

Distance Education Department

Annual Planning for Academic Year 2015-2016

Planning Year 2014

Description Of Section

Mission/Connection to College Mission

The mission of the Distance Education Department is to support Cerro Coso Community College's mission by providing students an alternative and flexible avenue to academic success, allowing students to access quality distance learning courses using contemporary information technology.

The college strives to become a recognized leader in online education in the California community college community and beyond, by creating innovative and cost effective solutions to overcome the challenges in online learning. The Distance Education Department is dedicated to uphold the highest standard of professionalism and to advance the quality of distance education programs to meet and/or exceed the expectations of students and faculty. To accomplish that, the department is committed to support the college in:

- Providing quality, accredited and online degree or credential programs that satisfy general education and meet the requirements for transferring to bachelor programs
- Assisting faculty in utilizing distance learning technologies and pedagogies to deliver quality courses and/or programs
- Helping local and remote students fulfill degree, certificate and/or transfer requirements in a timely manner with the flexibility of class
- Constantly assessing the effectiveness of distance education programs and improving the quality and productivity of the programs
- Ensuring that distance education programs is conducted in accordance with applicable rules, regulations, and policies stipulated by the college, state, and/or federal government.

Review And Planning

Summary of Areas of Improvement

The faculty and administrators of Cerro Coso are committed to increasing the student retention and success rates of distance education programs. To achieve them, adequate support to faculty teaching and student learning, and a sustainable strategic plan for serving a broader region are needed. The Distance Education Department was established to lead efforts to address these issues. However, due to the fluidity of personnel, the department had several personnel turnovers in the past two years, which have subsequently caused delay in its efforts. In early 2014, a new Director of Distance Education and a new Educational Media Specialist joined Cerro Coso, and the efforts to help improve online student retention and success have been restored to a better level.

For academic year 2014-15, the Achieving the Dream (ATD) team and the Student Success and Support Program (SSSP) committee have identified an intervention, which involves the implementation of online orientation and assessment. It is intended to help students become better prepared for online learning and hence improve the retention, success and course to course persistence rates. Currently, the Distance Education Department is collaborating with faculty, students and staff of student services to develop an Online Student Moodle Orientation session, scheduled to launch in January 2015 or sooner. In addition, following the recommendation of the Distance Education Task Force, the Professional Development Committee and the Distance Education Department have collaborated to provide faculty training in regard to online pedagogy and technology as well as regular electronic distribution of tips and resources. The Distance Education Department is also in the process of standardizing online course theme and website redesign to improve the effectiveness of department operations and online learning navigation.

For the second half of academic year 2014-15, the department plans to develop tutorial videos on the effective use of Moodle. The department will also plan to develop a procedural manual to ensure consistent and effective support would be provided to constituents.

For academic year 2015-16, the department plans to help faculty incorporate interactive technologies into their online courses for improving student engagement in class as well as building an online learning environment that is more responsive to a variety of digital devices. Additionally, the department plans to improve the accessibility of Moodle by developing add-on scripts and

incorporating applications for the purpose of being ADA compliant and providing equitable opportunity to disabled students. At the same time, the department will explore potential online tutoring and proctoring services to address the needs of student services for online students. Also, the department plans to actively promote online courses and programs by marketing to targeted populations.

Progress Made on Prior Year Initiatives

Progress Made:

It was planned for academic year 2013-14 that the department would:

- Expand training opportunities for faculty, seek methods to enhance the delivery of course materials and support student engagement and retention;
- Provide the college with the resources to assist in student retention and success; and
- Find resources and establish a routine of funding and providing captioning in situations where it is called for.

However, due to personnel turnovers, the success has been limited.

With new personnel joining the department late in 2013-2014, the department has reprioritized and expanded its efforts for academic year 2014-15, as stated in the "Summary of Areas of Improvement" section.

