

A close-up photograph of a person's hands typing on a laptop keyboard. The person is wearing a light-colored long-sleeved shirt and a watch with a white face and a brown leather strap. A black pen is visible on the desk next to the laptop. The background is slightly blurred, showing a wooden desk and a white container. The entire image is overlaid with a semi-transparent purple rectangle.

**DISTANCE EDUCATION**

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**2016/17**

**ANNUAL  
REPORT**

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WEST CHESTER UNIVERSITY

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## Summary

Thanks to the work of dedicated faculty, administrators, and staff, Distance Education continues to grow at West Chester University. We have seen another year of two-digit growth rate on both distance education student seats and course section offerings. Aside from supporting faculty on the development of online and blended courses, we have introduced services to support online and blended students to ensure their success in distance education courses. Through a series of events and initiatives, we have engaged more than 518 educators from both within and outside of the WCU community to further distance education and technology integration on campus. Finally, on December 7th, 2016, WCU became an official member of the National Council for State Authorization Reciprocity Agreement (NC-SARA). As a SARA institution, we can now offer online courses and programs to students who reside in 48 other SARA member states. We strongly believe Distance Education will continue to grow in the coming years at WCU! Thank you all for your support and effort!

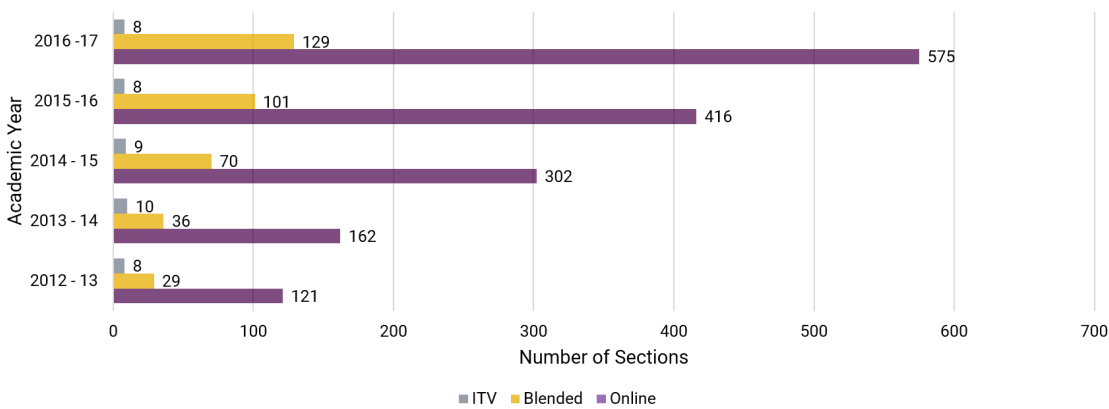
*Dr. Rui Li*  
*Senior Director, Distance Education*

# Still Growing

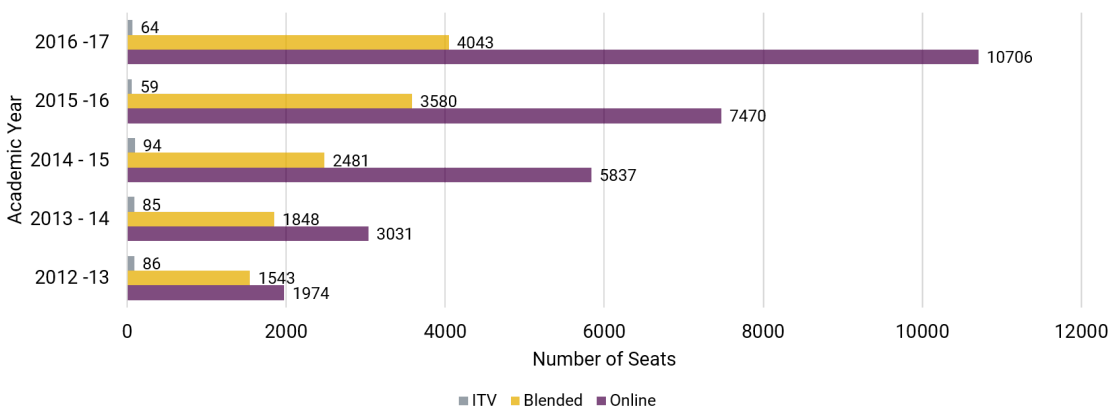
Distance education continues to grow at West Chester University. During the 2016-17 academic year, WCU offered 575 online course sections. Compared to the number of online course sections we offered in 2015-16 academic year (416), we have grown 38% in online course offerings. In addition, WCU enrolled 10,706 student seats in online courses during the 2016-17 academic year.

