education Consortium (October 2007)
- EDUCAUSE (October 2007)
- American Council on Education Commission on Effective Leadership (October 2007)
- Western Cooperative for Educational Telecommunications (November 2007)
- Sloan Consortium 14<sup>th</sup> Annual Meeting (November 2007)
- NASULGC Annual Meeting (November 2007)
- National Association for Equal Opportunity in Higher Education (NAFEO) (December 2007)
- American Association of State Colleges and Universities (February 2008)
- American Council on Education (February 2008)
- Association of Governing Boards (April 2008)

# Benchmarking Study

- ◆ Identify “key factors” behind successful, strategic online programs
- ◆ Invited 95 NASULGC members – hoping for 15-18 participants
- ◆ 47 originally volunteered; 45 final participants; R1’s to Comprehensives
- ◆ 1M+ students; <100,000 online enrollments

# Benchmarking Study

- ◆ Initial interview/Identified 6 Themes:
  - Faculty Incentives
  - Student Life Cycle
  - Senior Administration
  - Academic Quality & Effectiveness
  - Administrative & Financial Models
  - Technology

# Benchmarking Study

- ◆ Campus Questionnaire
- ◆ 10 “areas of focus”
- ◆ Cohorts of ~ 6 institutions/question
- ◆ Interviews w/4 – 8 key personnel
- ◆ Have conducted more than 200 interviews (~30 remaining)  
(recorded/transcribed/text analysis)

# Benchmarking Study

## ◆ Interviews:

- Governing Board members
- Presidents/Chancellors
- Chief Academic Officers
- Distance Learning Administrators
- Directors of teaching/learning centers
- Chief Information Officers
- Faculty Leaders
- Online Students

# Benchmarking Study Headlines

- ◆ Central administration articulate vision; provide resources; make it easy for faculty to design/deliver online courses/programs
- ◆ Bring people together to develop strategic approach to online
- ◆ Assign responsibility/coordination for online to single office

# Benchmarking Study Headlines

- ◆ Faculty generally satisfied with quality of design/delivery support
- ◆ Students generally satisfied with support services – noted need for better communication/centralization
- ◆ No perceived need for mandatory training/orientation, but...
- ◆ Concerns about effect of budget cuts & increased demand on quality

# Faculty Survey

- ◆ First cross-institutional survey of faculty attitudes toward online
- ◆ 62 campuses participating to date
- ◆ 6 scheduled for later this fall
- ◆ 12 more in discussions
- ◆ Comparable questions to Sloan-C Annual Survey