

Sloan-C View

Perspectives in Quality Online Education

A Publication of the Sloan Consortium

The TLT Group: Teaching, Learning, Technology

Sally Gilbert, Director of Administration
The TLT Group



The TLT Group's mission

is to motivate and enable institutions and individuals to improve teaching and learning with technology, while helping them cope with continual change.

The non-profit TLT Group has helped over 500 educational institutions, associations, and corporations around the world to improve teaching and learning by making more appropriate and cost-effective use of information technology without sacrificing what matters most. Led by [Steve Gilbert](#) and [Steve Ehrmann](#), and featuring assessment tools from the award-winning [Flashlight Program](#), The TLT Group can help accelerate educational improvement while easing the stresses of institutional change.

The TLT Group makes these benefits available through [focused assistance](#), [institutional subscription programs](#), free [resources](#) and its Online Institute. The TLT Group provides materials, tools, and services in three, overlapping areas.

First, most institutions today face a "[support service crisis](#)." Their needs for technical assistance, professional development, and other aids for improving courses and learning have far outstripped the number of available staff. The TLT Group helps distance, hybrid/blended, and campus-bound programs make more cost-effective use of technology. Among the many areas of expertise: "low threshold" ideas and tools that can spread from person to person without the need for workshops and training for undergraduates so that they can provide sophisticated consulting and technical assistance.

Second, the idea has gradually spread that assessment, program evaluation and cost analysis can all be tools used by faculty and other staff to help improve their own work while controlling stress on people and budgets. The TLT Group's Flashlight Program has been a leader in this area, providing evaluation tools, training, external evaluation, and a host of other services.

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THE SLOAN CONSORTIUM
A Consortium of Institutions
and Organizations Committed to
Quality Online Education

forward ►

... From the Editors

A letter from the editors of the *Sloan-C View*

This issue reviews some community initiatives that show progress towards the Sloan-C goal of quality learning any time anywhere.

Sally Gilbert, Director of Administration for the TLT Group, provides an overview of the Teaching, Learning and Technology Group. **Roxanne Hiltz** of the New Jersey Institute of Technology invites readers to join the [Web Center for Learning Effectiveness Research](#). In *Hot Off the Blog*, **Ray Schroeder** of the University of Illinois Springfield cites some underserved groups being reached through online learning. **George Lorenzo**, Editor of [Educational Pathways](#), provides marketing tips you can use right away.

Effective marketing tops the list of interests, according to a recent Sloan-C survey. Thus, the first in a Sloan-C series of 2-hour seminars, [MARKETING ONLINE PROGRAMS IN HIGHER EDUCATION](#), is now open for registration with activities beginning October 11.

Sloan-C's online workshops and seminars are a natural springboard for networking, communities of inquiry, special interest groups, and greater collaboration across courses, programs, schools and nations. As ALN and Sloan-C grow, there are many interests that, when organized, can leverage our collective brain power.

For these purposes, Sloan-C researcher/practitioners identified hot topics for inter-institutional research. To see the topics and to add your own, please take a 2-minute online Sloan-C survey at <http://www.sloanconsortium.org/sig-survey/survey.htm>.

We look forward to seeing you online, and in person at the 10th Sloan-C International Conference on ALN: The Power of Online Learning—From Innovation to the Mainstream in Orlando, Florida, November 12-14, 2004. Please register early to save your place at a pre-conference workshop, [Building the Sloan-C Communities of Inquiry](#) on Friday, November 12 from 1:00 p.m.–4:00 p.m. and at the ALN 2004 Interest Roundtables on Saturday, November 13, 4:15 p.m.–5:00 p.m. We will work on topics that include: (1) what special interest groups should do, (2) what funding is needed, (3) types of deliverables: e.g., books, workshops, conference sessions and more. We want to create taxonomy of online learning and frame a common language that will help widen access to learning.

For details about the conference, see <http://www.sloan-c.org/conference/info/septcon04.asp>.

We hope you will visit Sloan-C soon and often.