Initiatives for Next Academic Year

Online Student Enrollment

Strategic Plan Goals Addressed:

3,5

Action Plan:

1. Develop a Marketing Plan for Distance Education Programs

- Expected Completion Date: October, 2015
- Person Responsible: Public Relation, Marketing, and Development Manager and Director of Distance Education

2. Implement Incarcerated Student Program

- Expected Completion Date: January, 2016
- Person Responsible: Vice President of Academic Affairs and Director of Distance Education

3. Implement Targeted Marketing Strategies

- Expected Completion Date: June, 2016
- Person Responsible: Public Relation, Marketing, and Development Manager and Director of Distance Education

4. Promote Faculty Professional Development Training to the California Community College Community

- Expected Completion Date: June, 2016
- Person Responsible: Public Relation, Marketing, and Development Manager, Distance Education Coordinator and Director of Distance Education

Measure of Success:

Completion of action plan and an increase of online student enrollment by at least 5% from previous year.

Expected Completion:

Completion of action plan items by stated dates.

Person Responsible:

Responsible persons stated in action plan items.

Designed:

It is designed to increase student success

Student Experience:

Intake

Online Student Engagement

Strategic Plan Goals Addressed:

2,5

Action Plan:

1. Develop and Implement an ADA Compliant Moodle Site
 - Expected Completion Date: December, 2015
 - Person Responsible: Educational Media Specialist/Moodle Administrator and Director of Distance Education
2. Develop and Implement Responsive Moodle Site to Multiple Digital Devices
 - Expected Completion Date: March, 2016
 - Person Responsible: Educational Media Specialist and Director of Distance Education
3. Develop Moodle 3.0 Training Course
 - Expected Completion Date: June, 2016
 - Person Responsible: Educational Media Specialist and Director of Distance Education
4. Produce Videos for Faculty and Student Services Departments
 - Expected Completion Date: June, 2016
 - Person Responsible: Educational Media Specialist
5. Create Analytical Reports from Moodle
 - Expected Completion Date: June, 2016
 - Person Responsible: Distance Education Coordinator
6. Identify Multimedia-rich Tools and Promote their Use in Online Course Content
 - Expected Completion Date: June, 2016
 - Person Responsible: Director of Distance Education

Measure of Success:

Completion of action plan and improve student engagement measurements from the previous year by 2-3%.

Expected Completion:

Completion of action plan items by stated dates.

Person Responsible:

Responsible persons stated in action plan items.

Designed:

It is designed to increase student success.

Student Experience:

2nd Year/Program Completion, First Year

Streamline Distance Education Operational Processes

Strategic Plan Goals Addressed:

4

Action Plan:

1. Install Workstation in Distance Education Department Office Area
 - Expected Completion Date: August, 2015
 - Person Responsible: Director of IT, Facility Manager and Director of Distance Education
2. Identify Online Tutoring and Proctoring Services
 - Expected Completion Date: June, 2016
 - Person Responsible: LRC and Director of Distance Education
3. Join WICHE State Authorization Reciprocity Agreement (W-SARA)
 - Expected Completion Date: June, 2016
 - Person Responsible: Director of Distance Education

Measure of Success:

Completion of action plan items by stating the dates.

Expected Completion:

Completion of action plan items by stated dates.

Person Responsible:

Responsible person stated in action plan items.

Designed:

It is designed to improve internal unit operations.

Student Experience:

Resource Needs

Facilities

The department would like to install a workstation in its office area for faculty's use of software applications for developing multimedia-rich course contents. The workstation should consist of computer, video camera, audio equipment, scanner, printer, and multimedia productivity software. In addition, the workstation will be used to provide one-on-one training on Moodle and multimedia productivity software. Proper furniture is needed for the workstation.

Information Technology

The department is requesting for two copies of Articulate Studio software, one copy of Camtasia software, two headphones, one desktop computer and one laptop. They will be used to help faculty create multimedia-rich course contents. Multimedia-rich course contents can be defined as course materials that have a combination of text, audio, still images, animation, video, or interactivity forms. The laptop can be checked out by faculty. In addition, the department would also like to purchase two iPads to be used by the Distance Education Director and Educational Media Specialist to test mobile/tablet access to Moodle and to troubleshoot glitches relating to mobile course contents and navigation.

