We are so pleased to meet with you to fill you in on our progress and discuss possible collaborative opportunities. We value your time and your input.

Neil Hair, Interim Executive Director
Innovative Learning Institute
Agenda

• Context
• Strategy
• Features
• Quality
• Resources
• Research
• Experience
• Future
Higher Education Changing Landscape

- The resurgence of online education
- The systemic course transformation
- The changing traditional student
- The surge in global faculty and student mobility
- The pressure to demonstrate the value-added of a degree
- The increased focus to online learning (less brick & mortar)
RIT Online strives for flexible scheduling and delivery models, modular courses, multiple entry points, robust student support systems, and competitive pricing.
RIT Online Portfolio Strategy

- Online courses/programs should reflect RIT brand and emphasize unique RIT academic strengths
- Interdisciplinary content based on market needs
- Flexible scheduling & delivery models
  - Accelerated programs
  - Modular courses/multiple entry points
- Stackable certificates (leading to a degree) and demand-based skills or competencies (polish resume)
- A revenue share model designed to assist and enhance faculty resources
Accelerated Delivery with Comparable Outcomes

• The largest proportion of online students prefers courses that are six to eight weeks long
  
  *Online College Students 2012 Comprehensive Data on Demands and Preferences, A Joint Project of The Learning House, Inc. and Aslanian Market Research*

• Most of the major online universities serving adult learners have switched from traditional-length semester to accelerated (6-8 week) online course formats
  
  *Rio Salado College, Drexel University Online, Northeastern University Online, University of Maryland University College, Southern New Hampshire University, Charter Oak State College, and Colorado State*

• According to the research, student learning outcomes and satisfaction in accelerated online courses are as high, or higher than, that reported for traditional-length online courses
  
  *Daig 2005, Lutes and Davies 2012, Treckles 2013*
Quality Assurance

- Sample online course, training events, expert IDRCs & ATCs
- One-to-one consultations, program liaisons in TLS
- We have the endorsement of Sloan C and NMC
- We have revised & developed student workflow processes
- Developed program & individual course workflow processes
- We are developing peer assessment processes/network faculty commons
- We will be monitoring student and instructor experience
- We have the support of University partners including Billing, Registrar, EMCS, F&A, Wallace Center
Faculty Resources

- RIT will provide funding to cover the development of new courses for the first year
- RIT will provide funding to cover the teaching of new courses for the first year
- RIT will provide immediate revenue sharing to the departments
- Successful courses may earn enough revenue to hire additional full-time faculty
- There are no restrictions on how the department uses revenue generated
We are using sources such as the COE Forum, a program of the Education Advisory Board, that partners with Burning Glass (real-time data mining).
Identifying Initial Target Audience

The year 1 focus is graduate level learners ages 25 to late 40’s

- Working professionals seeking convenience in education
- Adult learners needing to change careers or upgrade skills
- Younger audience using online to accelerate their degree
- Life-long learners (on a smaller scale) using it to continue their education or broaden their background

- **RIT alumni** (prior high quality learning experiences at RIT)
- Alumni are our most loyal customers and ambassadors so we are creating profiles to better meet their needs.
ALUMNI POLL RESULTS

1,632
Web Design & Development

1,104
Business & Management

864
Beers of the World

730
Innovation

853
Art & Imaging

664
American Sign Language

845
Project Management

793
Software Engineering

ALL

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In Discussion

• Management of Media Arts & Technology (CIAS/Chris Bondy)
• User Experience Design & Development (CIAS/Adam Smith)
• Digital Communications (COLA/Rudy Pugilese)
• Games & Learning (CMS/Andy Phelps)
• Big Data (GCCIS/Mohan Kumar)
• Digital Entrepreneurship (SCB/Vic Perotti)
• Packaging Science (CAST/Deana Jacobs)
• Finance in Health Care (CHST/Bill Walence)
Thank you for your time.

Now let’s answer some of your questions.