

# Fall 2020 Preparation

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Online Course Sharing  
Applications for Retaining  
More Students and Optimizing  
Your Curriculum



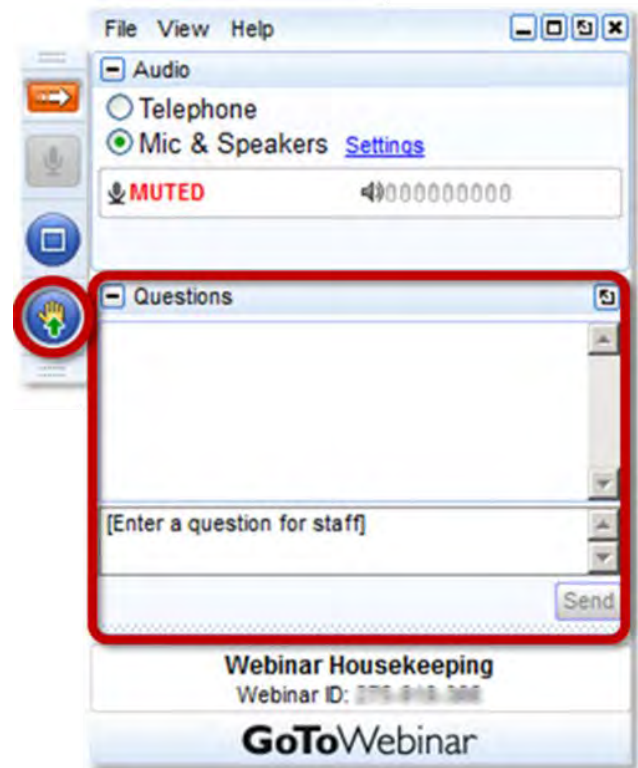
The Council of  
Independent Colleges



June 23, 2020

# Housekeeping

- For audio, use your computer or select "Telephone." The phone number is (562) 247-8422 and the access code is 783-526-851.
- Use the Questions box on the right to submit questions. Include your name and institution.
- All voice lines are muted.
- Sorry, but Chat between participants is not available on this platform.
- *Note:* The webinar is being recorded. Presentation slides and a link to the recording will be shared later.



# Presenters



**Carol Schuler**

CIC Vice President and Director, Online  
Course Sharing Consortium

Council of Independent Colleges



**Rob Manzer**

Co-Founder and Chief Academic Officer  
Acadeum



**Bob Atkins**

CEO  
Gray Associates

# Agenda

- CIC Online Course Sharing Consortium -- Overview
- Incorporate CIC-OCSC into Your Fall Planning
  - Course Offerings
  - Options for Non-Returning Students
  - Student Retention
- Gray Associates: Improving Curriculum Efficiency and Cutting Costs (integrating course sharing)
- Q & A
- Key Contacts and Resources

# CIC Online Course Sharing Consortium

- CIC provides national reach to members that participate
- Discounted annual fees
- Like-minded institutions that share similar goals and concerns for academic quality, as well as a commitment to the liberal arts
- Better assist students with academic progress
- Resiliency to whatever scenario may come in the Fall

# Participating CIC Institutions

Albertus Magnus College  
Alderson Broaddus University  
Anderson University  
Andrews University  
Aquinas College  
Augustana College  
Baker College  
Baldwin Wallace University  
Barton College  
Becker College  
Bellarmine University  
Benedict College  
Benedictine College  
Bethany Lutheran College  
Bethel College  
Bethel University  
Bethel University  
Beloit College  
Blackburn College  
Bloomfield College  
Bluefield College  
Bluffton University  
Brandman University  
Brevard College  
Briar Cliff University  
Buena Vista University  
Calumet College of St. Joseph  
Calvin University  
Cambridge College  
Campbellsville University  
Capitol Technology University  
Catawba College  
Charleston Southern University  
Chestnut Hill College  
Clarke University

Coker University  
College of Saint Mary  
Columbia College Chicago  
Concordia University Texas  
Concordia University, St. Paul  
Cornerstone University  
Cottey College  
Covenant College  
Dean College  
Defiance College  
Dillard University  
Dominican College  
Dominican University  
Dordt University  
Edgewood College  
Elmhurst College  
Elms College  
Emory & Henry College  
Eureka College  
Ferrum College  
Fisher College  
Florida Memorial University  
Franklin University  
Gannon University  
Gardner-Webb University  
Geneva College  
George Fox University  
Georgetown College  
Goldey-Beacom College  
Goodwin College  
Gordon College  
Goshen College  
Graceland University  
Greenville University  
Grove City College  
Gwynedd Mercy University

Hartwick College  
Hastings College  
Heidelberg University  
Holy Names University  
Hood College  
Houghton College  
Huntington University  
Indiana Wesleyan University  
Jarvis Christian College  
John Brown University  
Judson University  
Keuka College  
King University  
Lasell University  
Lee University  
Lenoir-Rhyne University  
LeTourneau University  
Loras College  
Lourdes University  
Malone University  
Marian University  
Marietta College  
Martin Methodist College  
Maryville College  
McKendree University  
McMurry University  
Medaille College  
Messiah College  
Midland University  
Millikin University  
Molloy College  
Morningside College  
Mount Saint Mary College  
Mount Saint Mary's University  
Mount St. Joseph's University  
Nebraska Methodist College  
Nebraska Wesleyan University

