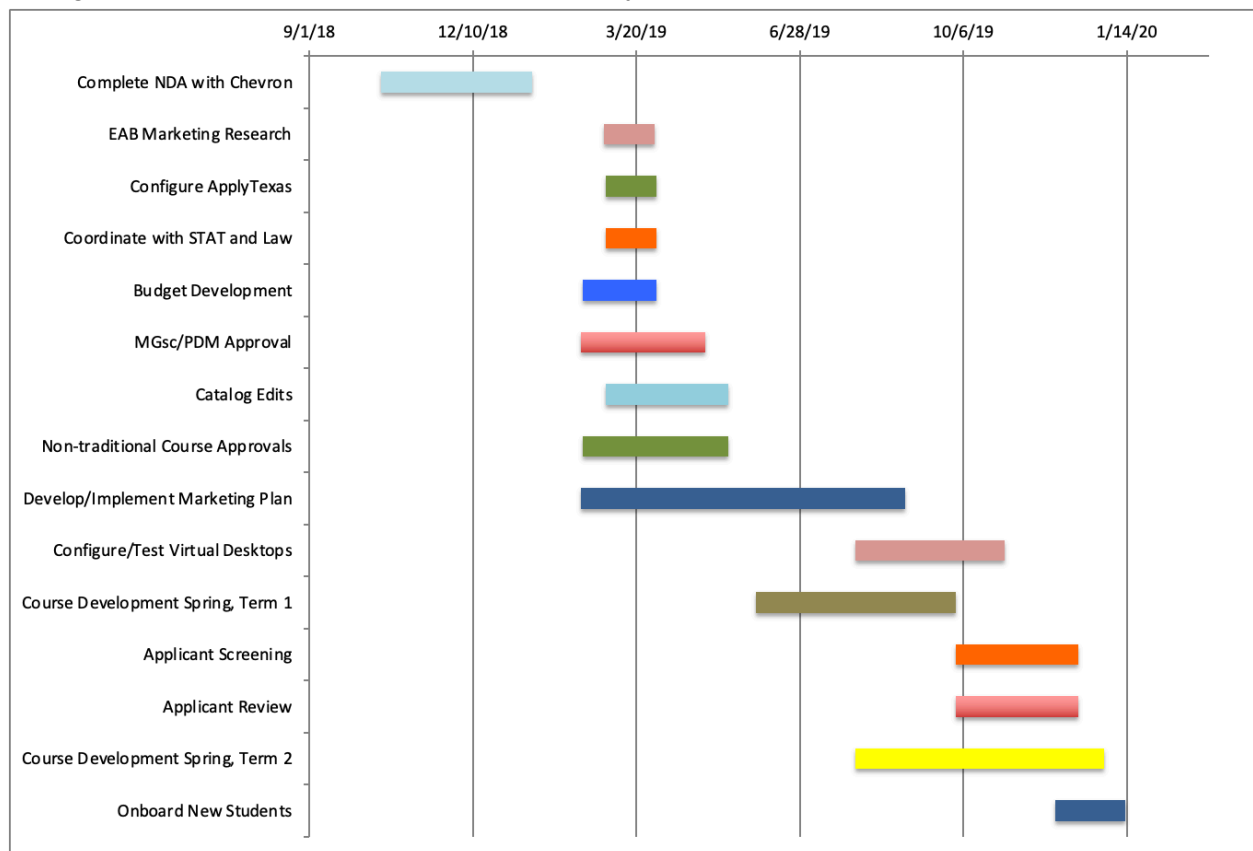


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One way I have helped my stakeholders plan for online programs is to use a Gantt chart to consider the goals and milestones visually. This is an **example** of one I developed for the College of Geosciences at Texas A&M University.



Conversations with Claude:

I represent a university that intends to plan for and deliver online degree programs. Please give me a long list of all the questions that need to be answered during the planning and strategizing with stakeholders.

AI

Claude-instant-100k

Poe

Here are some key questions that should be addressed when planning and developing online degree programs:

- What are the target student demographics - working professionals, traditional students, international students, etc.?
- What subject areas/degree programs are in demand and a good fit for online delivery?
- What are the competitors offering and how do our programs compare?
- What technologies will be used (LMS, video conferencing, etc.) and what is the technology infrastructure needed?
- How will programs be designed - fully online, hybrid, synchronous/asynchronous components?
- What is the appropriate class/program size for online delivery?
- What student support services need to be available (advising, tutoring, career services, library access, etc.)?
- How will student identity be verified for assessments and what proctoring methods will be used?
- How will academic integrity be ensured and what policies are needed?
- What instructional design support is needed for faculty and what training will they need?
- How will quality of teaching be ensured, evaluated and improved?
- What enrollment and marketing strategies will be used to recruit students?
- How will student retention be supported and what success metrics will be tracked?
- How will programs be designed to be accessible on different devices?
- What are the cost projections for start-up, delivery and maintenance over time?
- How will programs be priced and what is the financial aim model?
- How will student outcomes (graduation rates, time to completion, job placement, etc.) compare to on-campus programs?
- What regional and specialized accreditation will be required and what is the approval process?
- What policies are needed regarding intellectual property, FERPA, ADA compliance and other legal/regulatory issues?
- How will faculty workload policies and compensation need to change to support online teaching?
- What ongoing assessment and improvement practices need to be in place?
- How does this fit with the overall university strategic plan and assessment of demand in the long run?