Marketing

As online courses become more readily available across the country, it becomes more competitive to increase or sustain online enrollment. Besides maintaining quality online programs, active marketing is necessary. The department would like to adopt targeted marketing strategies to increase online course enrollment. These strategies required purchases of email databases for eblast promotions, funds for mailing to CTE students who have not completed a certificate or degree, and an email marketing service to help manage the growing email database.

Professional Development

The department would like to request funds for Advanced Moodle Administration training, web programming training and conference attendances. The training will help the department expand its capability to develop a more improved Moodle site. The conference attendances will keep the department updated on trends and contemporary practices in the distance education community. Additionally, the department would like to request funds for the memberships of the Instructional Tech Council (ITC) and the Sloan

Consotium, respectively. The two professional organizations provide webinars that would benefit faculty in online course development. The topics of the webinars include copyright, ADA compliance, instructional technologies, assessment, and online pedagogies. The department would also like to request an annual budget to support summer training for faculty teaching online course for the first time, which is recommended by PTEC committee and approved by the Academic Senate. Additional training such as game theory was also recommended by the PTEC Committee.

Staffing

The department would like to request one Distance Education Coordinator for distance education activities such as market research, data reporting (e.g., compiling and reporting state authorization compliance data), coordinating closed-captioning and transcription requests, budgeting and monitoring expenditures, iTV scheduling, faculty training coordination, proctoring and responding to issues pertinent to distance education. For academic year 2015-15, the Coordinator would also be involved in distance education projects of CTE programs. The request is for a full-time permanent staff member. Currently, the Distance Education Director and Educational Media Specialist of the Distance Education Department are overloaded; additional assistance in performing the aforementioned tasks is needed in order to accomplish the department's goals in a timely manner.

Resource Requests Not Already Listed In Unit Plans

2000 Category - Classified Staff

Location:

Priority:

Strategic Plan Goals Addressed:

Salary Grade:

Number of Months:

Number of Hours per Week:

Salary Amount:

, from .

Detailed Rationale:

1. Describe how the position is linked to your unit's mission and goals, recent Program Review or SLO assessment gaps, planning assumptions, and/or the College's strategic plan.

The position would be responsible for tasks that support faculty, students and administrators of CTE and Liberal Arts programs. Currently, the department has limited manpower to support faculty and administrators to assess the effectiveness of online programs. The tools to extract the data in Moodle have been implemented, but we would need one additional staff member to help manage, analyze and present reports. In addition, the new position would allow for creating and implementing a three tier Moodle support, including the help-desk support, the Moodle Admin level 2 support and the Moodle Admin level 1 support. By permitting the Coordinator to answer the majority of Moodle issues, the director and specialist would become more available to focus on critical projects such as the ADA Compliant Moodle Site project and the Responsive Moodle Site to Multiple Digital Devices project.

2. Explain why the work of this position cannot be assigned to current staff.

Currently, the Distance Education Department has only two members, the Distance Education Director and the Educational Media Specialist. They are both overloaded and have no time to address additional critical issues.

3. Describe the impact on the college if the position is not filled.

If the position is not filled, the department would have to reprioritize and delay some critical projects as well as new initiatives that

have been planned for helping the college increase the online enrollment and improve the student retention and success rates.

Location:

Ridgecrest/IWV

Priority:

High

Strategic Plan Goals Addressed:

2,3,4

Salary Grade:

Number of Months:

12

Number of Hours per Week:

40

Salary Amount:

, Ongoing from General Fund.

Detailed Rationale:

1. Describe how the position is linked to your unit's mission and goals, recent Program Review or SLO assessment gaps, planning assumptions, and/or the College's strategic plan.