Neumann University  
New York Institute of Technology  
North Carolina Wesleyan College  
Notre Dame College  
Notre Dame de Namur University  
Oglethorpe University  
Ohio Dominican University  
Ohio Northern University  
Olivet College  
Ottawa University  
Otterbein University  
Palm Beach Atlantic University  
Queens University of Charlotte  
Quincy University  
Randolph College  
Reinhardt University  
Saint Joseph's College  
Saint Mary's College  
Saint Xavier University  
Salem College  
Schreiner University  
Shorter University  
Siena College  
Siena Heights University  
Simpson University  
Southern Wesleyan University  
Spalding University  
Springfield College  
St. Edward's University  
St. Mary's University  
Stillman College  
Stonehill College  
Tabor College  
Talladega College

Texas Lutheran University  
Texas Wesleyan University  
The American Women's College  
The College of Saint Rose  
The University of Findlay  
Thiel College  
Tiffin University  
Trevecca Nazarene University  
Trine University  
Trinity Christian College  
Union College  
University of Bridgeport  
University of Mobile  
University of Mount Union  
University of Northwestern-St. Paul  
University of Pikeville  
University of Providence  
University of Saint Mary  
University of St. Francis  
University of the Incarnate Word  
University of the Ozarks  
Virginia Wesleyan University  
Walsh University  
Warner Pacific University  
Warren Wilson College  
Wayland Baptist University  
Wesleyan College  
Westminster College  
Wheeling Jesuit University  
Widener University  
Wilkes University  
William Peace University  
Wilson College  
Wingate University  
Wisconsin Lutheran College  
Wittenberg University  
York College of Pennsylvania

# Key Terms and Benefits

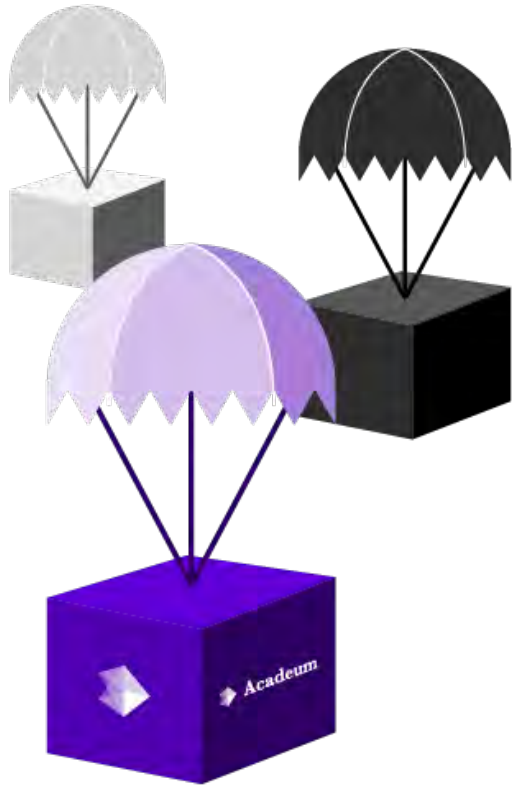
## Key Terms:

- *Home Institution (HI)*: School with student
- *Teaching Institution (TI)*: School with course/empty seat
- *Enrollment*: A student at HI taking a course at the TI
- *Consortium*: An association of two or more institutions with the objective of participating in a common activity

## Benefits of the Consortial Model:

- HI can award institutional credit for course taken at TI
- Credits count toward part of full-time status
- Financial aid and the grade can be applied
- Both TI and HI generate new revenue, student makes progress
- Institutions can innovate and collaborate

# Preparing for Fall: Agile, Resilient Institutions



## **Current situation**

- Uncertain, fluid, increased risk
- Full plans not yet public
- Premium on agility and “Academic First Aid”

## **Build on last Spring’s agility**

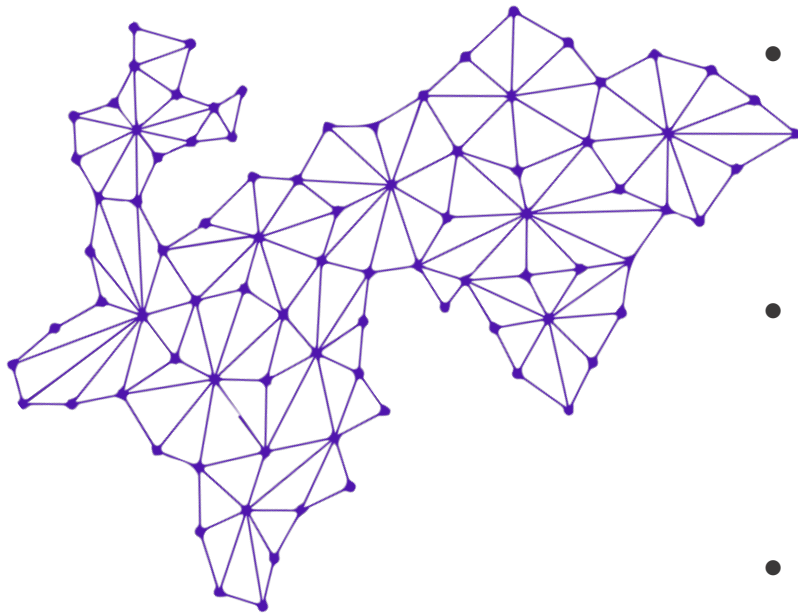
- Moved online
- Accommodated returning study abroad
- Every student counted

## **Incorporate your network into your Fall agility**

- Prepare for the worst case
- Ensure integrity and reach of your course offerings
- Keep and add students
- Unlock student momentum



