

9.0 New Initiatives

Goal 9A. DCE will identify which OSU departments are considering, or beginning to develop, graduate certificate programs.

Goal 9B. DCE will work with these departments to seek approval to offer these certificates via distance education.

Goal 9C. DCE will select one or two graduate certificate programs to pilot test as distance delivered.

Goal 9D. DCE will identify which OSU departments are considering, or are beginning to develop, professional development non-credit certificate programs.

Goal 9E. DCE will work with these departments to offer these certificates via distance education.

Goal 9F. DCE will select one or two non-credit certificate programs to pilot test: planning, design, development, and delivery via distance education.

Goal 9G. DCE will work collaboratively with selected Oregon companies to identify needed non-credit certificate programs. DCE will then design, develop, and deliver at least two non-credit certificate programs throughout the state.

Goal 9H. In year two of this project, DCE will design, develop, and deliver at least one online (web-based) non-credit certificate program to be delivered asynchronously, anytime, anywhere...statewide.

Summary

Goals 9A, 9B, and 9C. Identify Graduate Certificate Programs

The OSU Distance Education Project has worked with departments and the OSU graduate School Dean to identify needed graduate certificate programs, and begin the planning for the development of these certificate programs. DCE has determined there is a need for Graduate Certificates to be developed in the areas of Nutrition and Food Management, Education (Adult and Teacher Education), and Engineering Management.

DCE is working with the above departments to determine the feasibility of developing the required certificates and certificate courses. These courses are designated as a structured progression or collection of courses approved and offered for graduate degree credit at OSU. Each OSU Graduate Certificate will consist of a minimum of twenty-four (24) quarter credit hours, and may include a final project, portfolio, or report for integration of the sequence of course

materials. Up to 8 quarter credit hours may be transferred toward a 24 credit hour graduate certificate.

The 2001-2002 project goal is to have a minimum of one OSU Graduate Certificate program ready to deliver through online distance education by Fall 2002.

Goals 9D and 9E. Identify Professional Development Non-credit Certificate Programs

One of the most significant aspects of the non-credit professional certificate programs development this past year was the creation of new policies and procedures for development and approval of professional certificate programs within the University. The Curriculum Council expressed interest in creating more academic oversight for these non-credit programs, and after several meetings, a policy was established. The result is that more faculty are aware of what DCE is planning and delivering in the non-credit certificate areas. DCE has also created an internal advisory group to assist in the planning and coordination of new non-credit certificate programs. Through this process, faculty will be assured that the programs meet OSU standards of quality, and that the University stands behind the awarding of these certificates. As part of the process, DCE will establish subject-specific advisory groups for each new program. DCE has already established one for the Web Design program, and that group will assist in keeping the program current with industry needs. DCE also believes that the group will be helpful in identification of qualified instructors, which has occasionally been an issue.

Since the end of last year the project has established a new direction and target area to create and develop Non-credit Professional Development Certificate Programs. Goals have been set to work with departments and local companies to develop at least two non-credit certificate programs throughout the state and at least one program to be delivered online.

During the last year, the educational outreach unit addressed all of the goals established for non-credit certificate programs. While DCE clearly has much more to do in this area, the past year provided opportunity to improve and streamline the certificate program in Supervisory Leadership to more adequately reflect the needs of the participants. Although the Organizational Leadership program had been offered in two locations during the previous year, the program did not attract enough participants in 2000-2001 to enable us to offer it. Subsequent market research and interviews with customers did not result in a clear understanding of why the program did not attract enough enrollees, but economic factors, competition, length, and cost of the program were issues. The positive side of this is that DCE is able to take portions of the program and customize those modules for specific organizations.

DCE has just completed several market research projects, and will begin to identify new areas for development of certificate programs beginning fall 2001.

Goals 9F and 9G. Non-credit Certificate Pilot Tests

DCE's biggest success in professional certificate programs was in the area of Web Design. DCE offered sections of Web Design Fundamentals and Advanced Web Design in Bend, and repeated the Web Design Fundamentals series in Corvallis on the OSU campus. DCE found a demand for these programs, and plan to offer them again during the 2001-02 academic year.

The Web Design professional certificate program served a total of 33 people in Central Oregon, and 20 participants in Corvallis. The Fundamentals program contains 60 hours of instruction, and the advanced program is 60 hours. The primary difficulties DCE faced in this program concerned the identification and contracting of qualified instructors. Through DCE's ongoing evaluation process, it was quickly learned by the instructors who were addressing the curriculum objectives, and those who were not. In the Corvallis program, DCE repeated the entire module in Graphic Design with a new instructor, because the original instructor failed to satisfactorily cover the instructional objectives. The participants ended the course with appreciation for DCE's efforts to assure quality and customer satisfaction, and most have indicated their intent to register for the advanced section in fall 2001.

The Supervisory Leadership Certificate Program was offered in Bend to 14 participants, representing 9 different agencies and businesses. The program included 5 modules, each one meeting for 16 hours of instruction for a total of 80 hours. Certificates were awarded at a reception at the final class meeting on February 20, 2001.

Changes in the Supervisory Leadership program have been implemented for the coming year, based on customer input and additional market research. DCE contracted with an OSU graduate student to conduct a survey of fifty employers in Central Oregon to determine how the program could be improved to better meet their needs. It was determined that a slightly shortened program, combined with daytime delivery, was the preferred format. DCE has developed a marketing plan for the Central Oregon program, and are in the process of creating strategies to market the program to other areas. By condensing the program slightly, DCE has opened the option of offering two sections during the year.

All professional certificate programs (i.e., non-credit) are evaluated in several ways. At the conclusion of each module, participants are asked to complete a brief evaluation form. At the end of the course, a more comprehensive evaluation is done. DCE has found that once a relationship is established with students, they provide email comments on an ongoing basis that enable DCE to make adjustments in the program as needed. Finally, at the conclusion of each certificate program, DCE personnel meets with the instructors and debrief about areas in which improvement is needed. With the establishment of advisory groups for new programs, evaluation reports will become part of the improvement cycle in discussion with the advisory group.

Goal 9H. Development of an Online (web-based) Non-credit Certificate Program

DCE's initiative to create an on-line web design certificate program based on the face-to-face program resulted in a decision to abandon the project. Much effort was expended in designing the program, working with the instructor, and planning for the start of the program in Fall 2001. However, after many hours of work and consultation with technology and content experts, DCE decided that the program could not effectively be adapted from the face-to-face course. Major redesign would be needed to develop a quality program. OSU recognized that the window of opportunity for success in this market would have passed by the time a quality on-line program could be developed. A decision was made to focus on face-to-face delivery for the certificate programs in Web Design.