



# How Quality Online Learning Programs Drive Enrollment



# Thank You for Joining Our Live Webcast



We will be **recording** today's webinar



Look for the recording and resources via **email after the webinar**



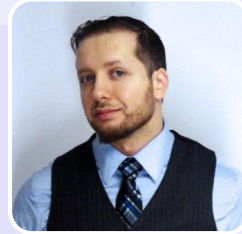
We will have time for **Q&A!**

If you have any technical questions, our backend support is here for you.

# Meet the Panelists:



**Paul Hockett**  
Asst. Dean, Learning Design  
and Innovation  
Johns Hopkins Whiting School  
of Engineering



**Hussam Kashou, Ph.D.**  
Dean, Online Learning, Educational  
Technology, & Learning Resources  
Long Beach City College



**Sarah Dysart, Ph.D.**  
Senior Director, Online Learning  
University of Michigan



**Sara Carter, M.Ed.**  
Director, Instructional Design & Technology  
Delaware Technical Community College



**Michael L. Mathews**  
VP, Technology and Innovation & CIO  
Oral Roberts University



**Jennifer Brock, Ph.D.**  
VP, Online Education Services  
Academy of Art University



# Meet the Moderator

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**Jason Bedford**

SVP Education @ Class Technologies



A live learning platform that brings together the best of **in-person & online learning**

Instructor Podium

Seating Charts

eLearning Tools

Interactive Screen Share

Whiteboard

Proctoring

Advanced Chat

1:1 Discussions

Dashboard

Attendance &amp; ID Verification

Accessibility

Class Templates

Auto Transcription

Enhanced Breakout Rooms

Hybrid Learning Support

Enterprise Integrations

The image displays three overlapping screenshots of the 'class' platform interface. The leftmost screenshot shows a 'Dashboard' for an instructor, featuring a 'Class Time' section with a '2 hrs' indicator, an 'Attendance' gauge at 19 out of 25, and a 'Participants' list. The middle screenshot shows a 'Classroom' view with a large video feed of the instructor, a 'Participants' list on the left, and a grid of smaller video feeds for students. The rightmost screenshot shows 'All Breakout Rooms' with three separate breakout room windows, each displaying a presentation slide and a video feed of participants. The interface is dark-themed with blue and purple accents.

# Definitions and Examples

100% IN-PERSON

100% ONLINE

FACE-TO-FACE

BLENDED

HYBRID

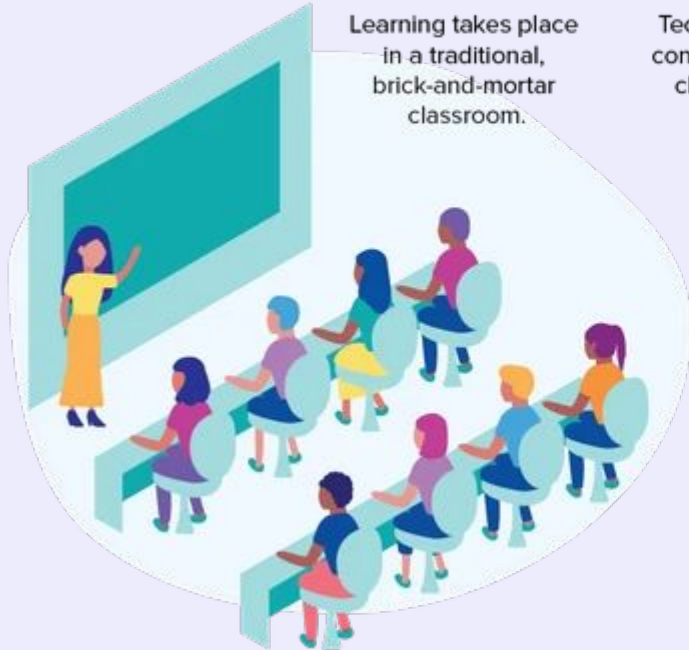
ONLINE

Learning takes place in a traditional, brick-and-mortar classroom.