... for the Sloan Consortium

Frank Mayadas, John Bourne and Janet Moore

The purpose of the Sloan Consortium (Sloan-C) is to help learning organizations continually improve the quality, scale, and breadth of their online programs according to their own distinctive missions, so that education will become a part of everyday life, accessible and affordable for anyone, anywhere, at any time, in a wide variety of disciplines. You are welcome to join Sloan-C:
<http://www.sloan-c.org>

Welcome to New Programs in the Sloan-C Catalog

[Dallas Baptist University](#)

* [Biblical Studies, Bachelor of Arts](#)

* [Christian Ministries and Psychology, Bachelor of Arts and Sciences](#)

[The University of Manchester](#)

* [Masters in Population Health Evidence](#)

[Central Texas College](#)

* [At-Risk Youth Specialization](#)

* [Computer Science - Information Technology](#)

* [Hospitality Management](#)

* [Social Work](#)

TLT Group Presents

How to Conduct Activity-Based Cost Studies

An Online Workshop:
October 13 - October 27, 2004
Webcasts each Wednesday 2:00 - 3:15E PM

This three-week online workshop from The TLT Group will help you use activity-based costing models to perform cost analyses of educational technologies in your own setting.

For more information: <https://www.tltgroup.org/Registration/DescriptionPage/CostAnalysisWorkshop.htm>

Co-Sponsored by NACUBO & WCET

Book Review

Learning Together Online: Research on Asynchronous Learning Networks (2005), edited by Roxanne Hiltz and Ricki Goldman, published by Lawrence Erlbaum Publishers:
<http://www.sloan-c.org/resources/reviews/index.asp>.



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Marketing Tips

George Lorenzo
Editor, [Educational Pathways](#)

The first in a Sloan-C series of 2-hour seminars, [MARKETING ONLINE PROGRAMS IN HIGHER EDUCATION](#), begins **October 11**.

Here's a list of some obvious and not-so-obvious cost-effective public-relations, marketing, and advertising strategies that may bring some positive exposure to any distance learning program, and, quite possibly, help boost enrollment figures:

1. Know your market. Survey to know where your current students come from, and concentrate on targeting a primary and secondary audience in small numbers to test out a marketing campaign.
2. Hold satellite recruitment events inside hotel conference rooms in cities that are located within three to four hours drive time to your campus. Advertise the recruitment event on the local radio, in the local newspaper business section, and to alumni who happen to live in the area.
3. Save on printing costs by developing two-color marketing materials instead of four-color.
4. Convey your message by designing all of your electronic and printed materials with a graphically consistent look and feel.

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TLT Group Cont'd from [cover page](#)

Third, many institutions are frustrated by fragmentation of effort. Different units and people – from faculty to the budget office, from the development office to physical plant – have an influence on the educational program and its uses of technology. But their efforts are often uncoordinated and sometimes in conflict. The TLT Group has helped hundreds of institutions take steps toward better internal communication and more collaborative forms of change. The [Teaching, Learning and Technology Roundtable](#) program, for example, has helped many institutions improve communication across traditional boundaries. Established ten years ago, the TLTR program is seeing a new incarnation as the rate of change and demands on faculty increase, as resources remain scarce.

The TLT Group's biggest asset, however, is its network of hundreds of leaders and institutions already working together to solve common problems and share effective strategies. We listen to their concerns and promote their achievements. They share with us the lessons they have learned so that, through [our programs](#), we can pass the benefit of their experience on to others. To learn more about The TLT Group, its offerings, subscribers, clients and resources, visit <http://www.tltgroup.org/>. Or contact us: sallygilbert@tltgroup.org; 301-270-8312; One Columbia Avenue, Takoma Park, MD 20912.

Marketing Tips Cont'd from [page 3](#)

- Write and post plenty of true-to-life faculty and student testimonials on your website.
- Maximize your website by creating special pages with unique URLs that target your primary and secondary audiences. When visitors come to these pages, ask them to fill out an online inquiry

form that will supply you with information that can be added to a database of prospective students.

7. Develop affinities with business organizations that may have an interest in one or more of your distance learning degree programs.

8. Write frequent press releases about your distance learning programs, activities, students and faculty and send them to a list of local and national press contacts on a regular basis.

9. Provide clear, concise, and factual information up front on the home page of your website that explains how courses work, what the students are like, who the faculty are, how to apply, when courses start and end, and who to contact for more information by phone or e-mail.

10. Purchase addresses from selective publications, associations or list-brokers in sectors related to your degree programs and send direct mail marketing pieces with return-reply devices.

11. Learn as much as you can about search engine optimization (SEO) and apply SEO strategies to your website such as metatagging and keyword weighting.

