EDTC 676 – Dr. Zieger
Higher Ed Case Studies
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Case Study #1 – Online Learning Director

Overview	Scenario: A recently hired Online Learning Director, the Provost and the faculty members at SRSC need to collaborate in increasing enrollment in online courses. Current Situation: The Provost would like to increase revenue by increasing the amount of students permitted to take online courses. However, each faculty member is only allowed to teach one online class per semester. There seems to be a negative perception among students about online courses based on the fact that these courses receive the worst evaluations each year.
Needs Analysis	The immediate priority in this case is to increase revenue by increasing student enrollment. Perhaps the are other ways to help the institution financially but given that the Provost has made some decisions as to how to tackle the problem, the newly hired Online Learning Director should use these conditions as a starting point. There is a key element in the poor evaluation of online courses. Establishing the reasons why these courses are so unpopular can help in devising ways to attract more students into these courses and attempt to reach the Provost's goal of increasing the registration numbers. A needs assessment technique would be to create a set of focus groups to work on the following three areas: establishing problem areas of the courses based on the evaluations, promoting online courses among the student population and assessing the availability and experience of teachers assigned to teach online courses. These groups could meet, establish key issues in their area and devise possible solutions that the Online Learning Director could use as part of his plan.
Task Analysis	The task is to increase the amount of students that register for online courses. The key component seems to lie in the information gathered in the course evaluations.
Learner Analysis	Graduate students would be both the audience and stakeholders. They hold the answer that could help the institution's administrators make modifications in the staff and online courses so that these classes are more attractive to them.
Goals Objectives	The goal is to increase each class size to the cap of 25 students by: - Tackling issues in online learning as based on evaluations - Promoting the programs

	- Allocating the best faculty members to teach this classes

Case Study #2 – A Dilemma Case in Teaching

Overview	Scenario: Dr. Seymour, professor at The State University of Chicago and his students are unhappy. Current Situation: Dr. Seymour is feeling frustrated and depressed because his student evaluations are poor due to the fact that they are unhappy with his focus on collaborative learning. His credentials are impeccable and experts in the field back up his methodology. The chairman of the department is more concerned about Dr. Seymour lack of grant writing than the negative evaluations. The main issue seems to be a disconnection between Dr. Seymour's perception of the effectiveness of this teaching and the perception of his students. Therefore, both parties are unhappy.

Needs Analysis	A coach, peer mentor or supervisor could be assigned to help Dr. Seymour get to the root of the problem and find solutions. This person could conduct a performance analysis like the approach designed by Robert F. Mager (Brown & Green, 2011). This approach would be applied as follows:
	 1) Describe Dr. Seymour
	 2) Describe what is it that he is doing to cause his students negative reactions.
	 3) Describe what he should be doing in terms of teaching.
	 4) Describe the repercussions of students complaining and Dr. Seymour's unhappiness effect in his classes.
	 5) If at this point in the needs analysis it seems like the discrepancy between Dr. Seymour and his students doesn't have real repercussions perhaps there is no need to continue with a performance analysis.
	 6) If through observations, it is determined that Dr. Seymour is not following teaching procedures properly then the following questions should be asked:
	       a. Why is he not following procedures?
	       b. What could be done to help him regain authority in his classes?
	       c. Is he willing to make some adjustments?

Task Analysis	Dr. Seymour should be able to implement teaching methodologies effectively in order to reduce of eliminate the level of frustration that they feel.
Learner Analysis	In this case the learner analysis is directly related to the needs assessment because Dr. Seymour represents the audience in this case. The solution to the problem seems to be dependent upon Dr.

	Seymour's attitudes towards his students. A performance analysis, as recommended in the Needs Assessment section would also serve as a learner analysis.
Goals Objectives	Goal: Dr. Seymour will lower his level of frustration and that of his students by: - Reflecting upon his teaching and the results of his performance analysis to make modifications in his teaching style as needed. - Gathering information about his students learning styles in the beginning of the course through an informal assessment and taking into consideration the findings when designing lesson plans. - If it is determined that collaborative work is an effective method of teaching in this particular case and there is no need to make modifications, providing rubrics with specific criteria as to how students will be evaluated in collaborative assignments in advance might easy the students' anxiety level in performance assessments.

Bibliography

Brown, A. & Green, T.D. (2011). *The essentials of instructional design: connecting fundamental principles with process and practice.* Boston: Pearson.