Technology is used to complement traditional classroom learning.

Learning takes place online and offline with online learning replacing some face-to-face instruction.

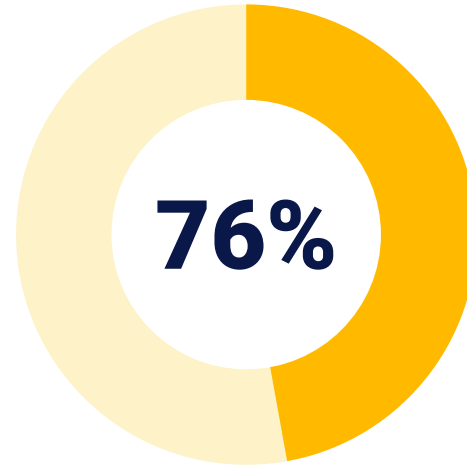
All learning takes place online.



# Student Preferences are Changing

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Students are making college enrollment decisions based on online course offerings.



According to a survey by BestColleges, conducted in 2021, 76% of students said that **online learning was an essential factor in their decision** to enroll in a particular institution



# Online Learning & Enrollment Trends

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A survey conducted in 2022 found that the number of high school juniors and seniors planning to attend fully online colleges has *more than doubled since before the pandemic*.

100% ↑



[Inside Higher Ed Article](#)

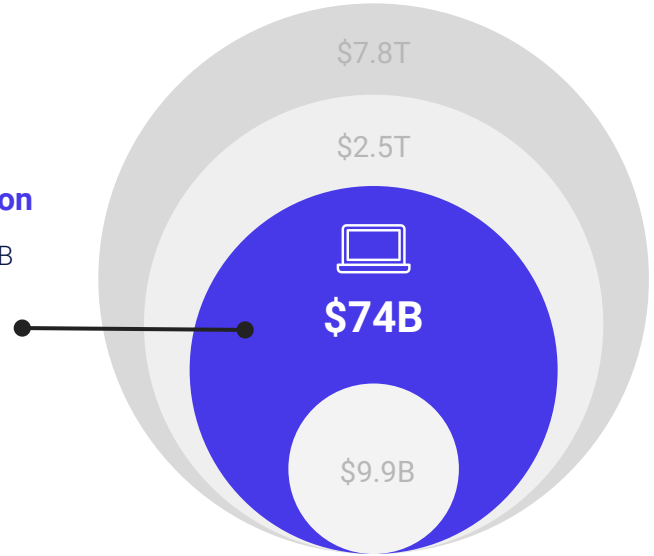


# The Growth of Online

A report by HolonIQ found that *online degrees are one of the fastest-growing segments* of global higher education and is projected to reach a market size of **\$74 billion by 2025**.

