

# Enrolling and Engaging Online Learners



An *Inside Higher Ed* webcast  
Wednesday, April 27, 2022  
2 p.m. Eastern

# Presenters



Scott Jaschik  
Editor and co-founder  
*Inside Higher Ed*

Doug Lederman  
Editor and co-founder  
*Inside Higher Ed*

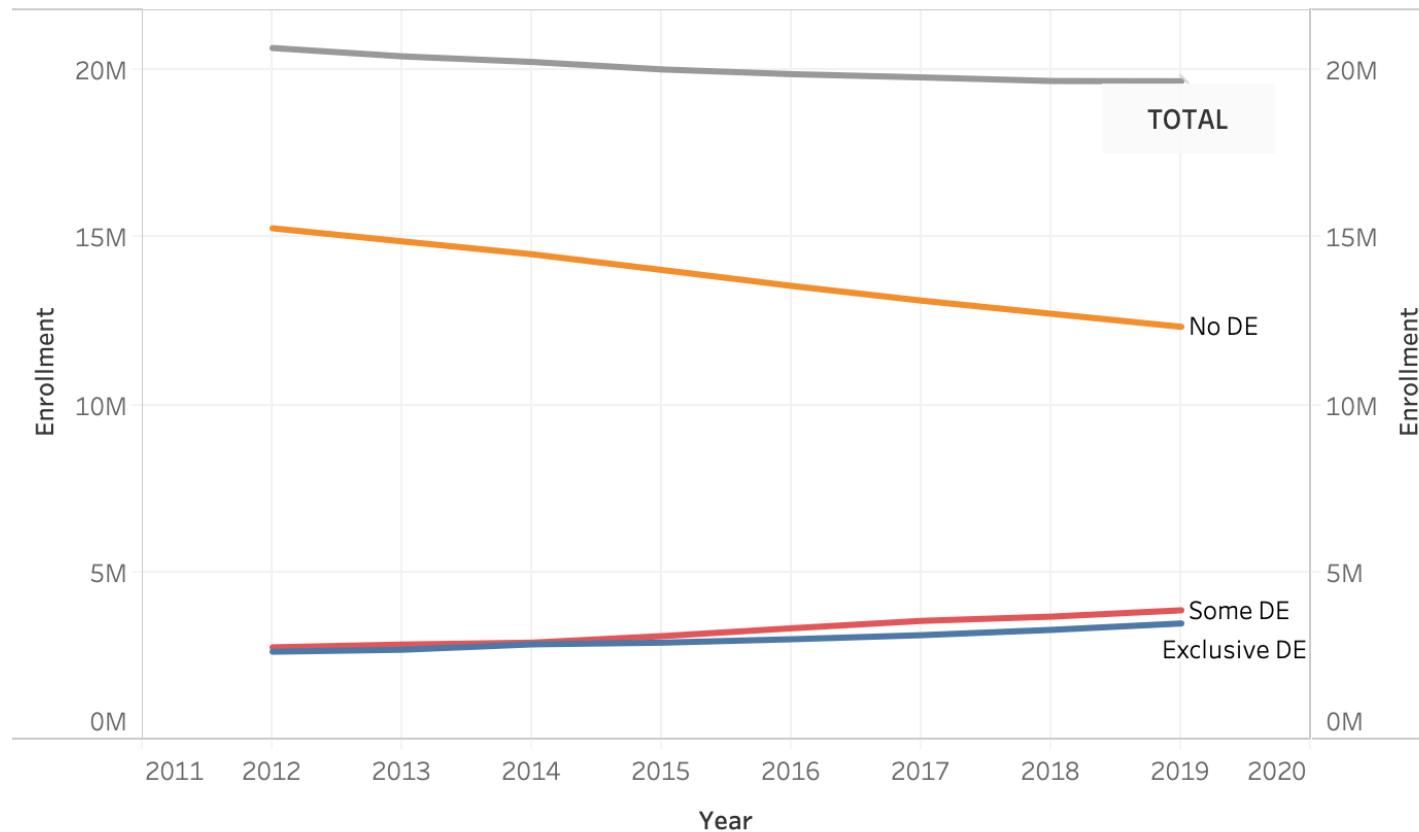


# The Current Landscape



# 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?

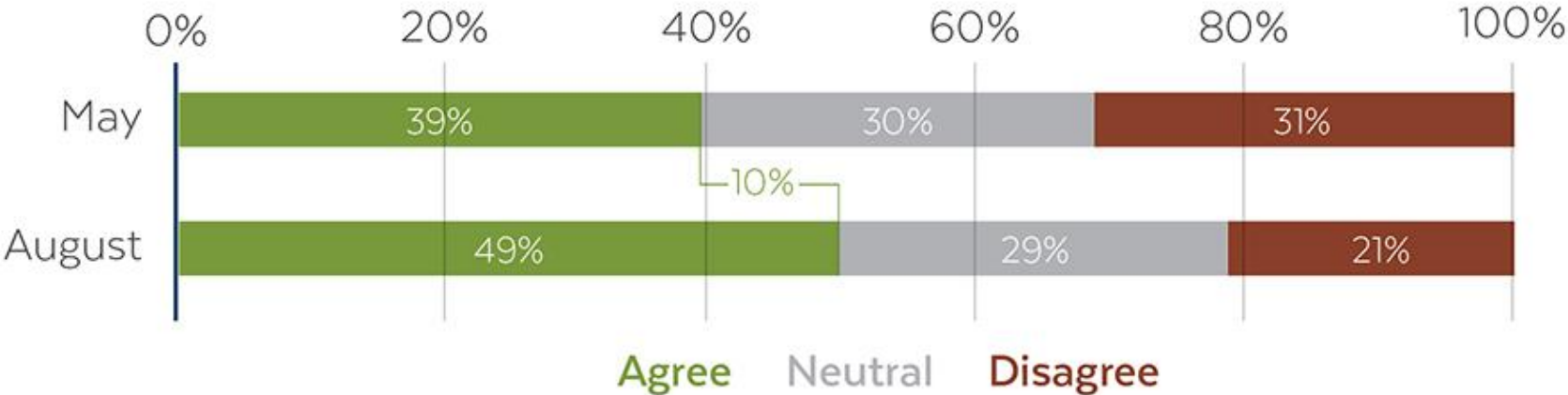
- When, where and how students “attend” class
- From health and safety to convenience
- Today’s digital divide
- The challenge of “hyflex”