The position would be responsible for tasks that support faculty, students and administrators of CTE and Liberal Arts programs. Currently, the department has limited manpower to support faculty and administrators to assess the effectiveness of online programs. The tools to extract the data in Moodle have been implemented, but we would need one additional staff member to help manage, analyze and present reports. In addition, the new position would allow for creating and implementing a three tier Moodle support, including the help-desk support, the Moodle Admin level 2 support and the Moodle Admin level 1 support. By permitting the Coordinator to answer the majority of Moodle issues, the director and specialist would become more available to focus on critical projects such as the ADA Compliant Moodle Site project and the Responsive Moodle Site to Multiple Digital Devices project.

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4000 Category - Supplies and Equipment

Office supplies

Location:

Ridgecrest/IWV

Priority:

High

Strategic Plan Goals Addressed:

4,5

Estimated Amount of Funding Requested:

250, Ongoing from General Fund.

Detailed Rationale:

The office supplies include purchases of battery for camera, CD, and stationary supplies.

Stock Photo Images

Location:

College-wide

Priority:

High

Strategic Plan Goals Addressed:

2,4

Estimated Amount of Funding Requested:

500, Ongoing from General Fund.

Detailed Rationale:

The department would like to provide faculty access to professional images for their course contents and meeting other needs of departments.

Camtesia Software

Location:

Ridgecrest/IWV

Priority:

High

Strategic Plan Goals Addressed:

2,4

Estimated Amount of Funding Requested:

300, One-time from Other.

Detailed Rationale:

The software would be installed on the desktop workstation for screen capturing video projects.

Articulate Studio Software

Location:

Ridgecrest/IWV

Priority:

High

Strategic Plan Goals Addressed:

2,4

Estimated Amount of Funding Requested:

2800, One-time from Other.

Detailed Rationale:

The two software suites would be installed on the workstation and the laptop for creating interactive e-learning course contents.

Animation Characters/Template for Articulate Studio Software

Location:

Ridgecrest/IWV

Priority:

High

Strategic Plan Goals Addressed:

2,4

Estimated Amount of Funding Requested:

500, One-time from Other.

Detailed Rationale:

The subscription would allow faculty to choose animation characters and templates for the enhancement of their course contents and interactive presentations.

5000 Category - Service, Utilities, and Operating Expenses

WICHE State Authorization Reciprocity Agreement (W-SARA) Membership

Location:

College-wide

Priority:

High

Strategic Plan Goals Addressed:

3,4,5

Estimated Amount of Funding Requested:

4000, Ongoing from General Fund.

Detailed Rationale:

This expenditure is budgeted for joining W-SARA which is expected to be approved by California legislature by mid-2015. By joining W-SARA, the college would be in compliance with the State Authorization for Distance Education regulation and permitted to enroll out-of-state students. Complying with this regulation is a government requirement.

Mailing Promotion

Location:

College-wide

Priority:

High

Strategic Plan Goals Addressed:

3,5

Estimated Amount of Funding Requested:

500, Ongoing from Other.

Detailed Rationale:

The department would like to contact CTE students who have not taken English and/or math courses to encourage their completion of these courses and offer alternative online opportunities.

Email Database

Location:

College-wide

Priority:

High

Strategic Plan Goals Addressed:

3,5

Estimated Amount of Funding Requested:

7500, One-time from Other.

Detailed Rationale:

The department would like to increase online enrollment. The purchase of the email databases would allow targeted marketing with e-blasting.

Email Marketing Service

Location:

College-wide

Priority:

High

Strategic Plan Goals Addressed:

3,5

Estimated Amount of Funding Requested:

600, Ongoing from Other.

Detailed Rationale:

This email marketing service would help manage email market databases and be in compliance with the SPAM Act. The service will also allow the college to collect email contacts for future marketing.

Advanced Moodle Administrator Training

Location:

CC Online

Priority:

High

Strategic Plan Goals Addressed:

2,4

Estimated Amount of Funding Requested:

830, One-time from General Fund.

Detailed Rationale:

The training would help the department gain advanced knowledge in the use of Moodle and strengthen the department's capability in developing a better Moodle site.

Web Programming Language Training Videos

Location:

CC Online

Priority:

High

Strategic Plan Goals Addressed:

2,4

Estimated Amount of Funding Requested:

300, One-time from General Fund.