## Global Online Higher Education

Growing from \$36B in 2019 at 14% to \$74B in 2025



**Total Global, Online Higher Education and OPM Market 2025**

# Focus Areas to Address Online Learning Challenges



**Active  
Learning  
Environments**



**Student  
Engagement  
+ Connection**



**Academic  
Supports +  
Student Services**

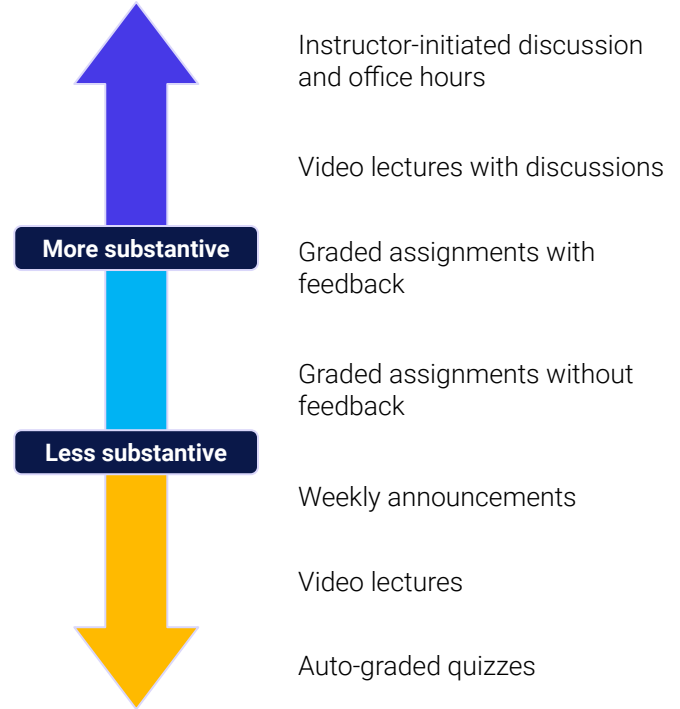


POLL

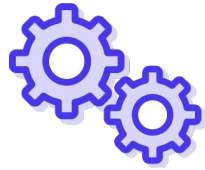
**Which focus area would you like your institution to prioritize for next year?**

# New Online Learning Standards

Many campuses are undergoing a full redesign to meet the new standards that emphasize *"regular and substantive interaction"* between students and instructors in all online courses.



# How is Your Institution Addressing New Standards?



**Compliance**



**Innovation**

# Panel Q&A

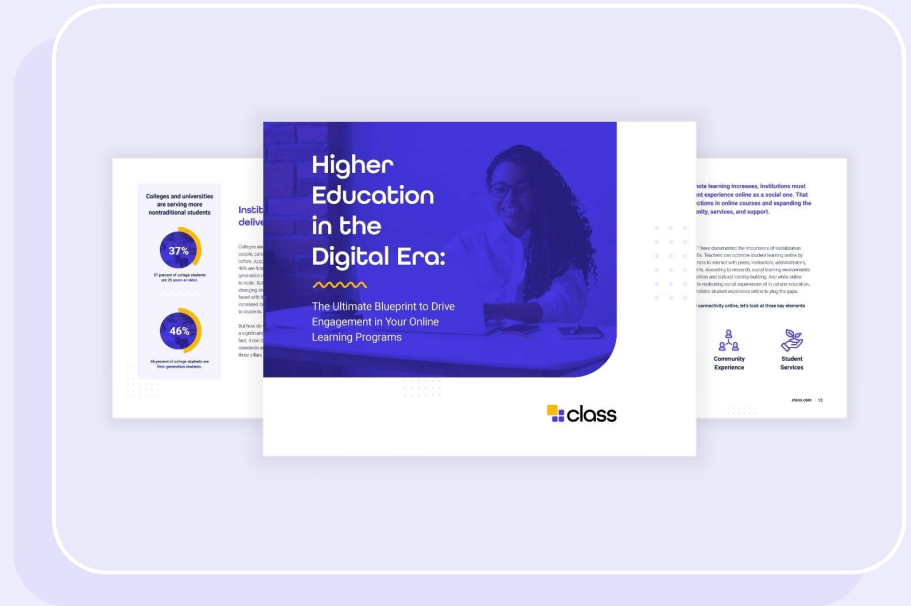
- 1 Tell us about your institution's “why” for growing online enrollments and something powerful or important you learned in the planning process.
- 2 What are some effective strategies being deployed to boost student engagement and drive active learning in online courses?
- 3 What is an innovative strategy or practice that is helping your institution meet the new guidelines for online learning and impact student outcomes?

**Closing:** What advice would you give to other institutions who are looking to boost their enrollment with online offerings?

# The Ultimate Blueprint to Drive Engagement in Your Online Learning Programs

Download our eBook to learn how to develop a new quality standard in online learning at your institution and stay ahead of the curve in this rapidly evolving field.

[Download the eBook](#)





# Thank you!

If you're interested in learning more about Class,  
please email [sidra.tareen@class.com](mailto:sidra.tareen@class.com)