# Ensure Curriculum's Integrity and Reach



- **South Carolina:** using consortial courses while boosting faculty online teaching competencies
- **New York:** preparing for likely all online Fall and planning to use consortial courses for “substantial portion” of curriculum
- **Texas:** dividing curriculum into largest courses (to be upgraded with own faculty) and other courses (consortial courses)
- **Massachusetts:** Planning to make greater use of a post-Thanksgiving, extended Winter Term
- **Cover key areas:** science with labs, foreign language, niche courses

# Keep and Add More Students



**Illinois:** Online semester for students unable to return due to:

- Illness
- Job loss
- Parental caution

**New York:** Preventing gap years and flight to community colleges by providing more options for students

**North Carolina:** Admitting more students by using network to provide pre-requisites

# Unlock Momentum to Completion



## Progress Paradigm

- **Intervention**
- Address individual students' situations
- Grade replacement
- 30 hours
- Spark student motivation: success leads to persistence

## Additional tools

- DFW: regain good academic standing
- Late Fall and Winter courses

**Goal:** Increase Spring enrollment 15-20%

# Three Steps



## Choose and approve courses

- **Quality assurance**
- Other 4-year independents
- Syllabi, faculty credentials, assessment data

## Identify Priority Students

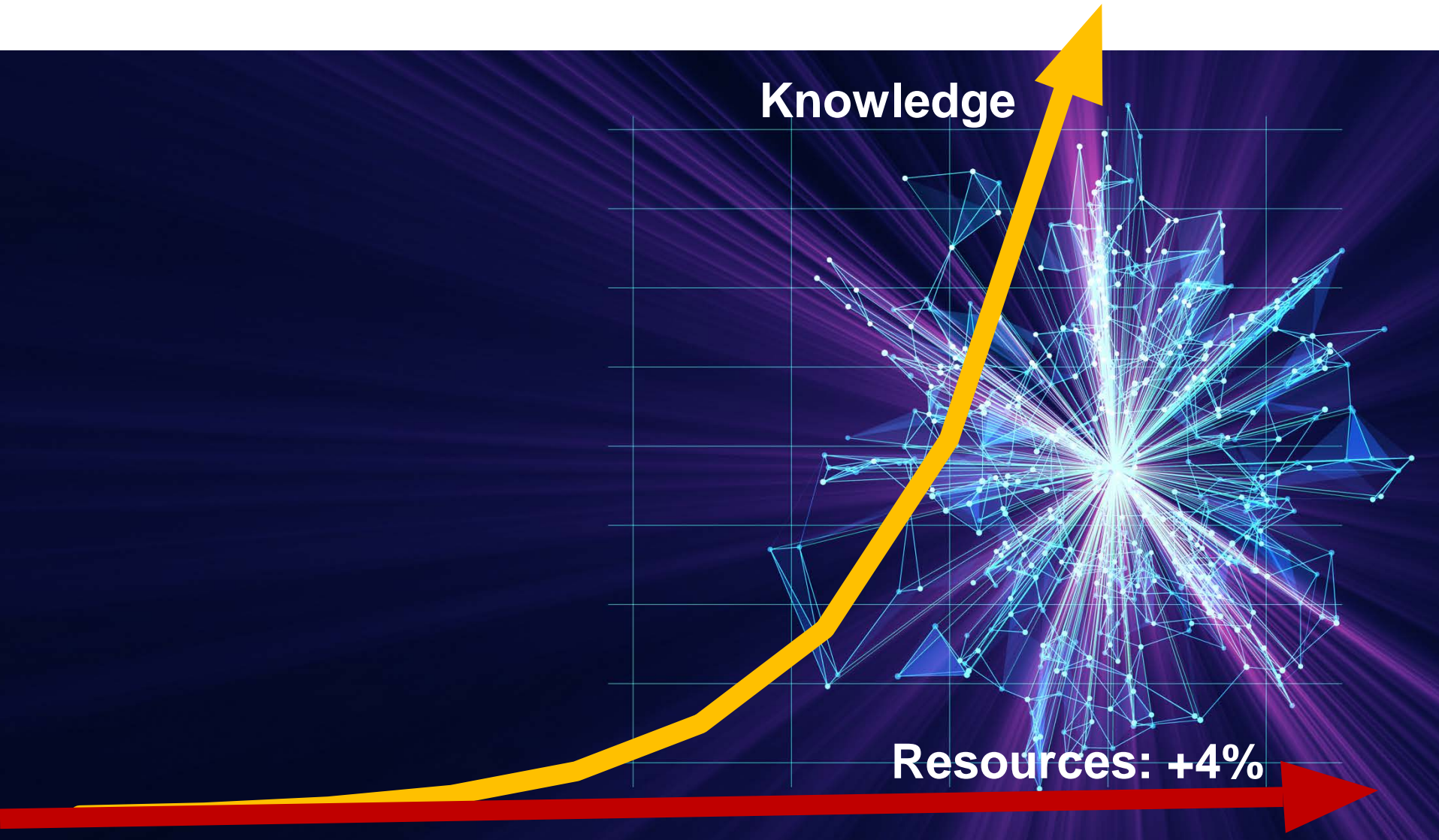
- Can't return
- Regain good academic standing
- Catch up or make progress

## Communicate

- Direct students to specific courses and grades needed
- Communicate broadly, approve student requests
- **Recommended: Both**