I hope this long list of questions provides a helpful starting point for your planning discussions with stakeholders. Please let me know if any other types of questions would be useful.

Tell me more.

AI

Claude-instant-100k

Poe

Here are some additional details that could be helpful when planning online degree programs:

- Define the target student profiles in detail - their demographic characteristics, location, subject area interests, past education/work experience, etc. This helps shape every aspect of program design.
- Conduct a competitive analysis of top 5-10 similar programs at comparable schools. Compare things like cost, format, reputation, outcomes, specialized accreditation, technologies used, student services.
- Map out a timeline for accreditation approvals that are multi-year processes, working back from desired launch dates.
- Factor in design, development and pilot testing periods before full rollout. Expect 6-18 months for new programs.
- Assess faculty interest, experience and training needs. Plan faculty orientations, instructional designers supports, incentive structures.
- Determine appropriate class sizes for different levels/subjects based on pedagogy and student-faculty interaction best practices.
- Budget for dedicated recruitment, enrollment, student support teams and technologies like CRM systems.
- Model net revenue projections over 3-5 years factoring in enrolled students, program costs, marketing expenses required to sustain growth.
- Develop a multi-channel recruitment/marketing plan with timeline including: website, paid search/social ads, direct mail, alumni outreach.
- Assess library, tutoring, advising and other services that need to scale up to support increased enrollment.
- Research technology and LMS platform options, licensing models, hardware/software requirements. Factor maintenance.
- Establish robust student identity verification, test proctoring, and academic integrity processes.
- Consider international expansion timelines and regulations needed to enroll students globally.
- Institute continuous program/course evaluations, outcomes assessment per accreditor standards.

Let me know if any part of the planning process needs more explanation or suggestions for approaches.

How can universities effectively market and recruit students for new online degree offerings?

AI

Claude-instant-100k

Poe

Here are some effective strategies universities can use to market and recruit students for new online degree programs:

- Targeted digital advertising - Use platforms like Facebook, Google, LinkedIn to target prospective students based on demographics, interests, past searches.
- Search engine optimization - Optimize program pages, blogs, and PR to rank high for relevant keyword searches.
- Direct email campaigns - Leverage alumni database and interested prospects list to promote directly.
- Referral programs - Offer credits/incentives for current students to refer friends.
- Employer partnerships - Promote programs to employers as upskilling opportunities for employees.
- Discount trial courses - Offer short preview courses at low costs to generate leads.
- Testimonial videos - Feature success stories from current online students on website and ads.
- Social media promotion - Promote through paid promotions and organic posts on Facebook, Twitter, Instagram, LinkedIn.
- Advertisements on related websites - Partner with sites students frequently use like Coursera, edX for ads.
- Generate articles/case studies - Publish content that establishes program/university as leader for search engines.
- Webinars with faculty - Host online sessions discussing programs and answering questions.
- PPC ads customized for devices - Reach students on desktop, mobile and tablet with optimized messaging.
- On-campus events - Inform campus community about new online options through classroom visits.

The goal is omnichannel outreach through low-cost and high-impact digital strategies. Tracking ROI allows optimizing towards most productive channels

Conversations with OnlineProgramBot:

Two pathways for online program development:

What if I want to break this down into two planning pathways; one focused on the academic side, and one focused on the student experience/student support side?



OnlineProgramBot

Poe

Here is one way to break down the roadmap into two pathways - one focused on the academic side and one focused on the student experience/support side:

Academic Planning Pathway

- Conduct market research on workforce needs and trends to identify the degree focus [1][6]
- Develop program learning goals aligned to industry and professional standards [3]
- Build an advisory board of faculty, employers and industry experts to inform curriculum [2][6]
- Select faculty and instructional designers to develop courses and content [3][4]
- Choose the online delivery model and educational technologies [2]
- Create quality assurance processes for ongoing curriculum review and improvement [1][5]

Student Experience/Support Pathway

- Develop support services like admissions, advising, tutoring and career counseling [5]
- Create student policies, processes and guidelines for online learning [5]
- Provide technology training and support services for students [2]
- Foster online student engagement and community building [4]
- Establish industry partnerships for internships, mentoring and jobs [6]
- Implement marketing plan for student recruitment and admissions [4][6]
- Collect student feedback regularly for continuous improvement [3]
- Measure student learning outcomes, engagement and satisfaction [3][5]

Let me know if you would like me to expand on any specific elements of these two pathways. I can provide more details and recommendations on the key steps in each area.

