DE Highlights

2017-2018

Building a strong online education community

By partnering with our dedicated faculty, administrators, and staff, digital learning continues to grow at West Chester University. Over the past year, we have seen another two-digit growth rate on distance education enrollment and course offerings. Additionally, we have started to extend our instructional design and technology integration services to faculty who teach face-to-face courses. Digital learning is not limited to distance education; it applies to all!

Not only has Distance Education grown on campus, so has our department. We have grown from just 2 employees in 2011 to now 9 employees! We have a staff of 4 Instructional Designers, 2 Online Support Specialists and 1 Learning Technologist to keep up with the ongoing growth of Distance Education programs and courses.
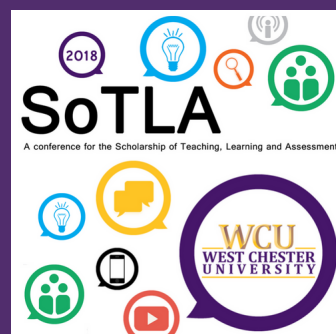

Social Media has become a big part of how we stay in touch with our students. We post instructional videos, various contests, and campus news to our social media accounts. This year we reached 6,746 people on our Facebook page and had 34,125 tweet expressions on Twitter!

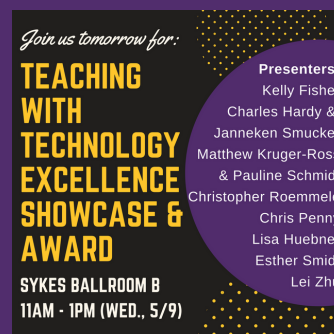 @WCUONLINE   @WCUPAONLINE   @WCUDISTANCEED   @WCUONLINE

Events

We held an open house to showcase our new home at Wayne Hall which holds our 1-Button Studio and Recording Booth.

Our 2nd Annual SOTLA conference consisted of 4 tracks: Student Engagement, Assessment, Online/Blended Learning, and Integration of Teaching and Scholarship.

Presenters:
Kelly Fisher
Charles Hardy &
Janneken Smucker
Matthew Kruger-Ross
& Pauline Schmidt
Christopher Roemmele
Chris Penny
Lisa Huebner
Esther Smidt
Lei Zhu

Our 4th Annual Teaching with Technology Excellence Showcase & Award allows faculty to share how they use certain online tools in their classrooms.

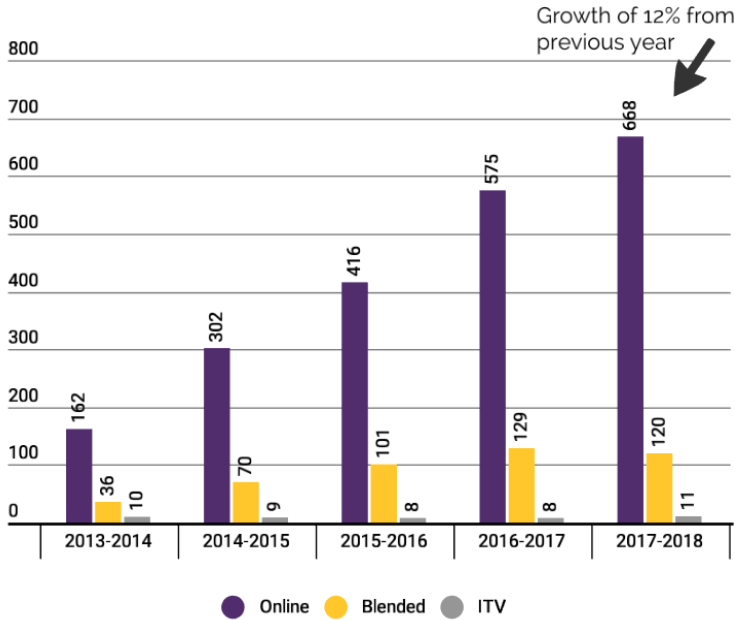### GLOBAL ACCESSIBILITY AWARENESS DAY

The goal of our 1st annual GAAD was to get everyone talking, thinking and learning about digital access/inclusion and people with different disabilities
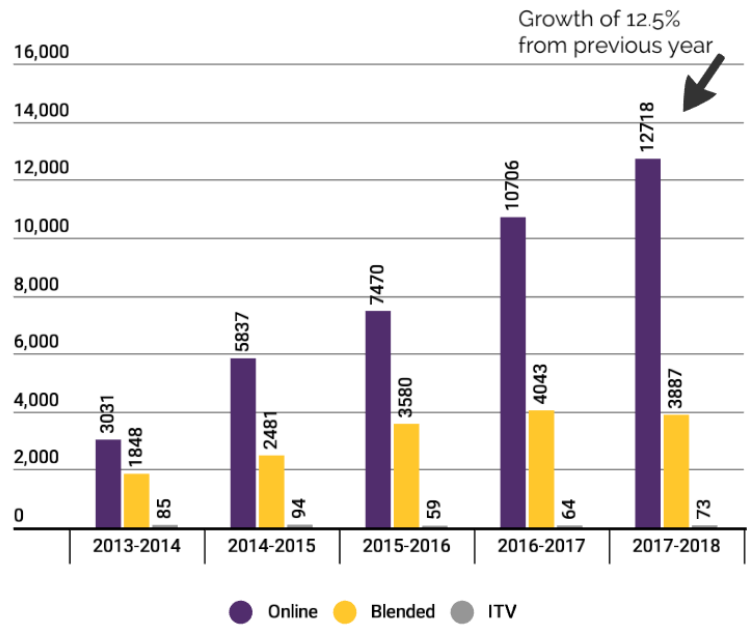
Online Programs and Growth

In the 2017-2018 academic year, WCU offered...