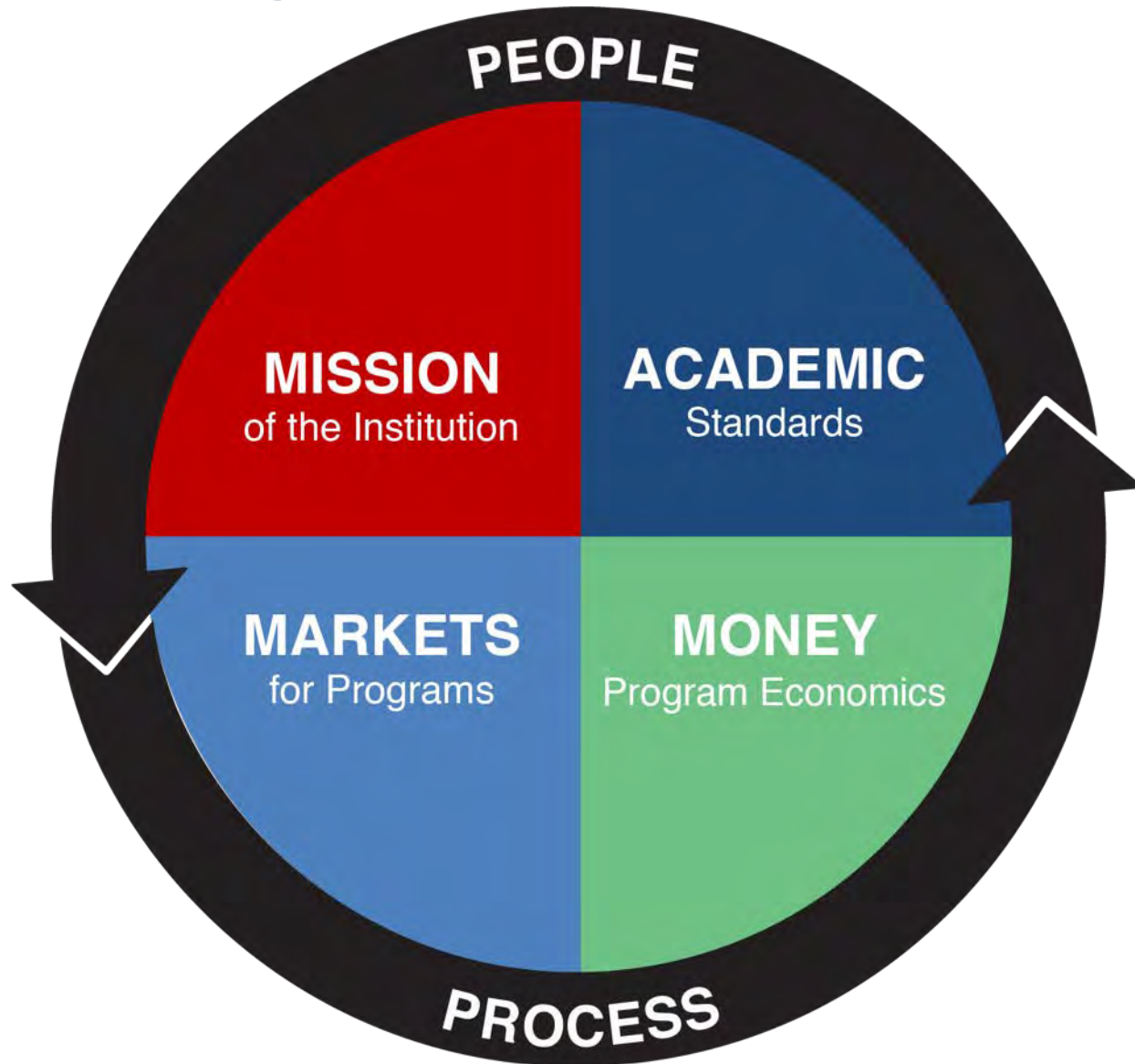
# The Problem

Knowledge is expanding ... but resources are not.