Compared to the number of online student seats in 2015-16 academic year (7470), we have grown 43% in online student seats. The charts below show the distance education growth trends at WCU for the past 5 years.

DE Course Section Growth Totals

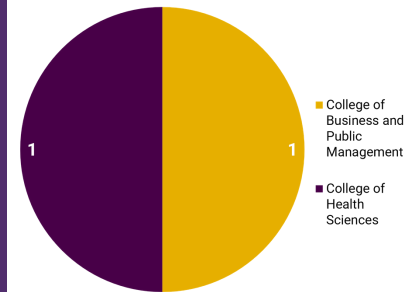


DE Course Seat Growth Totals

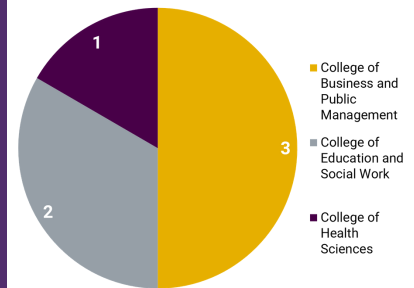


## Online Programs

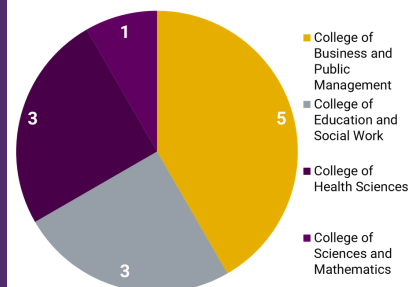
Doctoral Programs




Masters Programs




Certificate Programs




# Faculty Support



**211**  
Faculty Members Across 40  
Departments



**25**  
Webinars



**65**  
Attendees




**5**  
OFD Training  
Programs




**37**  
CAPC Statements  
Issued


**2**



Learning Technology  
Bootcamps with D2L Services




**2916**  
Emails Written




**187**  
Phone Calls

**6**




Self-Paced  
Trainings



Seminars

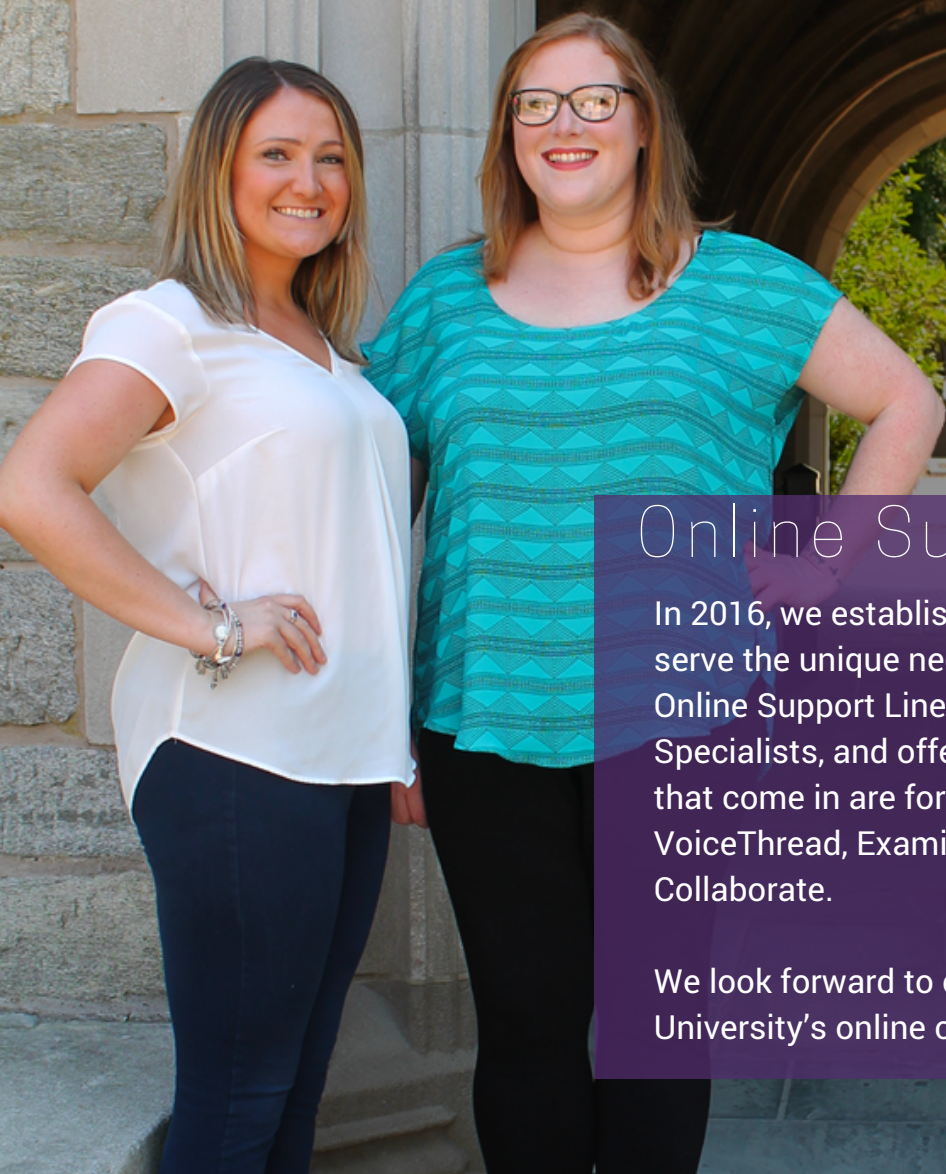


**4**  
Custom Trainings



**407**  
Meetings

# Student Support



## Online Support Services

In 2016, we established an Online Support Line meant to serve the unique needs of online faculty and students. The Online Support Line is monitored by two Online Support Specialists, and offers after-hours services. Most requests that come in are for help with tools such as: D2L, VoiceThread, Examity, Adobe Connect, and Blackboard Collaborate.

We look forward to continuing to serve West Chester University's online community!

