Creatively Leading the Implementation of a Successful Community College Online Learning Program

2016 AECT International Convention

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**Purpose:** This session will share the practical aspects of how to effectively lead and implement new and creative online learning programs in community college settings.

**By the end of this session, you should be able to:**

- Consider the importance, challenges and opportunities for online learning programs unique to the community college.
- Explore the critical success factors to enable online program implementation
Background

One of 64 campuses
Cayuga’s Online Education Organization

Centralized approval of new academic programs

Decentralized development & implementation of new academic programs
SWOT Analysis for Cayuga Community College & Online Education

**Strengths**
- Part of OpenSUNY
- Open Access
- Affordable for students
- Nimble/Flexible
- Diverse student population
- Culture of innovation

**Weaknesses**
- Limited campus-based infrastructure/resources/tools/funding for online education
- At-risk student population

**Opportunities**
- Collaboration across SUNY campuses
- Open Education Resources
- Tools to enhance online instruction
- Faculty professional development programs
- Instructional designers

**Threats**
- Increased Competition within SUNY & outside of SUNY
- Decreased funding from state & local government
- Decreased traditional student population
Importance of Online Learning for Community Colleges & Cayuga

- Online learning enrollments have grown faster than at four-year colleges & often viewed as a way to increase enrollment given a challenging local economy (Jaggars, 2013)
- Cayuga began offering online courses in the mid-1990s. Enrollment of full-time online students grew by 30% from 2008 to 2015.
- Enrollment is forecasted to grow and is critically important to the institution’s future success, consistent with research done across community colleges (Capra, 2014; Jaggars, 2013; Johnson & Berge, 2012).
Critical Success Factors

• Innovative culture
• Teamwork across departments
• Project management process
• Communication
• Leadership
  • Project Sponsor
  • Project Manager
Online Faculty Roles at Cayuga – many hats!

- Subject Matter Expert
- Instructional Designer
- Project Manager
- Course Professor
- Evaluator
Organizational Roles & Teamwork

- Project Manager
  - Project Sponsor
  - Marketing
  - Online Learning
  - Admissions
  - Student Support
  - Faculty/Instructional Designer
Project Management Process

**Develop Program Proposal**
- Consider idea for new program & research idea
- Write program and new course proposals
- Obtain support from community organizations

**Obtain Program Approval**
- Obtain campus approval
- Obtain SUNY approval
- Obtain State Education department approval

**Develop & Implement Program**
- Develop new courses & schedule of course sequences
- Determine faculty assignments
- Work with organizations on internship opportunities

**Market Program**
- Determine marketing strategy, plan & budget
- Implement marketing plan (Facebook, LinkedIn, Word of Mouth, Printed mailer)

**Evaluate Program**
- Conduct student surveys
- Review quantitative data
- Make adjustments as appropriate
Event Management Certificate Program
One-Year (30 credits) Fully Online – Fall 2015

Upon successful completion of this certificate program, graduates are able to:

• Effectively plan, organize and manage business meetings, conferences, fundraisers, conventions, exhibits or special events
• Coordinate a variety of service functions in preparing for an event and manage ancillary services including food and beverage requirements, sales techniques, marketing plans, project plans, and post-event evaluations.
Innovative Program Components

• Experiential/Applied Learning – students…
  • plan real events & projects using tools learned in class
  • attend real conventions/conferences and analyze them based on best practices
  • attend road trips to organizations that host events (or via video if they aren’t local)
  • obtain internship opportunities
**Affordability**

- Tuition – community college rates
- Open Educational Resources – built in free texts if possible to reduce textbook costs
Initial implementation project tasks upon program approval

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<tr>
<th>Item</th>
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<tr>
<td>Develop initial print marketing piece for orientation</td>
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<tr>
<td>Create degree sheet for the certificate program</td>
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<tr>
<td>Add degree sheet to website</td>
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<tr>
<td>Update website to include program</td>
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<tr>
<td>Add a slide on homepage slide show</td>
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<tr>
<td>Create/implement Facebook marketing campaign</td>
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<td>Add the program to OpenSUNY</td>
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<td>Press Release announcing program</td>
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<tr>
<td>Send out email promotion to current students, prospective students, our business advisory board, local community contacts</td>
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<tr>
<td>Develop &amp; schedule new courses</td>
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<tr>
<td>Work with organizations on internship opportunities, guest speakers and road trips</td>
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<td>Send out postcards to venues that hold events</td>
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New CAYUGA Community College Event Management Certificate.

Prepare for an exciting career in event planning.

Event Management 1-Year Online Certificate Program:

Learn how to plan, organize, and manage meetings, coordinate service functions, develop marketing plans, sharpen sales techniques, and evaluate services for improvement.

Careers:
- Event Coordinator
- Event Planner
- Event Manager
- Convention Services Manager
- Catering Manager
- Conference Planner

Connect:
- admissions@cayuga-cc.edu
- cayuga-cc.edu/chat
- 1.866.568.8886
- cayuga-cc.edu

Marketing Promotional Piece
Website Campaign

Click here to view our Fall 2015 Course Schedule

NEW! EVENT MANAGEMENT CERTIFICATE PROGRAM

1-Year Online Certificate Program

Special Announcements & Updates:

Search Course Schedules:

Fall 2015

BOOKSTORE INFORMATION

DEAN'S LIST for Spring 2015 is now available

CAYUGA'S COLLEGE FOR Kids & Teens SUMMER CLASSES

Stay in touch!

Contact Us Latest News Events

Cayuga Community College

Exactly Where I Want to Be.
Postcard Campaign

Event Management at Cayuga

This affordable, fully online, 1-year certificate program teaches you to create, organize, and manage events, develop marketing plans, and much more.

Real-World Learning
Internships available at
The Inns of Aurora
The Lodge at Welch Allyn
Generations Bank
Finger Lakes Musical Theatre Festival

Careers
- Event Coordinator
- Event Planner
- Event Manager
- Convention Services Manager
- Catering Manager
- Conference Planner
- Entrepreneur

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discover

New Event Management
1-Year, Online Certificate Program

cayuga-cc.edu/event-management

Sent to organizations that hold events
CCC TO HOST ONLINE PROGRAM IN EVENT MANAGEMENT

Cayuga Community College answers demand for event management with online program

Carrie Chantler | carrie.chantler@lee.net

Aug 14, 2015

Early Success

• Student Enrollment
  • 25 students enrolled in Event Management courses

• Employer Feedback
  • Successful internships and employment

• Student Feedback from coursework
  • “When I looked at the Cayuga website in the summer, I noticed the Event Management Planning Certificate. I was very excited, because this is something I would consider doing when I retire.”
  • “My favorite thing was the fact that it was necessary to take part in an actual event. I feel like this is a priceless experience and that it really made all of the information that is taught hit home, so to speak.”
  • “It was awesome to be able to go around town and look for an event to help with so that we get the experience of how events are run.”
  • “It was a blast!”
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<td>Advertise or partner via event planning associations (Event Planners Association, Convention Industry Council, Meeting Professionals International, Professional Convention Management Association, Society of Government Meeting Professionals)</td>
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<tr>
<td>Additional Social media promotion of program (LinkedIn, FB, Twitter, Instagram)</td>
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<td>Consider Pandora ads, Google Search Ads</td>
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<td>Determine how we can get program on OpenSUNY+ for further promotion</td>
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<td>Develop videos of student testimonials &amp; post on website</td>
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<td>Conduct student survey</td>
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Next Steps

• Tourism Management Certificate Program
• Event & Tourism Management A.A.S. Degree Program
Questions & Contact Info

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Connect with me on LinkedIn
Resources