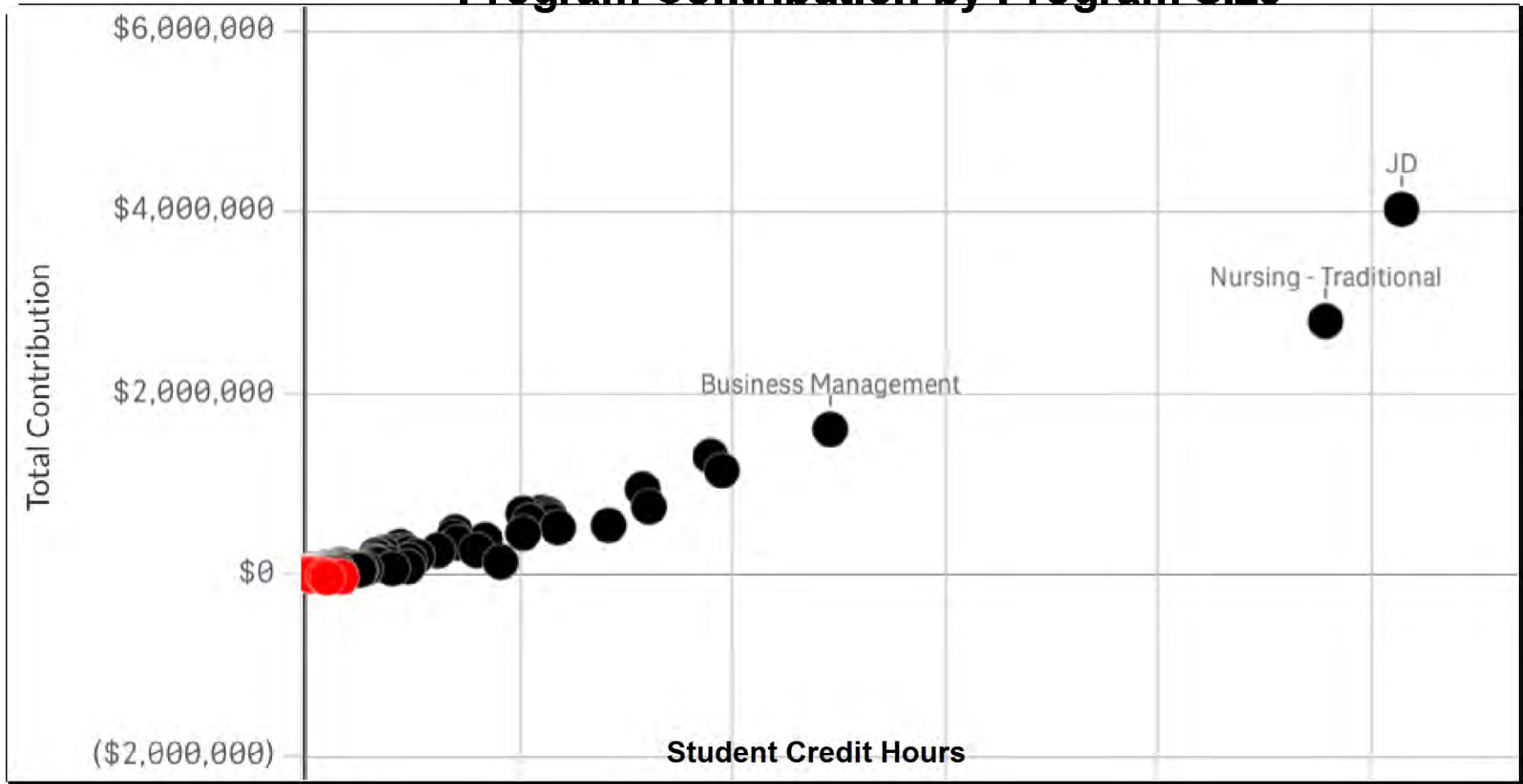
# Integrated Program Assessment



# Choose Wisely

Most programs make money.

**Program Contribution by Program Size**





# Prune Courses

Curricular sprawl is often a big problem.

