

Distance Education Strategic Plan

Bevill State Community College
Planning Summit
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State of the Economy

- History holds that when the economy declines, college enrollments rise.
- Bad economic times have often been good for education, either because decreased availability of good jobs or because those currently employed seek to improve their chances for advancement by advancing their education.
- This is a time for having a clear mission and making strategic choices.

Staying the Course: Online Education in the US, 2008

Where We've Been

- <http://www.youtube.com/watch?v=M3hge6Bx-4w>



Where We've Been

- 1998 – Fayette campus was connected by interactive television to the Fayette County School System
- 1998 – Fayette, Hamilton, and Sumiton campuses were connected by the interactive television system
- 2001 – purchase of WebCT to offer fully online courses
- 2006 – Hybrid courses were added as a blend of traditional instruction with online course work
- 2008 – Additional IITS classroom was added to each campus



Where We Are

- 2 Online Degrees
 - Liberal Arts (AA)
 - Business Administration (AS)
- College-wide Division Chair for Distance Education
- President's Advisory Committee for DE
- 2 Instructional Designers (part-time)
- Significant Administrative Support



Where We Are

2007-2008 Instructional Year

- WebBased/Hybrid
 - 127 classes
 - 2279 students enrolled
 - 6750 credit hours
 - \$607,500.00 revenue
- IITS
 - 56 classes
 - 940 students enrolled
 - 3172 credit hours
 - \$285,480.00 IITS revenue

2003-2008 online courses increased 20%



Where We Are

- Spring 2009 – Bevill offered 44 classes online, 20 hybrid, and 23 IITS courses (this constitutes approximately 11% of the courses offered at Bevill State in the spring 2009 semester)
- 85 faculty have been trained in current course management system and design and delivery best practices constituting 70% of the faculty
- Distance Education Faculty Manual
- [Online Students Webpage](#)
- Distance Education Student Manual



Where We're Going – Rationale

- Based on the 2007 Distance Education Survey Results (conducted by the Instructional Technology Council in conjunction with the American Association of Community Colleges), distance education at Community Colleges increased in enrollment significantly as compared to traditional enrollment.
- Colleges reported a 15% increase in distance education enrollment from fall 2005 to fall 2006, which was substantially ahead of overall campus enrollments which averaged only 2% nationally. For fall 2007, an increase in distance education enrollment of 18% was reported.
- Based on the 2007 survey results, it is clear that student demand for distance education courses at Community Colleges continues to grow. The survey authors suggest that: ***“Online courses could represent the only area of enrollment growth for many colleges”***



Where We're Going – Rationale

- Expanding the geographic reach of institutions is a primary reason for entering online education. However, nationally 85% of all online students live within a 50 mile radius of their college.
- ***“Schools that succeed in attracting a widening radius of online students may grow at the expense of others remaining totally locally focused.”***

Staying the Course: Online Education in the US, 2008

Where We're Going –

Institutional Goals

- Virtual campus that integrates seamlessly into the College structure
 - Identify programs to go online (* Career Tech)
 - Departmental policy / procedures analysis
 - Develop internal communications plan
 - Personnel to support the growth of distance education
- Enhance enrollment, retention, and educational goal attainment
 - Conduct a market analysis
 - Develop marketing plan
 - Lecture capture system
- Every course has a quality online presence
- Articulation agreements with other institutions

Where We're Going – User Goals

- Fully prepared faculty using scheduled training sessions and on-demand resources
 - Faculty online resource center
- Student training modules
 - Student online resource center
- Standardized services to students college-wide
- Establish 24/7 support center

Where We're Going – Technology Goals

- Streamlined administration of the learning management system
 - Integrate student information system
- Providing a portal system with single user sign-on to provide ease of access to all information
 - Establish a brand for Distance Education
- Test server environment as well as a streaming server
- Develop a disaster recovery plan

Where the State is Going

- AL Virtual Community College
- Common course management system with statewide coordination