Win, Lose, or Draw: Doubling Down for Successful Program Building

Alan D. Greenberg
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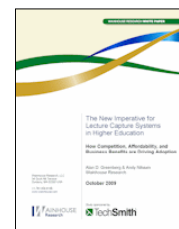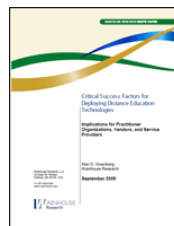**US Distance Learning Association**
3 May 2010

Monica Cougan
Director of Business Development
CILC

WAINHOUSE Research

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WAINHOUSE Research

About WR

- New distance ed subscription service
- White Papers/Briefs
- Events – WR Summit
- Consulting/Research

www.wainhouse.com/surveys/detech
www.wainhouse.com/mail

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About CILC

Premier Provider:

Video Conferencing Applications

- **Student Content**
- **Professional Development**
- **Application Protocol/Process - "Best Practices"**
- **Network and Experience**
- **Collaboration**
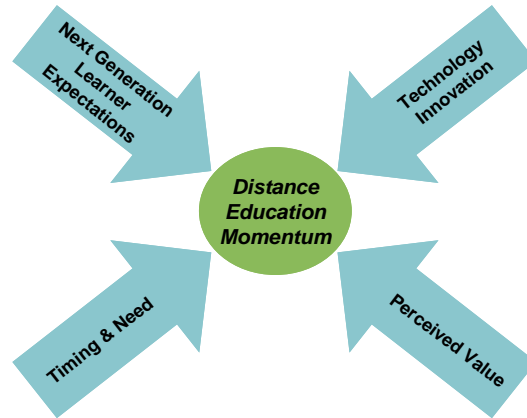- **Consulting/Training/Project Management**

www.cilc.org

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Agenda

- What's so important about this topic?
- What's coming?
- The look of failure
- Attitudinal barriers
- Obstacles
- The look of success

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What's so important about this topic?

Distance Education Momentum

Next Generation Learner Expectations

Technology Innovation

Timing & Need

Perceived Value

WR: Critical Success Factors for Deploying Distance Education Technologies, 2009

Methodology

- Center for Interactive Learning & Collaboration (CILC) -- Structured interviews 44 states in the U.S. 2009
- Analysis of WR consulting engagements U.S., China, Australia, Canada, elsewhere
- University/State of Wyoming, UNE Australia, Touro University, State of Oregon, Arkansas, Indiana, Texas, many others
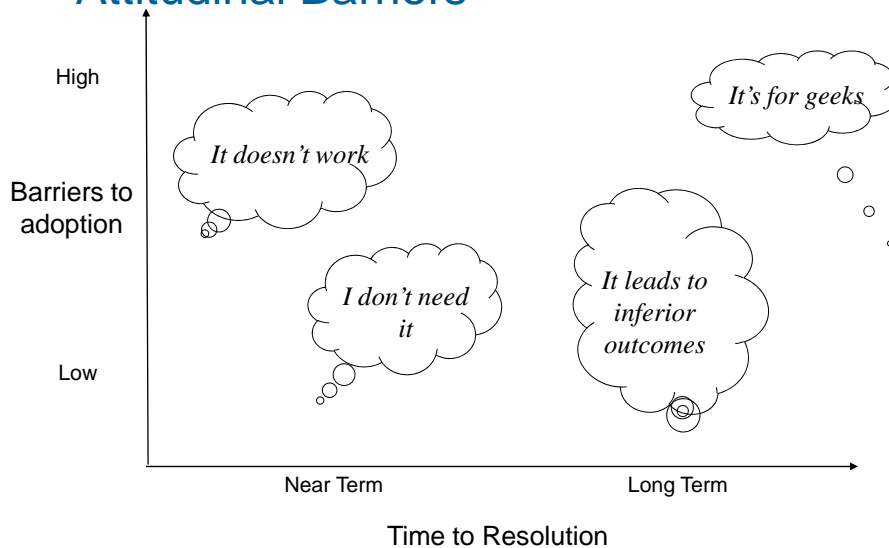
What's Coming

Bing

The look of failure

Yahoo Images

Let's Talk Obstacles and Challenges

- Technology
- Policy
- Deployment
- Pedagogy
- Learners

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Attitudinal Barriers

High

Barriers to adoption

It doesn't work

It's for geeks

I don't need it

It leads to inferior outcomes

Low

Near Term   Long Term

Time to Resolution

10

Rank Order of Obstacles

Obstacle	Ranking
Lack of bandwidth and technology infrastructure, or old equipment	1
Staffing (inability to afford support personnel)	2
Lack of interest on the part of sufficient educators and administrators	2
Funding challenges	2
No statewide or district-wide policy / standards / champions	5

WR: Critical Success Factors for Deploying Distance Education Technologies, 2009

Obstacles ➡ Steps

Lack of bandwidth / tech	Planning / 5 years now 2 years
Staffing	Fund / grants / instructional designers
Lack of educator interest	Hold content programs accountable / metrics / marketing
Funding	Professionalize grants process / re-allocate traditional budgets / seek resonant business models
No champions	Merge grass roots with top-down policy

WR: Critical Success Factors for Deploying Distance Education Technologies, 2009

Map the Technology to the Goal

	LMS/CMS	Video conferencing	Lecture Capture / Streaming Video / Archival	Web Conferencing	Whiteboards / Classroom Mgmt
Learner management	High	No	Low	Low	Medium
Live instruction	Low	High	Low	High	High
Self-paced work	High	Low	High	Medium	Medium
Collaborative work	Medium	High	Low	High	High
Learner-to-learner interactions	Medium	High	Low	High	High
Assessment	High	Low	Medium	High	High
External content access	High	Medium	High	High	Medium
Content reuse	High	Low	High	High	High

WR: The Distance Education and e-Learning Landscape 2007-2009

Technology

- Additive
- Hybrid models
- Collaborative
- Real-time, on demand, hybrid
- Easy

WR: Critical Success Factors for Deploying Distance Education Technologies, 2009

Policy

- Promote concept: distance education as component of educational baseline, not separate
- Seek external content
- No longer top down (stay tuned)
- Ignore those who wish to spend their time creating obstacles
- Funded line item

Deployment

- Research / compare / network
- Systemic planning
- Strong value point - Need
- Touch many
- Select early users wisely to avoid blowback
- Professional development

Pedagogy

- Create processes for understanding needs (learners, educators, stakeholders)
- Centralize "brainwork"
- Leadership
- Assessment on the back end
- Seek sustainability
- Seek scalability

WR: Critical Success Factors for Deploying Distance Education Technologies, 2009

Learners

- Digital natives – INVOLVE THEM
- Create Value – IMPACT THEIR WORLD
- Promote/Share – VOICE RESULTS
- Engage – 21st CENTURY MODELS
- Teachers as Learners – CONTINUING ED
- Administrators as Learners – COLLABORATE

The look of success

Thank you

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www.wainhouse.com/surveys/detech to take 2010 survey

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