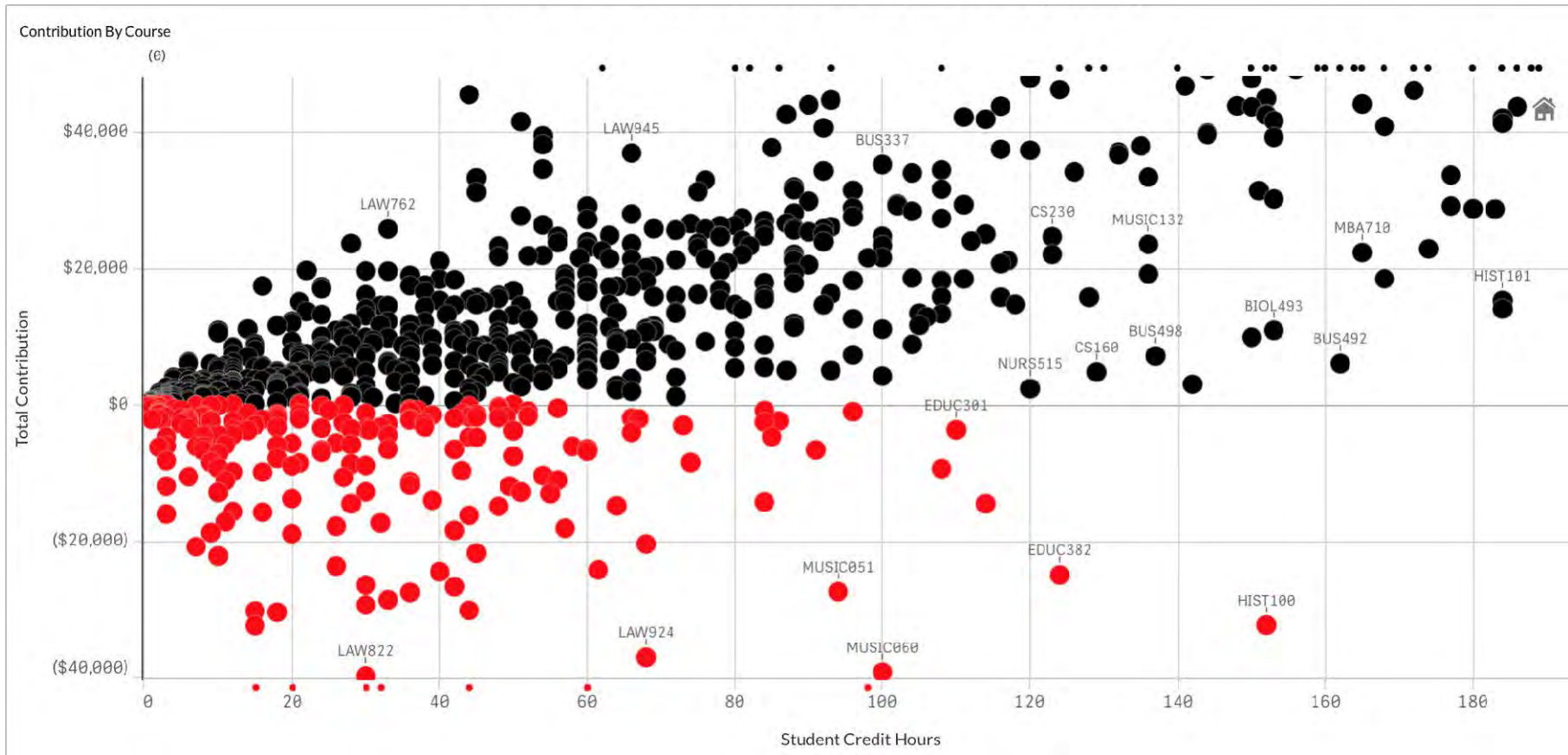




# Choose Wisely

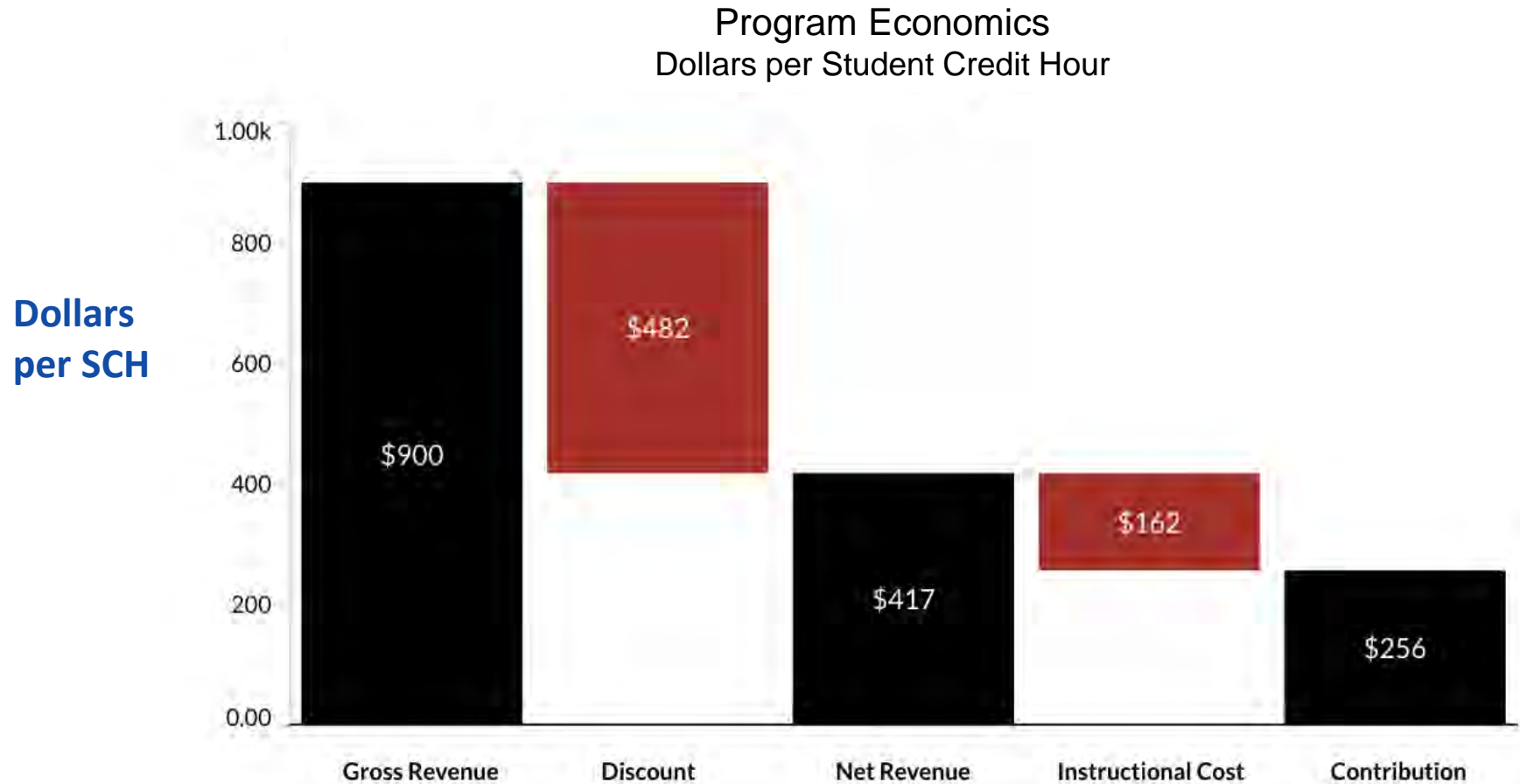
Many courses lose money.