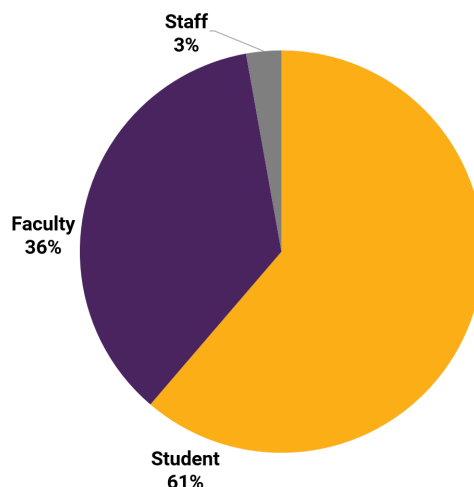
Distance  
Education  
Support

Mon- Thurs: 8a -8p  
Friday: 8a - 4:30p  
Sunday: 12p - 8p

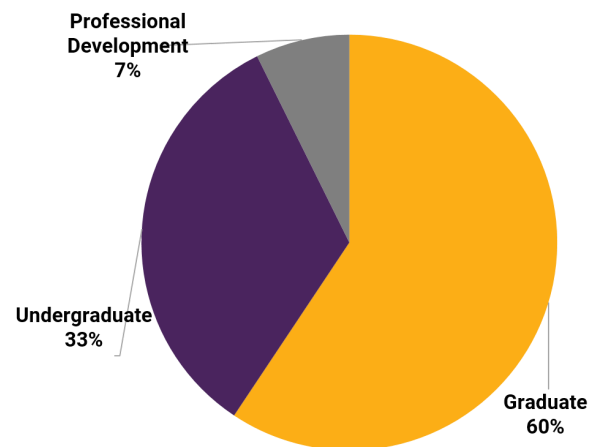
610-436-3373  
DistanceEd@wcupa.edu

## 2016-17 Support Line Stats

Requests by Role



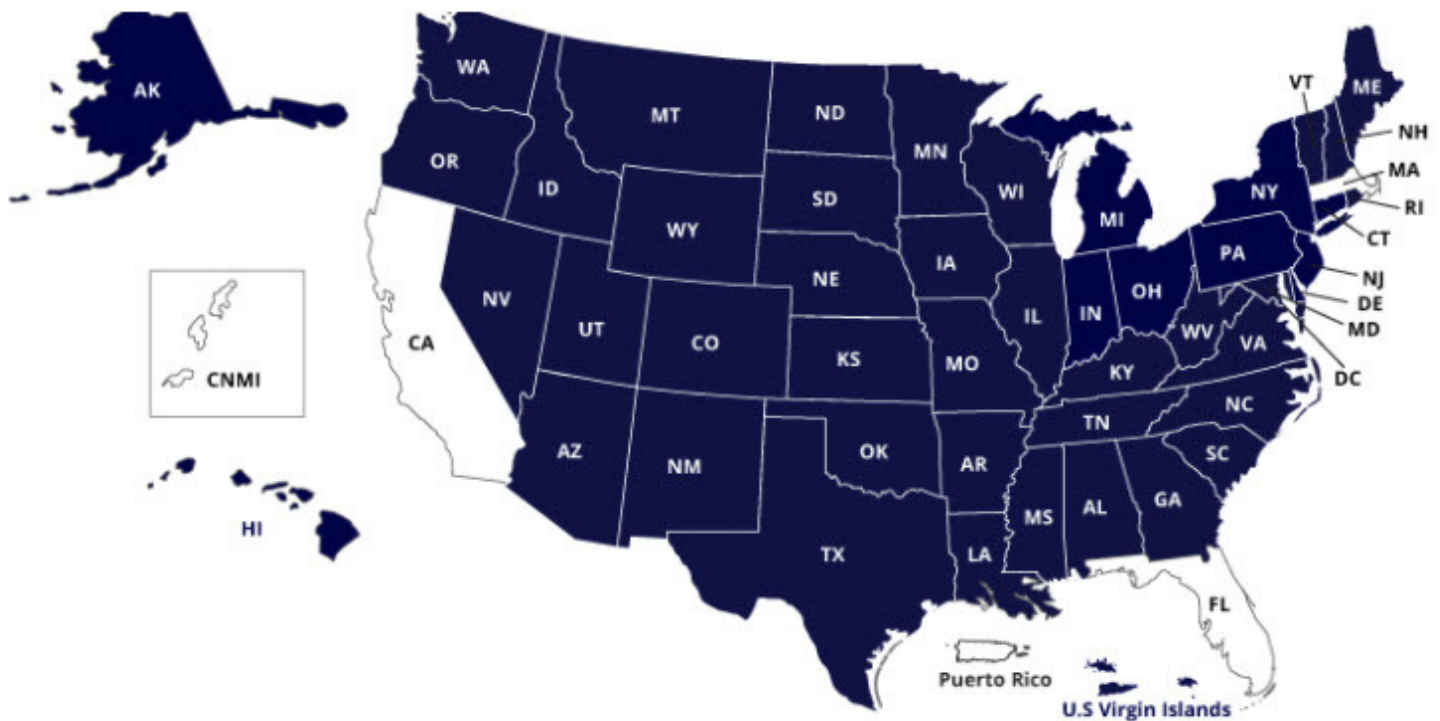
Requests by Type



# Meet SARA

## State Authorization

We have been working to ensure that West Chester University adheres to state regulations required by the home states of our out-of-state online students. On December 7th, 2016, West Chester University became a participant in the State Authorization Reciprocity Agreement (SARA), an agreement among member states, districts, and territories which establishes a uniform set of guidelines and regulations to adhere to. Below is a map which illustrates our current State Authorization status in outside states. For more information contact Rui Li at [rli@wcupa.edu](mailto:rli@wcupa.edu).



*SARA states are colored in blue on the map.*

# Building Community

We value connecting with our dynamic community of faculty and students both in-person and online. In addition to our support and social media efforts, we hold annual, in-person events to connect with our faculty.

## Technology Showcase

Our 2nd annual Technology Showcase, seen here on the right, brought together 30 of West Chester University's Distance Education faculty to explore new technologies that support both their teaching and student learning.



## Distance Education Open House



Each year we collaborate with a PASSHE school to co-host a Distance Education Open House where faculty and staff can discuss the technologies and strategies being used by their colleagues at other institutions. This past year we held our 3rd Annual Distance Education Open House with Kutztown University.

## Scholarship for Teaching, Learning, & Assessment (SoTLA) Conference

This year we partnered with the Teaching, Learning, and Assessment Center (TLAC) to host the 1st annual Scholarship for Teaching, Learning, and Assessment (SoTLA) Conference. The conference brought together 170 attendees from 18 colleges and universities.





# Getting Social

Since online students take classes from afar, our goal is to give them an opportunity to feel a part of the West Chester University campus by building an online community through social media.