DE Course Sections

Growth of 12% from previous year

800
700
600
500
400
300
200
100
0

	2013-2014	2014-2015	2015-2016	2016-2017	2017-2018
Online	162	302	416	575	668
Blended	36	70	101	129	120
ITV	10	9	8	8	11

● Online   ● Blended   ● ITV

DE Course Seats

Growth of 12.5% from previous year

16,000
14,000
12,000
10,000
8,000
6,000
4,000
2,000
0

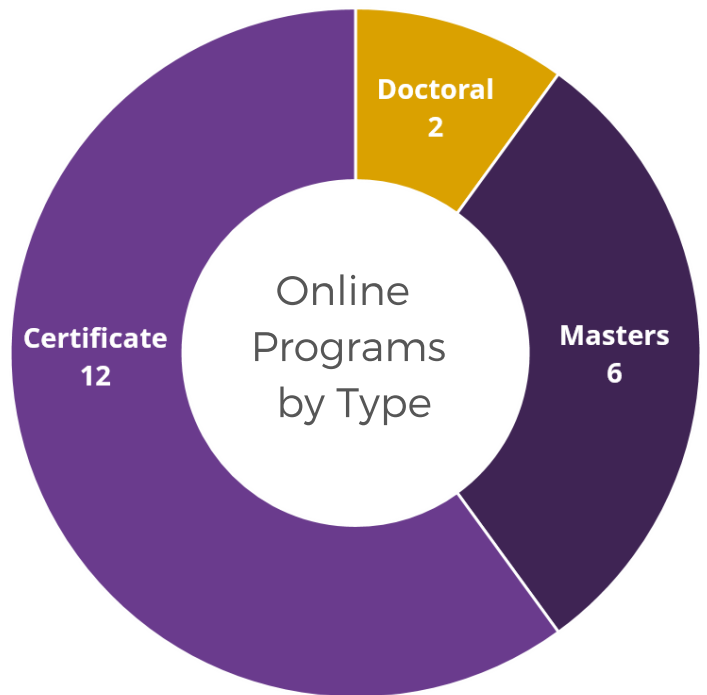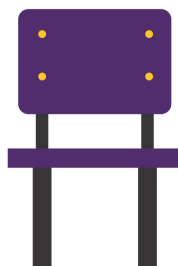| | 2013-2014 | 2014-2015 | 2015-2016 | 2016-2017 | 2017-2018 |
Online	3031	5837	7470	10706	12718
Blended	1848	2481	3580	4043	3887
ITV	85	94	59	64	73

● Online   ● Blended   ● ITV

Continuing to GROW...

West Chester University currently offers **20 programs** that can be completed 100% online.

There was a **12% increase** from the 2016–2017 academic year in online student seats.

Online Programs by Type

- Doctoral 2
- Masters 6
- Certificate 12

Initiatives

eTextbook Initiative

This initiative is a University-wide effort funded by Information Services & Technology that aims to address the following objectives:

- Improve access to educational materials
- Save students money by replacing high-cost print and electronic textbooks
- Develop faculty competencies on technological tools needed to create eTextbooks and content for eTextbooks.

Constance Case wrote and designed an eTextbook for her Theater class, "Costume Construction, Basic Theatrical Sewing Techniques." Her students are using the eTextbook for the first time this Fall 2018 semester.

QUALITY MATTERS
QM

Quality Matters Initiative

The Quality Matters initiative is a University-wide effort funded by IS&T Distance Education Services that aims to promote online course quality and teaching effectiveness. Quality Matters (QM) is a nationally recognized organization. It offers a set of online course design standards and program review criteria through a rigorous review process.

13 WCU Faculty successfully completed the training and became QM Peer Reviewers during the 2017–2018 fiscal year!

13

DE Access Fee Initiative

This initiative is a University-wide effort funded by the Distance Education Access Fee that aims to foster technology innovation and teaching effectiveness in online and blended courses. The projects address one of the following:

- Developing new blended/online programs
- implementing e-learning technologies
- implementing and assessing new pedagogies
- Developing faculty competencies on e-learning technology tools that are used in online or face-to-face classrooms at WCU.