## Course Contribution by Size (SCH)



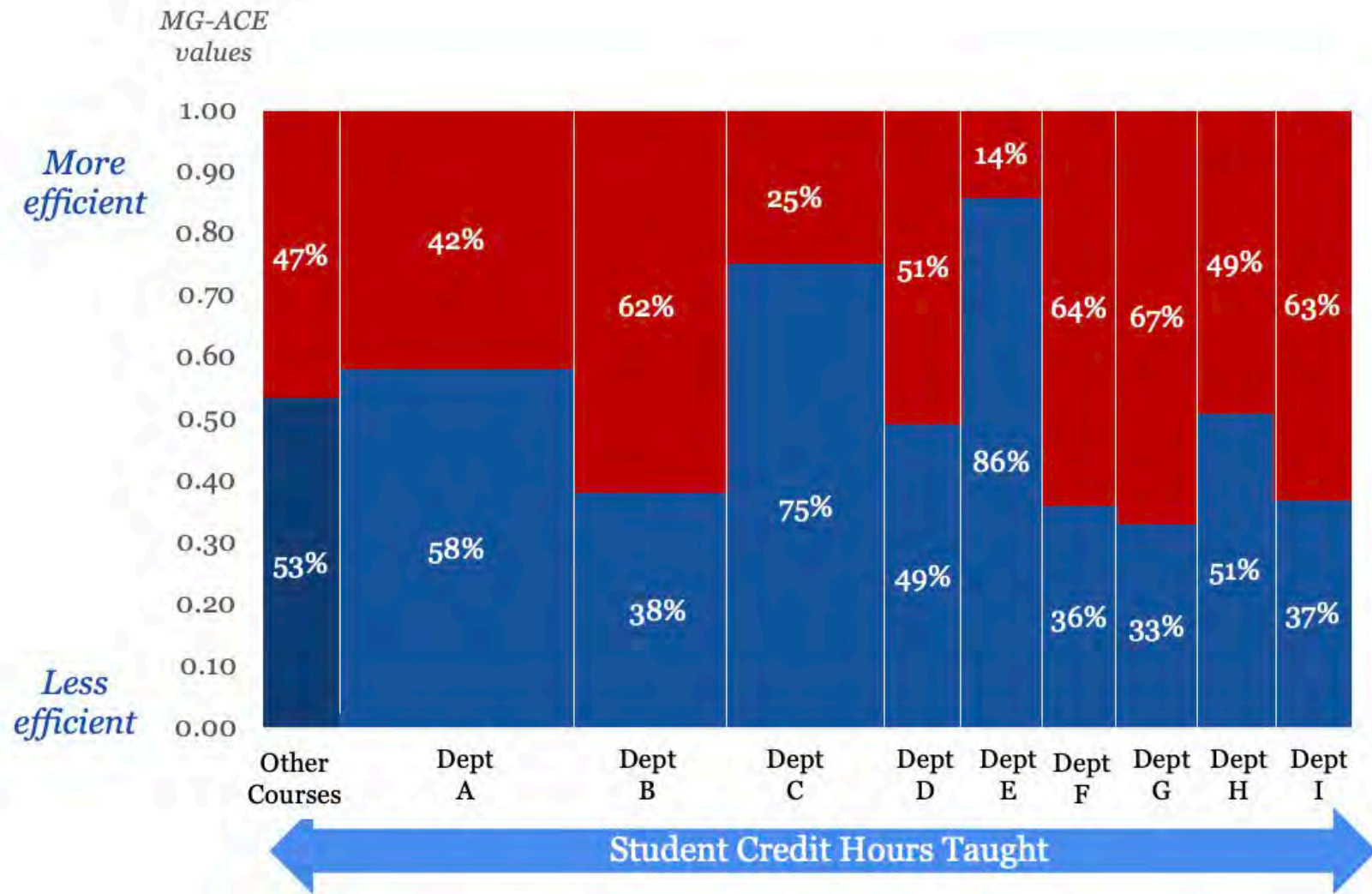
# Drill Down to the Details

Drill down to economics per credit hour by program, course, and section.



