Enrolling and Engaging Online Learners

An Inside Higher Ed webcast
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2 p.m. Eastern
Presenters

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The Current Landscape
Enrollments Falling (With One Major Exception)

US Higher Ed Enrollment Trends Fall 2012 - 2019
By Student Distance Education (DE) Status
Grad + Undergrad
Source: IPEDS database
Have Student Expectations Changed?

• When, where and how students “attend” class
• From health and safety to convenience
• Today’s digital divide
• The challenge of “hyflex”
More Faculty Buy-In

“ONLINE LEARNING IS AN EFFECTIVE METHOD FOR TEACHING”

<table>
<thead>
<tr>
<th></th>
<th>Agree</th>
<th>Neutral</th>
<th>Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>May</td>
<td>39%</td>
<td>30%</td>
<td>31%</td>
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<tr>
<td>August</td>
<td>49%</td>
<td>29%</td>
<td>21%</td>
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"Time for Class COVID-19 Edition Part 2"  
Every Learner Everywhere/Tyton Partners
What Do College Leaders Think?

How would you rate the overall/average quality of each of the following types of courses being delivered this spring at your institution?

- **In-Person (n=334)**
  - Very poor: 15%
  - Poor: 27%
  - Fair: 27%
  - Good: 15%
  - Excellent: 16%

- **Hybrid (n=319)**
  - Very poor: 2%
  - Poor: 15%
  - Fair: 55%
  - Good: 27%
  - Excellent: 1%

- **Fully online (n=332)**
  - Very poor: 3%
  - Poor: 19%
  - Fair: 59%
  - Good: 19%
  - Excellent: 1%
“Emergency Remote” vs. “Online” Learning

• “Remote learning is an emergency measure used to assure continuity of learning. It involves taking a course that was designed for the face-to-face classroom and moving it quickly into a distance learning modality (usually synchronous and held via web-conferencing tools, such as Zoom). Typically, the aim is an attempt to replicate the in-person classroom experience. Most faculty have too little training, support or time to effectively pivot their face-to-face course to one we would characterize as high-quality online learning.

• Online learning is a planned experience over weeks or months where the course has purposefully been designed for the online environment. The accompanying technology and tools have been carefully selected for the educational objectives. Faculty receive professional development and support to succeed in this modality.”

• Plus, students have chosen the latter, not the former.
Teaming Up to Build Institutional Capacity
States Target Adult Learners
Why Student Services Are Key

- Persistence and completion
- The equity imperative
- Focus on mental health

GORODENKOFF/ISTOCK/GETTY IMAGES
Assessing Quality in Online Programs

Four key areas:
• Student achievement
• Student attitudes
• Instructor effectiveness
• Overall program effectiveness

Key: Involve professors as well as administrators
Thanks