WCU
WEST CHESTER UNIVERSITY
ONLINE

Costume Construction
Basic Theatrical Sewing Techniques

CONSTANCE CASE

$41,569 was distributed between **18** faculty projects

6 **WCU Faculty Members participated in the 2017–2018 eTextbook initiative, and many plan to release their books during the 2018–2019 academic year!**

Faculty Support

Online Faculty Development

A fully online, 2 or 3 week program designed to introduce faculty to best practices for online or blended teaching. Participation in this program satisfies the CAPC training requirement. Facilitated by an instructional designer and a seasoned WCU online faculty member,

- Foundational Concepts
- Setting Objectives
- Developing Learning Activities
- Continual Engagement
- Assessment
- Online Learners
- eLearning Tools
- Mobile Learning
- Copyright and Library Resources
- Capstone Project

As content and interactivity changes each year, we recommend and encourage faculty members to go through OFD again, Program participants should have basic D2L skills before participating in the program.

One-Button Studio

IS&T Distance Education Services launched the One-Button Studio during the Spring 2018 semester. The studio allows you to create a high-quality video recording without having to be and expert in lighting, audio, and video equipment. Simply insert a flash drive and press a button to record yourself either with or without a slideshow or in front of a green screen.
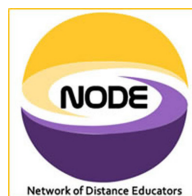
Self-Paced Training

Faculty can participate in 100% online, self-paced workshops that guide them towards becoming an expert user of different technology tools. Trainings vary by semester and you can sign up at any time. This past year, the instructional designers facilitated trainings on Camtasia and VoiceThread,

NODE

Network of Distance Educators (NODE) is a voluntary program that helps WCU faculty create connections across campus, and to share ideas and teaching strategies. Participants "opt-in" to a 30-minute call as their schedules permit. Conversations occur on Fridays through a simple video conference tool. Any individual who teaches at West Chester University is eligible to participate.

Student Support

Navigating Digital Learning

As a way to orient WCU students to our learning management system, there is a D2L site with a collection of short tutorials on learning technologies and digital skills available to all WCU students.

How-To Tuesday Videos

The Support Specialists of Distance Education Service's created and posted bi-weekly "How-to" videos to Distance Education Service's YouTube channel. The How-to topics included:

- VoiceThread
- Examity
- Synchronous tools (Blackboard Collaborate/Zoom)

Support Line

Distance Education Services offers a support line to faculty and students. The hours are open Monday-Thursday 8AM - 8PM, Friday 8AM - 4:30PM, and on Sundays 12PM - 8PM, to be available to our working adult students.

Faculty & Student Support Numbers

627 faculty consultation meetings

4,224 Phone/ email faculty support

2 Self-Paced Trainings

87 Students supported after hours

2 Learning Technology Bootcamps with D2L Services

5 OFD Training Programs

78 OFD Participants

117 Courses Converted

54 New Facebook Likes

95 New Twitter Followers

58 New videos published to YouTube

Presentations

Student Learning & Performance: Analysis of Flipped Classroom in an Economics Course

The Association for the Advancement of Educational Research 17th Annual Conference

Dr. Rui Li and Dr. Lei Zhu

Sanibel, FL

Should you choose interactive content?- A Research Story

Online Learning Consortium Accelerate Conference

Dr. Shannon MrKich and Tom Pantazes

Orlando, FL

Shall We Play A Game?

University of Sciences e-Learning 3.0 Conference

Marc Drumm and Amber Grove

Philadelphia, PA

Virtual Mixed, and Augmented Reality at West Chester University

RECAP Conference

Dr. Gary Coutu, Dr. Robert Fletcher, Dr. Christopher Roemmele and Tom Pantazes

The WCU eTextbook Initiative: Year One in Review

Presentation at West Chester University RECAP

Marc Drumm in May 2018.

West Chester, PA

Technology Tools in Distance Education: A Review of Faculty Adoption

World Conference on Ed. Media & Innovative Learning (EdMedia 2018)

Dr. Rui Li, JT Singh, and Brett Malize

Amsterdam, Netherlands

The Tortoise Approach to Virtual and Augmented Reality in Higher Education

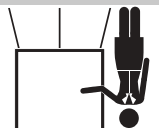Presented at the iDesign Learning Online Event by Tom Pantazes in 2018.

Online

The Impact of Flipped Classroom on Students' Learning

International Conference on Distance Education and Learning

Dr. Rui Li and Lei Zhu

Beijing, China

Where are our students from?

West Chester University is a part of the State Authorization Reciprocity Agreement (SARA). This is an agreement among member states, districts and territories that establishes comparable national standards for interstate offering of post secondary distance education courses and programs. Participation in SARA allows WCU to offer online courses to students residing in any of the 50 SARA states/territories. These students were also able to complete field experience, internships, and clinical placements in their home state.

Over a thousand of our online students are from Pennsylvania, while most others are from the surrounding states including New Jersey, Delaware, and Maryland. We have 6 students all the way in California and even 9 in Texas. The map below indicates where our online studenst from the 2017-2018 academic year were located.

More than 1 WCU online student   1 WCU online student