

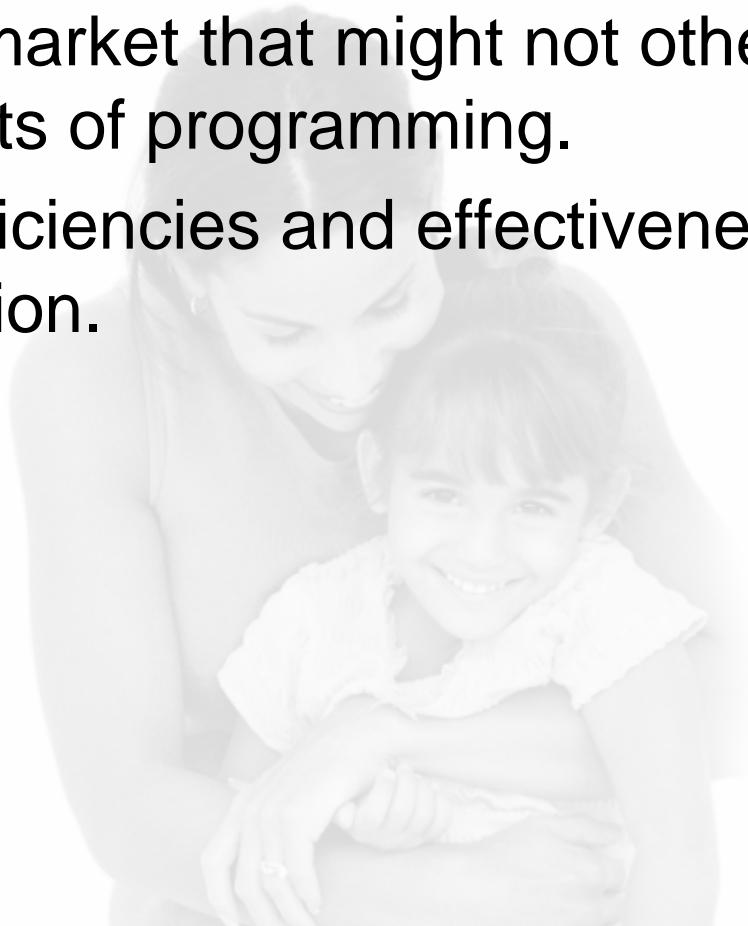
**Increasing Baccalaureate Degree Holders
in Wisconsin: Leveraging Non-Traditional
Instructional Strategies**
eTech College of Wisconsin: Lessons Learned

Committee on Baccalaureate Expansion

September 14, 2004

Leveraging Non-Traditional Strategies

- Reach a market that might not otherwise receive the benefits of programming.
- Create efficiencies and effectiveness through collaboration.



A need

“Making the most efficient use of our educational resources is important if the state is to constantly upgrade the skills of our workforce”

Grow Wisconsin, p29

A tradition

"The Wisconsin Technical College System provides flexible training options that benefit employers and students alike. Wisconsin's employers know they can depend on the WTCS for results, and students know they can improve their skills by accessing critical educational opportunities. In the end, both students and businesses gain confidence because they know their interaction with WTCS will help them succeed in a competitive environment."

*Roberta Gassman, Secretary
Wisconsin Department of Workforce Development*

A solution: eTech

- Accredited, college-level work
- Courses structured to fit schedules
- Access to hundreds of courses at all Wisconsin technical colleges
- Saves money and time: allows learners to earn income while achieving educational goals

Facilitating collaboration



Grow Wisconsin: Investing in Citizens Through Education

*"We must **equip all citizens** with basic skills and invest in advanced training to **help workers and employers** maximize potential."*

Grow Wisconsin, p27

*"**Making the most efficient use of our educational resources** is important if the state is to constantly upgrade the skills of our workforce"*

Grow Wisconsin, p29

Mission Statement

*“eTech College of Wisconsin **provides learners with online options and greater access** to education among the Wisconsin Technical Colleges. Collaborative development of online programming **creates efficiencies and cost effectiveness** for all Wisconsin technical colleges through the sharing of common course competencies, curriculum, programs, and marketing.”*

WTCS eTech College of Wisconsin Plan
Revised: April 13, 2004

How can a SYSTEM approach help us get there?

When does the whole become greater than the sum of its parts?



