


Survey of Presidents & Chancellors: Online Learning as a Strategic Asset

*NASULGC-Sloan National Commission on Online
Learning*

June 11, 2007

A stylized silhouette of a mountain range in a teal color, located in the bottom right corner of the slide.

NASULGC-Sloan National Commission on Online Learning - Panelists

- ◆ *Jack Wilson*, President, University of Massachusetts, Chairman
- ◆ *Bruce Magid*, Dean, San Jose State University College of Business, Co-Chairman
- ◆ *Susan Aldridge*, President, University of Maryland University College
- ◆ *Melvin Johnson*, President, Tennessee State University
- ◆ *James B. Milliken*, President, University of Nebraska
- ◆ *James Spaniolo*, President, University of Texas at Arlington
- ◆ *Sam Smith*, President-Emeritus, Washington State University

Survey Findings

77 responses (35.8%)

Strategic Importance of Online Learning

- critical to long-term strategy of institution (68%)
- represented in the institution's strategic plan (40.5%)
- only 4% stated that online was unimportant

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Role of Online Learning at Institution

- increasing student access (71.4%)
- growing professional and continuing education (61.8%)
- attract students outside traditional service area (57.1%)

Survey Findings (cont.)

Barriers to Strategic Use of Online Learning

- ◆ online courses cost more to develop (40.8%)
- ◆ greater faculty time and effort required (35%)
- ◆ only 22.4% noted a lack of acceptance by faculty

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Potential Role of NASULGC

- ◆ Knowledge of peer institutions' strategic use of online
- ◆ Opportunities to share models and experiences
- ◆ Information resources applicable to strategic use of online
- ◆ Availability of leaders to advise in strategic planning

Engaging in a Dialogue

- ◆ 60% of institutions have not incorporated online learning into their strategic plans

- ◆ *Planned venues:*
 - NASULGC Council of Academic Officers
 - NASULGC Council on Extension, Continuing Education and Public Service
 - NASULGC Council of 1890 Universities
 - NASULGC Annual Meeting
 - Western Cooperative for Educational Telecommunications
 - Sloan Consortium 14th Annual Meeting

- ◆ *Prospective venues:*
 - American Council on Education
 - National Association for Equal Opportunity in Higher Education (NAFEO)
 - American Indian Higher Education Council
 - American Association of State Colleges and Universities
 - American Association of Colleges & Universities
 - Hispanic Association of Colleges and Universities
 - others?

Initial Questions for Dialogue

- ◆ How does online transform campuses to meet students' needs?
- ◆ How can online enable institutions to provide access to students state-wide?
- ◆ How does online influence face-to-face teaching?
- ◆ How do institutions support and engage faculty in online learning?
- ◆ How can online address rapid growth in enrollment?
- ◆ How do systems and campuses link their expectations of online learning?

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