12. Come up with a plan to get other high visibility and high integrity websites to link to your website.

13. Learn as much as you can about search engine marketing techniques, such as pay-per-click and pay-per-lead programs that can be purchased from search engines such as Google, Yahoo, and MSN.com, as well as from higher education web portals such as military.com, worldwidelearn.com, elearners.com, classesusa.com, onlineteachered.com, and others.

14. Be responsive. Marketing includes customer service. Make sure you have the right infrastructure and highly knowledgeable personnel in place to quickly and professionally respond to all requests for more information from prospective students.

15. Advertise in your student newspaper. You'll be surprised by the number of people on campus, as well as the number of campus visitors who read the student newspaper and discover your programs.

Marketing Online Programs in Online Education

brought to you by the Sloan Consortium

Sponsored by: **eLearners[®].com**

Are you looking for the answer to any of these questions:

- Why has marketing become such an important topic in higher ed?
- Is quality important to the students that you are trying to recruit?
- What marketing tools are most effective?
- What is different in marketing for traditional programs vs online programs?

Join Sloan-C this October to participate in a seminar addressing these important marketing questions and more

Dates:

Designed to fit your schedule, starting Oct. 11

Pricing:

\$90 - \$180 (depending on Sloan-C membership level)

Sign up soon!
Registration ends
October 8!

www.sloan-c.org/info/octseminar.asp

In partnership with: **UMassOnline & Eduventures**

Have you been looking to purchase a product or service for your online learning program?

The Sloan-C Vendor Corner will help you with the entire process!

The Sloan-C Vendor Corner is intended to **provide information during the entire process of purchasing a product or service for your online learning program**. It will help you identify needs, research solutions, and choose which products or services provide those solutions. Along with a list of specific vendors and their product descriptions, we provide research that will aid you in defining what your needs are and what you should be looking for.

Visit www.sloan-c.org/info/octvcorner.asp for more information!

Sloan-C Premium Membership

Sloan-C is the leading source of information for how to provide quality online education.

Premium Membership Benefits:

- Access key content exclusively available to Premium Members.
- Receive deep discounts on publications about online learning that you already purchase.
- \$35 discount on conference attendance
- Institutional Membership includes these additional features:
 - One full printed set of this coming year's annual publications; these publications cover a wide range of aspects, from policy to pedagogy, concerning online learning.
 - 50% off of additional publication purchases (unlimited)
 - 50% off for any workshop participants from that member institution (\$150 value per participant).

This Premium Membership is sure to keep you and your institution up-to-date and competitive in the rapidly growing world of online learning.

Premium Membership Cost:

- Individual: \$69/year
- Institution: \$595/year

For more information about becoming a Premium Member, please visit:
www.sloan-c.org/info/voctprem.asp

Sign up now and receive Volumes 2 – 4 in the Sloan-C Series—A \$405 value!!

A List of Schools Dedicated to Quality in Online Learning, Our Newest Institution Premium Members:

Arizona State University • University of Delaware • Azusa Pacific University • Park University • RIT/Online Learning • Seminole Community College • University of Wisconsin – Platteville • Bucks County Community College • New York Institute of Technology • Lighthouse International • Marist College • University of North Carolina at Chapel Hill • Kaplan University • Washington State University • Tennessee Board of Regents • University of Texas System • Regis University • Graham School, University of Chicago



by Ray Schroeder

This month we are looking at a range of underserved groups who can now be reached through online learning. Included in our reviews are some interesting efforts to reach the underserved in Europe.

[Including the Excluded Thanks to Easy e-Learning - Information Society Technologies](#)

— Training institutions in Austria, France, Germany and the UK are setting up pilot environments to help socially fragile groups to develop vocational skills, personal confidence and commitment to lifelong learning. The pilots are based around Fellows' Open Distance Learning Platform (ODLP), "which aims to enable and facilitate the online training process, from training course design to tutoring and monitoring of trainees, and course administration," says Gerhard Zahrer of the Berufsförderungsinstitut Oberösterreich (BFI), Austria.

[Virtual Models of European Universities - eLearning Europa](#)

— A recent study analyzes the current and potential use of ICT in European Universities. Their findings draw a complete picture on the achievements and limitations of our Higher Education Institutions. This article summarizes the main findings of the study Virtual Models of European Universities.