Some benefits of leveraging the strength of the consortium

1. **Sound fiscal stewardship:** cost savings through eliminating duplication

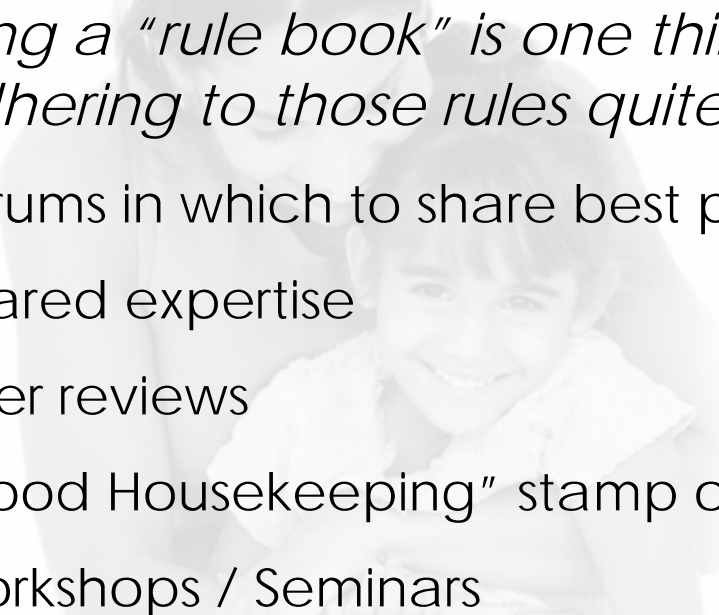
● *Shared investment in common development, delivery, and support structures:*

- Below the line curriculum development
- Faculty development
- Student development and “readiness” training
- Oversight of more cooperative scheduling and course offerings?
- Tech users groups



Some benefits of leveraging the strength of
the consortium

2. Quality: Assists in adherence to agreed upon quality standards

- 
- *Having a “rule book” is one thing. Enforcing or adhering to those rules quite another.*
 - Forums in which to share best practices
 - Shared expertise
 - Peer reviews
 - “Good Housekeeping” stamp of approval?
 - Workshops / Seminars

Some benefits of leveraging the strength of the consortium

3. Moving towards more student-centered course offerings:

● *Invest in people! Let's not lose sight of our customers!*

- Higher quality products through shared best practices
- Cost controls through sound fiscal stewardship
- Flexibility in offerings and scheduling
- Single, common voice & interface
- One-stop shop for programming.
- Life-long learning!

Benefits of leveraging the strength of the consortium

4. **A stronger, collective voice in a competitive distance-education marketplace.**



So how are we doing?



National recognition

- **2003 Bellwether award winner:** presented by the Community College Futures Assembly in recognition of “outstanding and innovative programs and practices that are successfully leading community colleges into the future.”

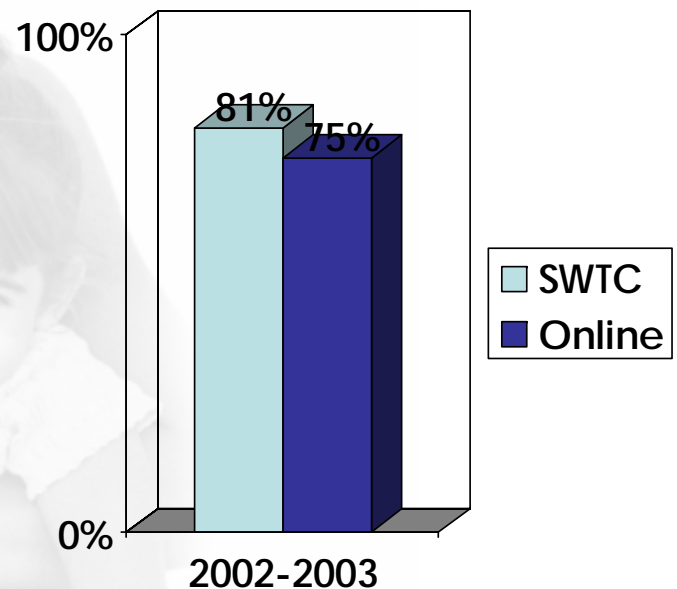
Faculty / Staff Satisfaction

- Half of all faculty say they recommend online courses to students as a way to meet educational objectives
- 82% of instructors who have taught online courses would do so again
- Comments indicate that there is an appetite to learn more about eTech and to engage in more professional development opportunities in online teaching and learning