UNIVERSITY OF WINDSOR

# More Faculty Buy-In

“ONLINE LEARNING IS AN EFFECTIVE METHOD FOR TEACHING”

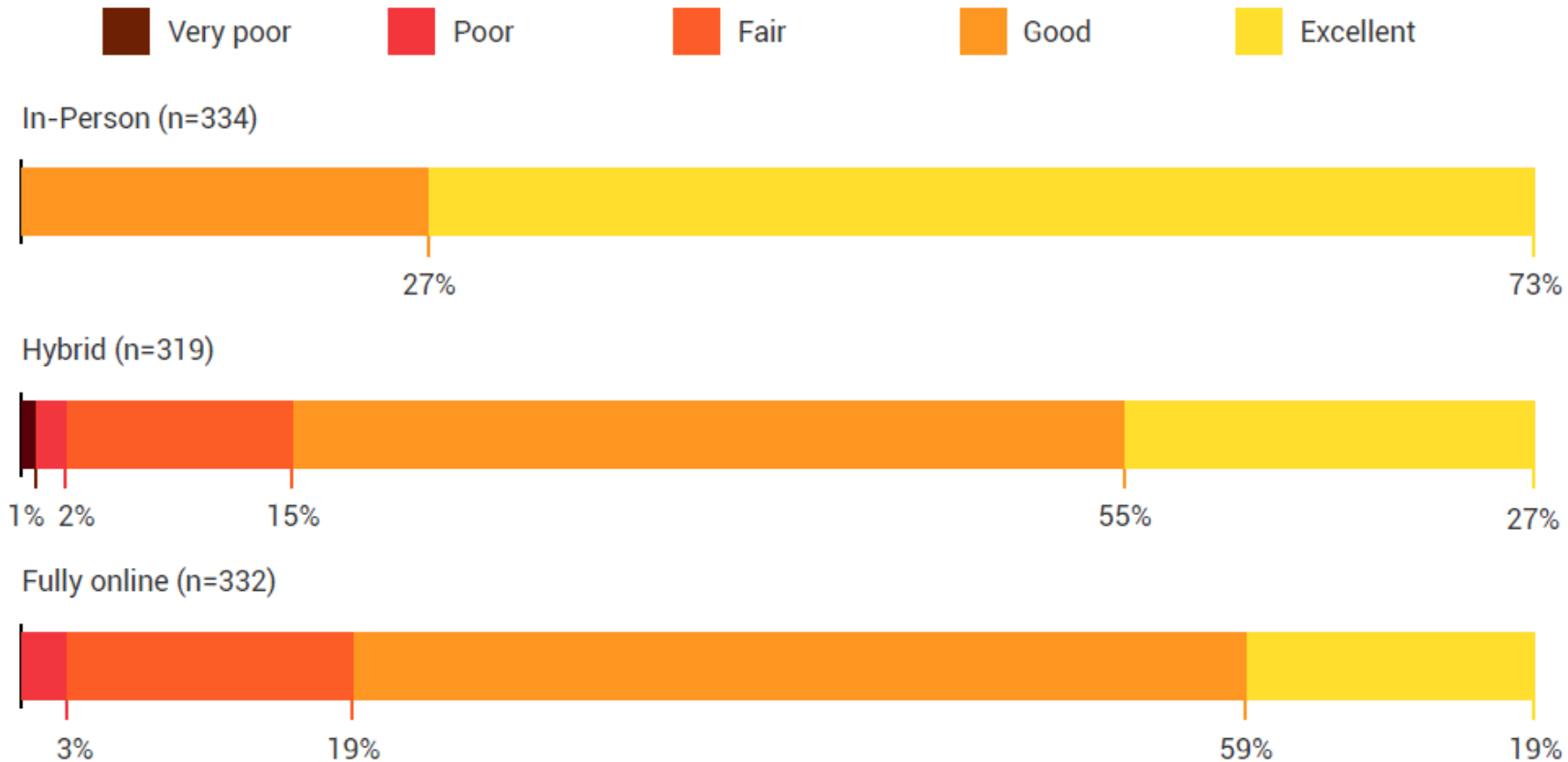


*"Time for Class COVID-19 Edition Part 2"  
Every Learner Everywhere/Tyton Partners*



# 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?



# “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

HBCUV



# States Target Adult Learners



Global Campus

# 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



**everspring**