[The New Curiosity Shop announces a new online course - HIV/AIDS and Society: What you should know and what you can do](#)

— A recently launched online course aims to dispel the myths and confusion surrounding HIV/AIDS. The course, *HIV/AIDS and Society: What you should know and what you can do*, aims to promote understanding and encourage informed discussion about HIV/AIDS. The course publishers, Edinburgh-based The New Curiosity Shop, are making the course available world-wide from 1st September 2004.

[Making Web-based education accessible to all - Information Society Technologies](#)

— People with disabilities are frequently disadvantaged when accessing both classical education and IT-based learning. However, NEMO proved the potential for Web-based education (WBE) to help integrate disabled and elderly people into society. The IST program-funded NEMO project took a basic online education platform and turned it into a highly adaptable and specialized tool to offer life-long learning to people with hearing deficiencies, mental disabilities and the elderly among others. Special emphasis was placed on improving the social integration, self-confidence and communication skills of users.

[Distance learning helps teacher continue instructing - MARCUS TANTILLO, Citizen reporter](#)

— Larry Hovey, an instructor at San Jacinto College South, takes advantage of the distance learning opportunities at the college. Hovey recently accepted a position on the Regional Computer Forensics Lab so he is unable to continue classroom instruction. He had to stop teaching classes at the school because his training is keeping him out of the area. But, he is still able to continue teaching his spreadsheet design class through distance learning because students complete their assignments and testing online.

Each month, we will share selected items that have recently been posted at the Online Learning Update blog, which provides daily summaries of news and journal articles in the field with links to the complete articles. You can always see the latest items, and find many more articles posted seven days a week at the [Online Learning Update blog](#). Until next time, I'll see you online!
~ ray

Calendar Cont'd from [page 8](#)

The 10th Sloan-C International Conference on Asynchronous Learning Networks—The Power of Online Learning: From Innovation to the Mainstream

Date: November 12-14, 2004

Location: Orlando, FL

URL: <http://www.sloan-c.org/conference/info/augcon04.asp>

Mark your calendars to attend this anniversary event! Don't forget to register for Sloan-C's preconference workshop, [Building the Sloan-C Communities of Inquiry](#).

Beyond the Comfort Zone: Ascilite 21st Annual Conference

Date: December 5-8, 2004

Location: Perth, Western Australia

URL: <http://www.ascilite.org.au/conferences/perth04/>

For more information, contact [Rob Phillips \(conference convenor\)](#)

The 2004 Conference will be the Australasian region's premier event for lecturers, trainers and researchers concerned with all aspects of educational technology and computer mediated learning in tertiary and post school education and training. Call for presentations.

CADE-ACED: 2005 International Conference

Date: May 7-11, 2005

Location: Vancouver, Canada

URL: <http://www.cade-aced.ca>

The Canadian Association for Distance Education (CADE-ACED) & Simon Fraser University are proud to announce the 2005 International Conference.

If you know of, or are hosting, an event that should be listed on the Sloan-C View Calendar, please send the details of the event and url to publisher@sloan-c.org.



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This month's **Calendar** continues on [page 7](#).

CALENDAR

Sloan-C: Marketing Online Programs in Online Education

Date: Starts October 11
Location: Online
URL: <http://www.sloan-c.org/info/voctseminar.asp>

This online workshop from the Sloan Consortium will help answer important marketing questions. Please see our ad on [page 4](#).

How to Conduct Activity-Based Cost Studies, Online Workshop

Date: October 13-27, 2004 (Webcasts each Wednesday from 2:00- 3:15E PM)
Location: Online
URL: <https://www.tltgroup.org/Registration/DescriptionPage/CostAnalysisWorkshop.htm>

This three-week online workshop from The TLT Group will help you use activity-based costing models to perform cost analyses of educational technologies in your own setting. Please see our ad on [page 2](#).

Serious Game Summit DC

Date: October 18-19, 2004
Location: Washington, DC
URL: <http://www.seriousgamesummit.com>

Serious games is a fast emerging market that offers opportunity to people who are interested in pushing the interactive nature of computer-based learning. This conference covers the skills and technology used in commercial entertainment games as they are being applied for training, policy exploration, analytics, visualization, simulation, and education. Register online at <http://www.seriousgamesummit.com> and use priority code: SLC4 to get an additional \$25 discount on your pass.

League for Innovation's 2004 Conference on Information Technology

Date: November 7-10, 2004
Location: Tampa, FL
URL: <http://www.league.org/2004cit/>

A diverse program and cutting edge exposition exploring the intelligent application of information technology in community and technical colleges.