

Background Information for Student Capabilities Forum

Program/Course Offerings Snapshot

- There are five online bachelor Programs
 - Allied Health
 - Dental Hygiene
 - HVACR
 - Nuclear Medicine Technology
 - Nursing RN to BSN
- There are five fully-online certificate programs
 - Business-to-Business Marketing
 - Direct Marketing
 - E-Commerce Marketing
 - Facility Management
 - Geographic Information Systems
- There are two online master's programs
 - Business Administration MBA
 - Nursing MSN
- Numerous courses offered online and several completion programs that are 90% or more online (See official approved listing at HLC website here:
http://www.ncahlc.org/component/option,com_directory/Action,ShowBasic/Itemid,184/instid,1321/lang,en/)
- Online SCH's have grown from 1,139 in the fall of 2002 to 11,329 in the fall of 2010 – (an 895% increase).
- Online sections have increased from 125 in fall of 2006 to 225 in fall of 2010 (an 80% increase)

Resources Available Online: <http://www.ferris.edu/htmls/online/>

- Is online learning right for me? <http://www.ferris.edu/HTMLS/online/technicalinfo/rightforme.htm>
 - Characteristics of successful online students
 - Computer requirements
 - Browser and plug-in checking
 - Internet connection speed
- A student orientation to FerrisConnect – Tutorial to use FerrisConnect
http://www.ferris.edu/webct/student_orientation/
- Library resources <http://www.ferris.edu/library/>
- Software Purchases https://ebill.ferris.edu/C20079_ustores/web/store_main.jsp?STOREID=14
 - Technical Support - <http://www.ferris.edu/tac/departments/page.cfm>
 - TAC hours are 7 am-10 pm Monday – Thursday, 7 am-6pm Friday, 9am-3pm – Saturday and 3pm – 10pm Sunday
- Textbooks <http://ferris.bncollege.com/webapp/wcs/stores/servlet>
- Transcript Requests
- Writing Center
- Help with registration if needed – have online registration
- Direct contact with students that have not logged in – instructor initiated
- Advising – some programs have more available than others
- Career Services <http://www.ferris.edu/HTMLS/online/resources/careers.htm>
 - Bulldog CareerLink – is an online recruiting system which is available 24/7.

- Resume Writer
- Financial Aid – consortium forms
- E-bill for payment <http://www.ferris.edu/HTMLS/online/tuition/payments.htm>
- Search for transfer equivalencies
- Online application
- Online and/or telephone for drop/add and withdrawals

Marketing of Programs/Courses:

Ferris has not done a lot of marketing or recruitment for their online programs or courses as the capacity is not there to meet the needs we already have.

What some others are doing:

- Require orientation – either online or f-2-f
 - Recommend if do have it built into the cost
 - Course like online 101 – get credit, but must build into program
 - Build orientation into first course of sequence if cohort program
- Academic Support (tutoring)
 - AskOnline
 - SMARTTHINKING
 - Many others that students can get on their own
- 24/7 technical support

Surveying our Students: When surveying Ferris students about what services were important to have online, the top were: (survey done by Eduventures, Inc., 2009)

- Registration
- Academic Advising
- Financial Aid
- Library

When students were asked what services were most important to them:

- 64% - Technology Services
- 57% - Financial Aid Services
- 40% - Employment Services
- 38% - Career Counseling

Availability of courses received the highest dissatisfaction rating – 30% of the students

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