

**OREGON STATE UNIVERSITY
EXTENDED CAMPUS**

**A CONGRESSIONALLY DIRECTED GRANT
WITH FIPSE OVERSIGHT**

YEAR THREE REPORT – JULY 2001 THRU JUNE 2002

Executive Summary

Over the first three years of the Oregon Distance Education Project, Oregon State University has created a scalable infrastructure to develop high quality distance education courses and degrees. This new OSU distance education development and delivery system is dedicated to providing learning opportunities to Oregon citizens and other distance learners who are unable to participate in traditional campus-based degree programs because they are place- and time-bound.

To facilitate these distance degree opportunities, OSU has designed and developed four (4) distance delivered undergraduate degree programs and seven (7) distance delivered graduate degree and licensure programs. To facilitate these opportunities, OSU Extended Campus initially set a goal to create ninety-nine (99) new distance education courses to comprise these degree and licensure programs within three years. Seventy seven (77) new courses were developed during the first two years of the project (September 1, 1999 – June 30, 2001) and thirty eight (38) new courses were created during the third year of the project (July 1, 2001 – June 30, 2002) adding up to a three year total of one hundred fifteen (115) distance delivered courses. Additionally, eleven (11) more DE courses are currently in development, which will bring the total number of OSU Extended Campus courses developed to one hundred twenty six (126) courses as a direct result of this project. During this reporting period, new OSU Extended Campus courses accounted for 560 student enrollments in the eight (8) OSU distance degree programs. The figure shows more than a 30% increase in degree and licensure program student enrollments from last year.

Over this third project year, the OSU Extended Campus continued to work with the OSU Information Services unit to migrate components of all distance education courses into the new web environment. The centrally supported web instructional system at OSU is Blackboard. As a result of this project, OSU implemented a new enterprise-wide e-Learning Portal System on September 6, 2001. This portal system is fully integrated with the OSU database information system (i.e., Banner), and provides high level e-Learning capabilities, online student services, and online administration services to Extended Campus students (i.e., distance education students) in an equivalent capacity to campus based students. An institutional-wide decision was made to implement the Blackboard 5.5 Level 3 Enterprise-wide Portal and e-Learning products and

integrate them with OSU Banner through the impetus and support of this project and its directors. The portal system now allows the OSU Extended Campus to integrate web-delivered e-Learning and online student and administrative support systems such as admissions, records, registration, and student information databases.

Beginning fall 2001 through spring 2002 (three academic terms), OSU hosted on its e-Learning Portal 36,305 users, and has activated 906 unique classes. The average growth rate in users is about 21% per term.

The Oregon Distance Education Project (ODEP) is dedicated to creating a comprehensive long-term strategy for efficient course development, faculty training, and instruction/course/program assessment. The OSU Extended Campus course production team has lead the developed these processes and tools. Two websites for Extended Campus course development and guidelines, and faculty training for online teaching have resulted from this project. The Extended Campus "Course Development and Guidelines" website at:

<http://osu.orst.edu/instruct/dce/dce203/>

contains goals, objectives, policies, procedures and distance education course development guidelines as a reference for faculty creating new courses or enhancing existing courses. A new faculty-oriented course development site is currently being created at:

http://osu.orst.edu/instruct/dce/dev/dce_faculty_course

where comprehensive instructions, tutorials and applications provide college, and department leaders, instructors, and staff with up-to-date information, links, requirements, and other issues involved in developing and delivering programs and courses sponsored by the OSU Extended Campus. The new site will be integrated with a training course inside the Blackboard course management system. The faculty training for online teaching website contains information about the uses of Blackboard's course management tools, faculty security in and online environment, implementing information technology into the curriculum, intellectual property in online education, and student retention in distance education.