By producing video content with tech tips and tricks, along with #MondayMotivation and different contests to win prizes, online students have the ability to connect with the department and other online students.

## Social Media Spotlight

This heart-warming Mother's Day post from our Facebook account resonated with our online community, reaching 3,350 people!

**Post Details**

West Chester University Online celebrating Mother's Day  
 at West Chester University of PA.  
 Published by DiDi Edwards [?] · May 14 ·

Not only is this mom celebrating her first Mother's Day today, but she's celebrating a wonderful achievement of receiving her B.A. in Communication Studies. Her advice to other mother's in school is to just keep trying your best. All the hard work will pay off!  
 Congratulations Jessica Mayberry Erb & Happy Mother's Day! You are an inspiration to young mothers! 🎓

**3,350** People Reached

**229** Reactions, Comments & Shares

<b>167</b> Like	<b>49</b> On Post	<b>118</b> On Shares
<b>35</b> Love	<b>9</b> On Post	<b>26</b> On Shares
<b>5</b> Thankful	<b>0</b> On Post	<b>5</b> On Shares
<b>12</b> Comments	<b>0</b> On Post	<b>12</b> On Shares
<b>10</b> Shares	<b>0</b> On Post	<b>10</b> On Shares

**687** Post Clicks

<b>112</b> Photo Views	<b>0</b> Link Clicks	<b>575</b> Other Clicks
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**NEGATIVE FEEDBACK**

<b>1</b> Hide Post	<b>1</b> Hide All Posts
<b>0</b> Report as Spam	<b>0</b> Unlike Page

Get More Likes, Comments and Shares  
 Boost this post for \$3 to reach up to 1,100 people.

3,350 people reached Boost Post

58 Love Comment Share

## Social by the Numbers



@WCU Online

**13,065**

People Reached!



@WCUPAOnline

**38,513**

Impressions!



@wcudistanceed

**6,681**

Views!

