

# Assessing the readiness of programs and/or faculty to go online

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# Brief Intro/Background

- Johns Hopkins University (1993-2013)
  - Executive Director, Engineering Programs for Professionals
  - Senior Associate Dean, Advanced Academic Programs in Krieger School of Arts and Sciences
  - Executive Vice Provost
  - 30 masters degrees fully online
- ShalomLearning.org (2013-2014)
  - CEO of start-up offering Jewish education online (8-12 year olds)
- Frogstone Strategies (2014-present)
  - Founder and Principal Consultant – working with colleges and universities to achieve new and enhanced revenue streams.

# What does it mean “to go online”?

- Is there a common understanding of the terms?
  - Should I **flip** my classroom in a **blended** format for a **low residency** offering? Huh?!
  - **MOOC**'s are dead – long live **CBE**!
  - My **LMS** used to be a **CMS** and now it really needs an **LRM**.
  - We're **high touch**, low tech – now you want me to be low touch, **high tech**? I've totally lost touch!
  - Does it count that I now use a **white board** and my 35 mm slides are in digital format?
  - You want to put a **Canvas** over **Blackboard** and **Moodle** the situation with **2U**?
    - *Please call me when this “passing fad” is over!*

# Are you ready to go online?

- What is motivating you to ask this question?
  - Push from the president/trustees?
  - Need more revenue?
  - Extended reach to new students (non-traditional, international, etc)?
  - Flexibility and access for your current students?
  - Partnerships in US and Abroad?
  - New programs for new markets?
  - All of the above?
  - None of the above?

# Who should be part of these discussions?

- It works best as a collaborative process – after you have “level-set” the group with a common understanding of the vision and mission for “going online”. The planning team should include representatives from the:
  - Faculty (early adopters and the Luddites)
  - Administrative leadership
    - IT
    - Library
    - Registrar
    - Finance
    - Marketing/Communications

# Lead from the front – not from behind

- It is best to get in front of the key issues, before being approached with a “revenue panic attack” or “a great new program that *needs* to go online”
- What do you have?? ----- What do you need??
  - Selecting the technology based on functionality and usability
  - Selecting the revenue model that best fits the institution – revenue sharing vs self financing
  - 5-year Business Model
    - Revenue projections
    - Cost projections
    - Staffing (out-source/in-house)
    - Market research – identify programs and target markets

# A couple of tough questions that should not be skipped

- Will your institutional culture accept the idea of **sunset clauses**? Every innovation, partnership, and great idea will NOT be successful.
- No matter how great the training is - **not every faculty member teaches well online** and **not every student learns effectively online** – are you prepared for this reality?
- The online market is crowded. If you build it – they still may not come. **What makes you so special?**
- Are you adequately prepared to do **market research** AND adequately invest in **marketing communications/advertising**?

# Questions/Comments

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