This Oregon Distance Education Project has also focused on the development of policies for student services, and to help implement these policies for the non-resident students who are engaged in their studies from off-campus. This project has identified a core group of student services, including Admission & Orientation, Financial Aid, Registration, Library, and Bookstore access that needed to be addressed and developed to insure that these services are easily accessible and "user friendly" to OSU Extended Campus students. Over this past year several online student services have been implemented to address the needs of OSU Extended Campus degree seeking students. These are: the creation of a query system in the OSU central database system (i.e., Banner/Datawarehouse) to identify distance students applying for financial aid,

E-News (electronic newsletter and information distribution) and Career Services for distance students, the Electronic Extended Campus Advising Center (e-AdvisingCenter), the hiring the new distance education librarian, and cooperation with OSU Bookstore to streamline the ordering and shipping of textbooks and videos for distance students.

OSU Extended Campus has also undertaken a significant needs assessment process to enable OSU to make strategic decisions about which Extended Campus programs to deliver and to identify additional educational needs and program opportunities. A course-degree matrix (*see Table 6*) has been developed to show the current gaps and options and create priorities for new courses to bring online.

At the same time marketing efforts were dedicated to promoting awareness of OSU Extended Campus and its degree offerings to Oregonians, and to other national and international audiences. OSU Extended Campus has made great progress in the area of needs assessment and informational access and continues to work toward achieving the goals of this project. In 2001, OSU Extended Campus completed a variety of market research projects. The information gained from these efforts has helped in formulating the Extended Campus' strategic plan. A result of these marketing efforts is the identification of areas where OSU Extended Campus needs to create strategic partnerships with various OSU departments and statewide agencies and institutions. The needs assessment has also helped in evaluating the successes and limitations of the current degree programs and in identifying new degree program opportunities for OSU and the non-resident learners OSU serves.

The Oregon Distance Education Project evaluation is proceeding as planned. Project objectives include: the development of 99 DE courses, the creation of a comprehensive course development strategy, and addressing the faculty and administrative issues that arise from the new course development strategy and the integration of academic and distance education units. Project evaluation has focused on organizational and cultural change brought about by the project and project participants. The project evaluation has also focused on the advantages and disadvantages of the new course development procedures. As part of the project a new common course evaluation instrument (called in the proposal a "common assessment instrument") is being developed and tested. While student-learning outcomes are being assessed in each of the courses developed, only a few of these are assessing differences between online and face-to-face or multi-modal instruction. Findings from these studies will be incorporated into the final project report (i.e., as a result of a DOE approved project "no cost" extension, the final report for the Oregon Distance Education Project will now be submitted at year four).

The OSU Distance Education Project has added two new initiatives over this last project year. The first was to identify which OSU departments are considering, or beginning to develop, graduate certificate programs, and then work with these departments to seek approval to offer these certificates via distance education.

The OSU Extended Campus focused on developing Graduate Certificate programs in the areas of Nutrition and Food Management, Education (Adult and Teacher Education), and Engineering Management. Over the next year of the project, OSU Extended Campus will be working with the departments listed above to determine the feasibility of developing the required certificates and certificate courses.

The second added initiative was to identify which OSU departments are considering, or are beginning to develop, professional development non-credit certificate programs. Goals have now been set for working with the departments of Health, Business, Education, and Engineering and various companies to develop at least two non-credit professional certificate programs throughout the state and at least one program to be delivered online during 2003.

In conclusion, the first three years of the Oregon Distance Education Project have resulted in a significant number of successes. The project has already exceeded its course development and degree goals (i.e., 99 courses, four undergraduate degrees, and four graduate degrees). The project directly impacted the decision of OSU central administration to implement an enterprise-wide e-Learning Portal System (Extended Campus). This e-Learning system will provide high-level online teaching and learning capabilities, online student services, and online administration services to Extended Campus students anytime, anywhere. This project facilitated the creation of a comprehensive strategy and processes for efficient course development, faculty training, and online assessment. This project has positively impacted the university culture through the development of policies for online student services dedicated to meeting the needs of non-resident OSU students. This project identified and created a system to deliver a core group of student services, including Admission & Orientation, Financial Aid, Registration, Library services, and electronic Bookstore access to OSU Extended Campus students. And finally, this project has created two new initiatives that are dedicated to serving distance learners at the professional development levels: graduate certificate programs and non-credit professional certificate programs.