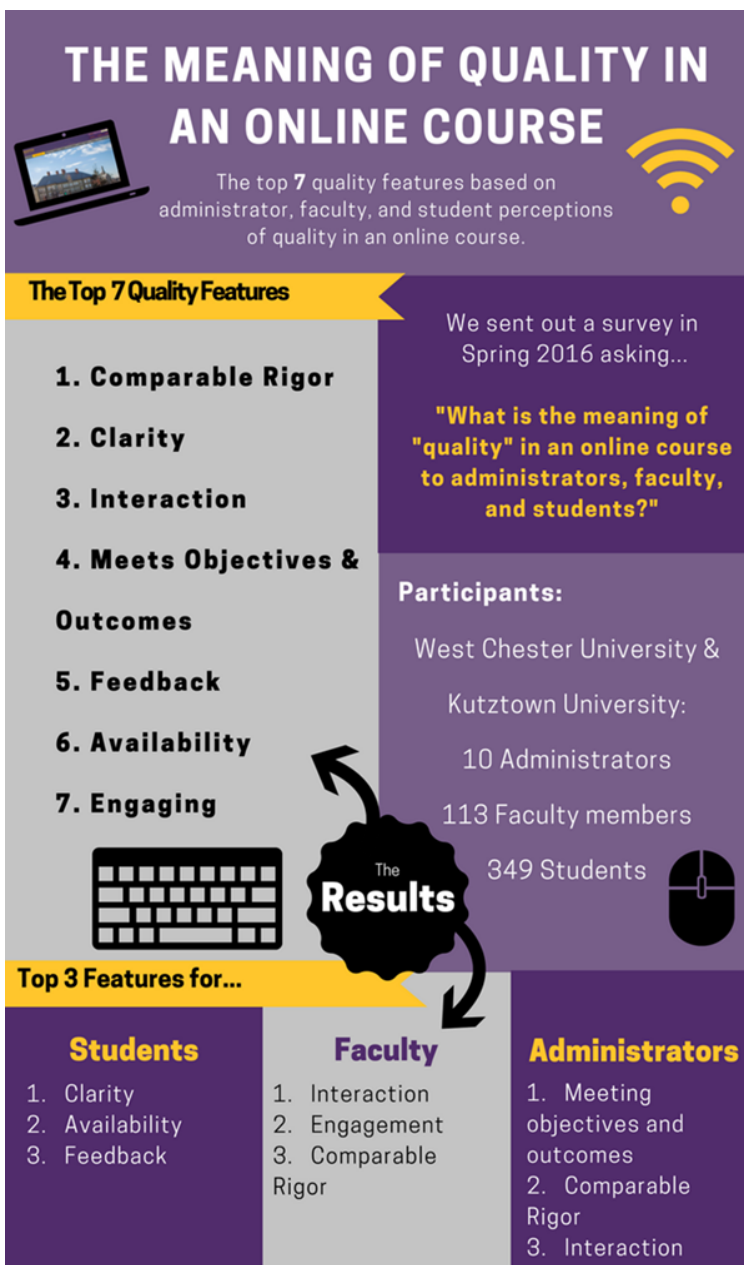


Going the Distance  
 wcupadistance.  
 wordpress.com

# Research

## Distance Education Research

Distance Education Scholars Center (DESC) continues to investigate distance education culture, attitudes, quality, and impact on teaching and learning. The center published two articles and presented at three national and international conferences in 2016-17 academic year.



### Publications:

Li, R., Bunk, J., & Smidt, E. (2017). Understanding faculty and student attitudes about distance education: The importance of excitement and fear. In *Handbook of Research on Humanizing the Distance Learning Experience* (pp.410-434). Hershey, PA: IGI Global.

Smidt, E., Li, R., Bunk, J., Kochem, T., & McAndrew, A. (2017). The meaning of quality in an online course to administrators, faculty, and students. *Journal of Interactive Learning Research*, 28(1), 65-86. Chesapeake, VA: Association for the Advancement of Computing in Education (AACE).

### Presentations and Proceedings:

Smidt, E., Li, R., Bunk, J., Kochem, T., & McAndrew, A. (2016). The Meaning of Quality in an Online Course to Administrators, Faculty, and Students. World Conference on E-Learning. Washington, D.C.

Smidt, E., Li, R., Bunk, J., Kochem, T., & McAndrew, A. (2016). What does "quality" in an online course mean to students, faculty, and administrators? Annual Conference on Quality Assurance in Online Learning. Portland, OR.

Smidt, E., Bunk, J., Li, R., McAndrew, A., & Florence, M. (2016). Understanding Student Attitudes about Distance Education: The Importance of Excitement and Fear. ECTC 2016.

# Department Highlights

## Marc Drumm Wins Best iBook Honor

*Ten Ways Teachers Tame Twitter*, a multi-touch book written by Instructional Designer Marc Drumm, was named Best iBook of the Year under the Education (School Activities) category at the 2016 iBooks Author Conference in Nashville, Tennessee. Other finalists for the award included creators from Apple Education and PBS Learning Media.



## Tom Pantazes Explores the World of Virtual Reality



In what he calls a “promising technology,” Instructional Designer Tom Pantazes experimented with an HTC Vive and other virtual reality tools to learn how they could be used in a distance format. Tom conducted demonstrations for a variety of faculty around campus, and was invited to several face-to-face classes to get students’ opinions.

# Instructional Designers Complete Faculty Development Certificate

All three of our Instructional Designers (Marc Drumm, Tom Pantazes, and Amber Grove) have successfully completed LERN's Certified Faculty Developer (CFD) program. Their program is designed for people who train faculty to design online and blended courses efficiently and effectively and can adapt to new technologies and pedagogical strategies.



## Distance Education Staff Conference Presentations

### Marc Drumm

- \*Drumm, M. (2017, March 4). A Closer Look at How Teachers Tame Twitter. University of Delaware Educational Technology Conference.
- Drumm, M. (2017, May 18). Don't Judge an eBook By its Print Version. West Chester University RECAP.

### Tom Pantazes

- Mrkich, S., & Pantazes, T. (2016, November 4). Content Interactivity Does It Matter? West Chester University Distance Education Open House.
- Mrkich, S., & Pantazes, T. (2017, January 17). Content Interactivity Does It Matter? West Chester University Scholarship of Teaching, Learning, and Assessment Conference.
- \*Wilbur, V., Pantazes, T., Knestrick, J., & Wilkinson, M. (2017, April 17). Nuts & Bolts of Online Teaching. 43rd Annual Meeting of the National Organization of Nurse Practitioner Faculties.
- Mrkich, S., & Pantazes, T. (2017, May 18). Content Interactivity Does It Matter? West Chester University RECAP.
- McGinley, V., Fisher, M., & Pantazes, T. (2017, May 18). Choose Your Own Simulation. West Chester University RECAP.

\*Invited speaker(s)