Detailed Rationale:

These videos will be used to gain knowledge in advanced web programming for developing a responsive Moodle site to accommodate visits via multiple digital devices and to address ADA compliance issues.

The Sloan Consortium Membership

Location:

College-wide

Priority:

Medium

Strategic Plan Goals Addressed:

1,2,4

Estimated Amount of Funding Requested:

1275, Ongoing from General Fund.

Detailed Rationale:

This is a professional leadership organization dedicated to help educators improve the quality, scale and breadth of online education programs. The membership would allow us to offer some of their webinars to our faculty free of charge.

Instructional Tech Council (ITC) Membership

Location:

College-wide

Priority:

High

Strategic Plan Goals Addressed:

1,2,4

Estimated Amount of Funding Requested:

750, Ongoing from General Fund.

Detailed Rationale:

This is a professional organization focusing on distance education instructions and regulations. It would allow us to access online education webinars at a lower rate. The budget includes fees for five webinars and its membership.

Online Faculty Training in Pedagogy and Technology

Location:

College-wide

Priority:

High

Strategic Plan Goals Addressed:

1,2,4

Estimated Amount of Funding Requested:

2750, Ongoing from General Fund.

Detailed Rationale:

An annual budget is needed for supporting summer training for faculty teaching online course for the first time, which is recommended by PTEC committee and approved by the Academic Senate.

Additional Faculty Training in Pedagogy**Location:**

College-wide

Priority:

Low

Strategic Plan Goals Addressed:

1,2,4

Estimated Amount of Funding Requested:

2000, Ongoing from General Fund.

Detailed Rationale:

Additional training has been recommended by the PTEC Committee, such as game theory.

Conference Attendance**Location:**

CC Online

Priority:

High

Strategic Plan Goals Addressed:

2,4

Estimated Amount of Funding Requested:

5000, Ongoing from General Fund.

Detailed Rationale:

Requesting funds for attending two national conferences, including fees for registration, lodging, per diem, and travel.

Local Travel**Location:**

CC Online

Priority:

High

Strategic Plan Goals Addressed:

3,4

Estimated Amount of Funding Requested:

500, Ongoing from General Fund.

Detailed Rationale:

Requesting funds for traveling from IWV to the District, Mammoth, Bishop & KRV offices.

6000 Category - Capital Outlay

Computer Workstation Furniture

Location:

Ridgecrest/IWV

Priority:

Medium

Strategic Plan Goals Addressed:

2,4

Estimated Amount of Funding Requested:

2500, One-time from Other.

Detailed Rationale:

The Distance Education Department would like to acquire furniture for installing a workstation in its office area for faculty's use of software applications and Moodle training.

Desktop Computer

Location:

Ridgecrest/IWV

Priority:

High

Strategic Plan Goals Addressed:

2,4

Estimated Amount of Funding Requested:

2100, One-time from Other.

Detailed Rationale:

A computer is requested to be part of the proposed workstation which will permit faculty to develop interactive course contents and receive support on Moodle and use of software applications.

Laptop

Location:

Ridgecrest/IWV

Priority:

High

Strategic Plan Goals Addressed:

2,4

Estimated Amount of Funding Requested:

2100, One-time from Other.

Detailed Rationale:

The laptop would be equipped with authoring tools, video and audio equipment for the creation of multimedia-rich course contents. It would be available for faculty to check out for a reasonable period of time.

iPad

Location:

Ridgecrest/IWV

Priority:

High

Strategic Plan Goals Addressed:

2,4

Estimated Amount of Funding Requested:

1200, One-time from Other.

Detailed Rationale:

Two iPads would be used for testing mobile/tablet access to Moodle and to troubleshoot glitches relating to mobile course contents and navigation.

Headphones

Location:

Ridgecrest/IWV

Priority:

High

Strategic Plan Goals Addressed:

2,4

Estimated Amount of Funding Requested:

200, One-time from Other.

Detailed Rationale:

Two headphones are requested for audio recording. These headphones would be available for faculty to check out.