* WTCS Marketing Consortium. *Faculty/Staff Online course pilot survey, spring 2004*

Completion Rate of SWTC Students compared to Online Students (2002-2003)

- Completion is defined by the state as any student who receives a passing score of “D” or better and has completed 80% of their courses.
- This slide shows how that rate compares to the percentage of online students completing a course with a “D” or better.
- For online, n = 544



Student Satisfaction

- Nearly 8000 online learners, up 11% from just the previous Spring
- 86 % of WTCS online students would take another online course
- 88% of WTCS online students would recommend an online course from Wisconsin's technical colleges to others

* WTCS Marketing Consortium. *Online course pilot survey, spring 2003*

Growing Markets

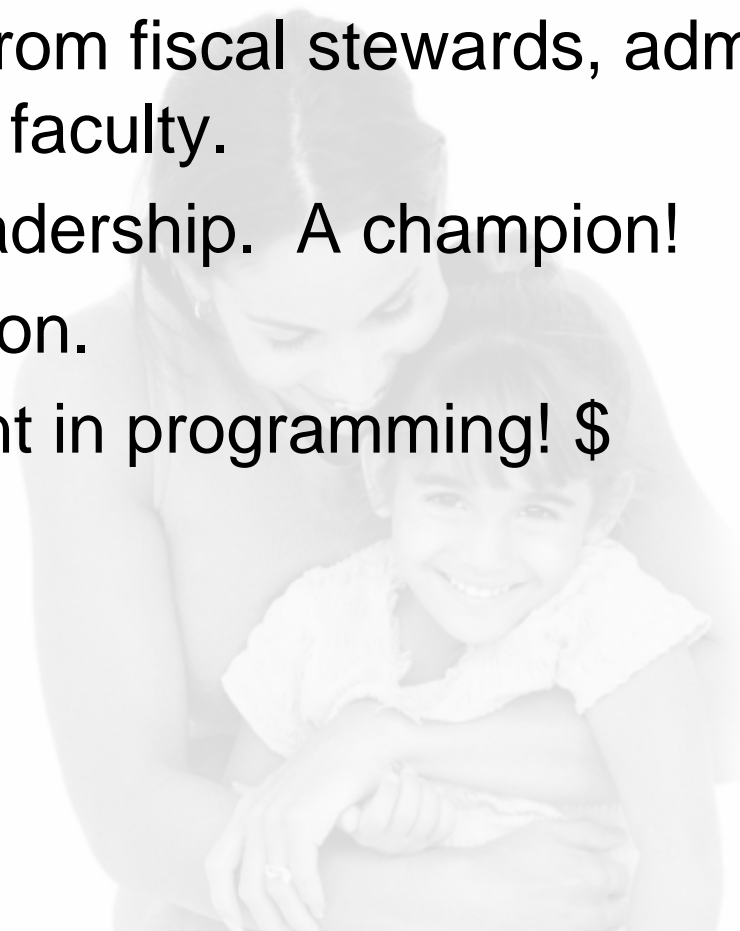
We are not cannibalizing existing markets, but opening up brand new ones. Online students are crossing-over into classroom-based courses.

- 85% signed up for online courses specifically to be in an online course
- 66% have taken other online courses prior
- The percentage to then take courses at their local college has grown from 26% in 2001, to 59% in 2002, to 70% in 2003.

* WTCS Marketing Consortium. *Faculty/Staff Online course pilot survey, January 2004*

Next Steps: What Will it Take?

- Buy-in: From fiscal stewards, administrators, and above all, faculty.
- Strong leadership. A champion!
- Cooperation.
- Investment in programming! \$



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Student Profile: Kristie

● Area of Study:

- Accounting Degree through Wisconsin's Technical Colleges

● Background:

- 28 years old
- Single mother with two children
- Works full-time
- **“...there will be additional courses offered online. And I think that's wonderful, because I think there are a lot of people out there who would really like to go out and get a degree and because requirements of needing to work to get by to meet your basic needs, you can't not work. And so by having online courses available, it makes it flexible for a person to try to get their degree.”**

