

Getting Started

(An intentionally incomplete list of decision prompts, considerations, suggestions for those undertaking development of online instruction and services)

I. Why are we doing this?

1. To reach previously un-served or under-served learners?
2. To increase enrollment?
3. To solve enrollment management problems (high-demand courses, etc.)?
4. To give current students more options?
5. To encourage faculty to explore the online medium?
6. To keep up with the Joneses?
7. To make money?
8. Because it's there?
- 9.
- 10.

II. Where are we going?

GOALS	General	Specific
1. Target date		
2. Number of courses, which ones		
3. Which support services		
4. Degrees or certificates		
5. Number of students		
6.		
7.		

III. Who cares?

Stakeholder	Names	Concerns/motivations
1. Administrators		
2. Faculty (individuals)		
3. Faculty (collective)		

4. Tech support staff		
5. Students		
6. Policy makers		
7.		
8.		

IV. Where are we starting from?

1. Policy and procedure precedents

Issue/area	What's ready?
A. Course development	
B. Faculty compensation	
C. Enrollment procedures	
D. Tuition rates/add-on tech fees	
E. Residency requirements	
F.	
G.	

2. Existing online functions, features, activities

A. Student records	
B. Library resources, services	
C. Tech support	
D. Internet access	
E. Fee payment	
F.	
G.	

3. Stuff on hand

A. Hardware	
B. Software	
C. Courses in other distance formats	
D. Institutional strengths/ uniqueness	
E.	
F.	

4. Knowledgeable people (name names here)

A. Faculty	
B. Institutional leaders	
C. Techies, early adopters	
D. Peer institutions	
E. Professional organizations (WCET, consortia, etc.)	
F.	
G.	

V. What do we need?

1. People

For what?	How many?	From where?
A. Faculty		
B. Tech support		
C. Instructional design		
D. Student services		

E. Clerical support		
F. Opinion leaders		
G.		
H.		

2. Stuff

	For what and how much?	From where?
A. Hardware		
B. Software		
C. Work space(s)		
D. Communication/networks		
E.		
F.		

3. Policies/procedures

For what?	Who does?	Precedent(s)
A. Course development		
B. Teaching assignments		
C. Faculty compensation		
D. Enrollment process		
E.		
F.		

4. Money

For what?	How much?	From where?

VIII. Reality Check

1. Do we have the support of institutional leaders?
2. Can we do it well? What if we can't? (Is it OK to be mediocre?)
3. Who is our competition? How do we stack up?
4. Where might we find partners?
5. What's the worst thing that can happen if we fail? Can we survive that?

Good luck! See you in cyberspace!

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