



Online Delivery Action Group

SPARC Meeting – February 9, 2021



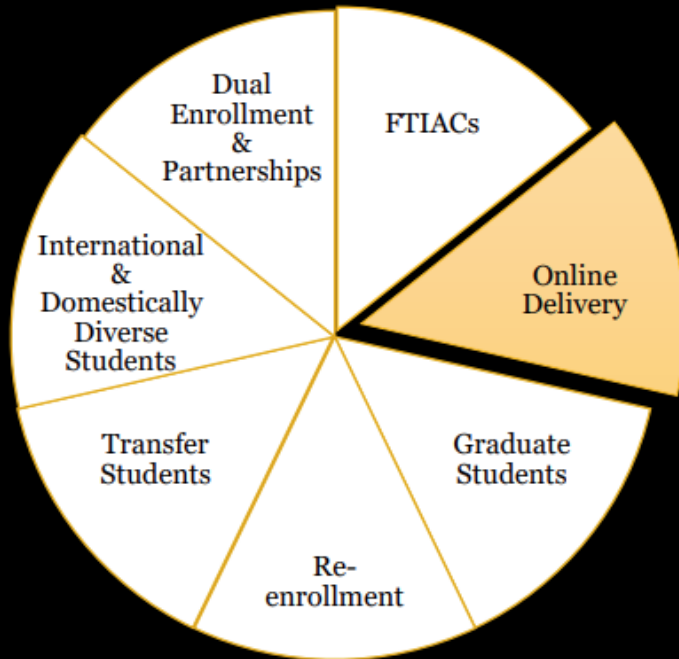
Members

Jim Bachmeier (VP Sponsor)
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Tracy Russo
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Recap of Barriers and Action Steps

Enrollment Action Steps: Online Delivery



Online SCH

32,957 (19-20 AY)

vs

119,929 (20-21 AY)

Key Strategic Target:
5%/year Increase in Online SCH

Barriers:

1. Technology barriers and support for online learning and teaching.
2. Advising online students.
 - a. Clarify ownership responsibilities?
3. Marketing of the online programs
 - a. Improve website issues
 - b. Need to identify and market statewide and national programs (e.g., welding, CIS, and professional programs, etc.).
4. Need for building connective tissue between divisions, with shared responsibility for enrollment.

Action Steps

- ✓ New Online Programs for Fall 2021
- ✓ Marketing & Communication
- ✓ Professional Development

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Short-Term Initiatives

- Faculty and staff champions of online learning (1 & 3).
- Highlight reel for online programs to be used for recruitment (2).
- Student voices to share their online experiences at Ferris (2).
- Repository of online syllabi content to share best practices (3).



Mid/Long-Range Initiatives

- Pilot an online learning readiness indicator/orientation (e.g., SmarterMeasure™) for students in online programs.



Thank you for your time!

Questions?