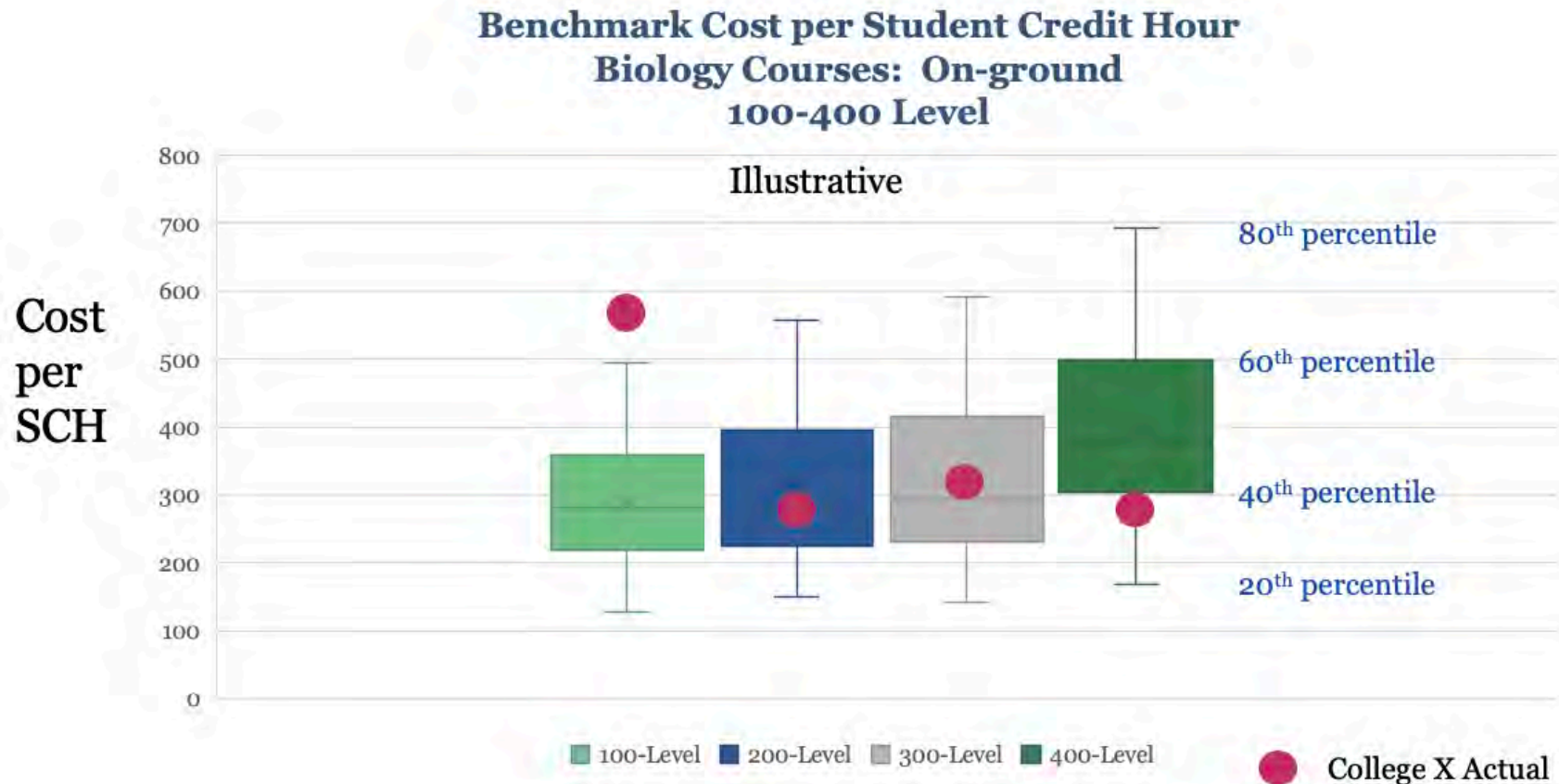
# Sample ACE Values

Efficiency often varies widely by department.



# Benchmarking Also Focuses Attention

Use internal and external benchmarks to compare cost by course, level, and modality.



Benchmark Results

# MISSION Matters, Too

Array your courses according to their importance and economics (margin).

**Margin**

**High**

Milk?

Invest and Grow?

**Medium**

Improve?

**Low or  
negative**

Eliminate?  
Consolidate?

Subsidize?

**Low**

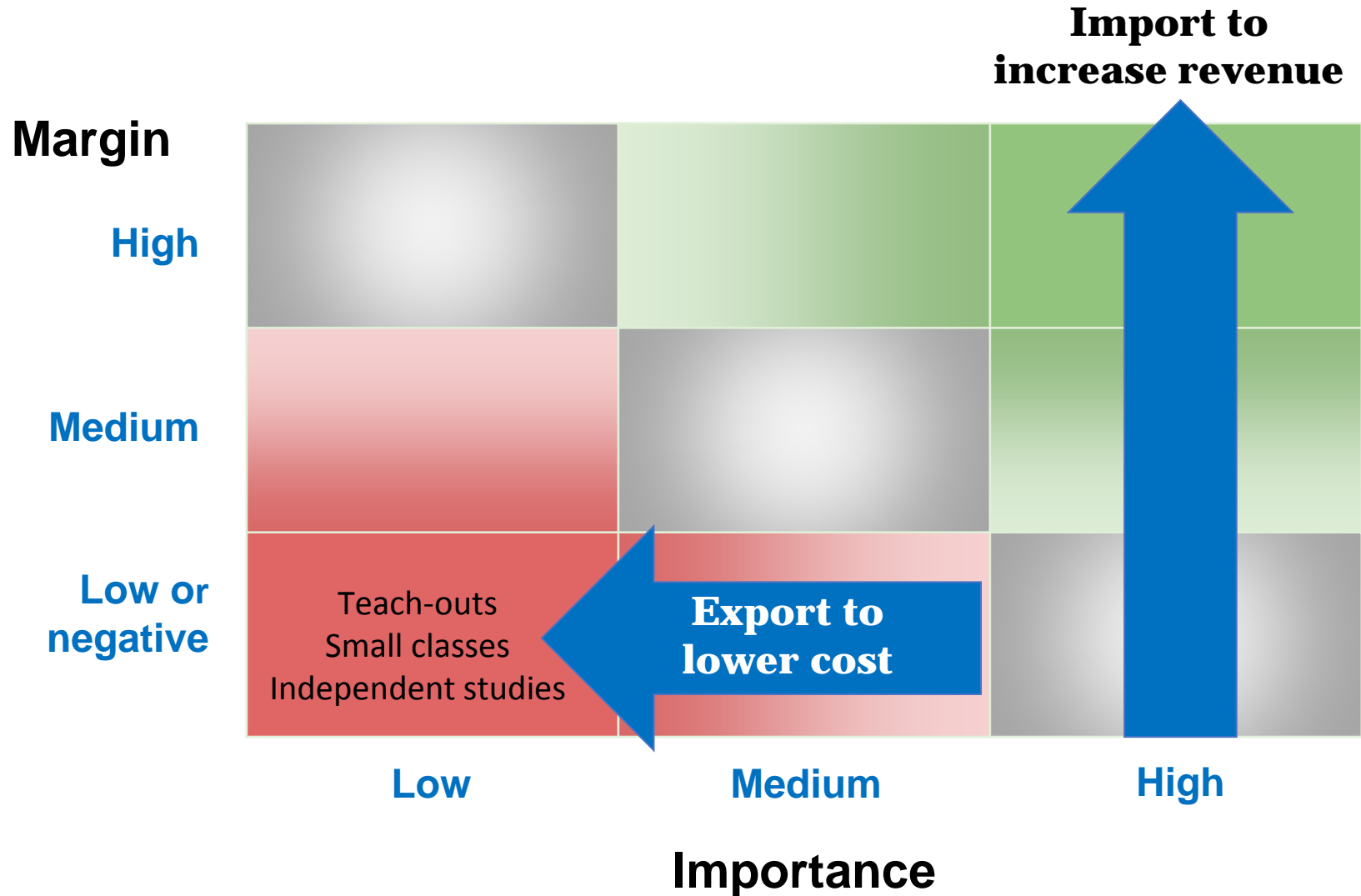
**Medium**

**High**

**Importance**


# Course Sharing Opportunities

Course sharing can drive revenues and decrease costs.



# Convene the Right Team

- Set clear, fact-based, requirements for academic and non-academic cost reduction
- Conduct a Curricular Efficiency Workshop (one to two days)
- Include senior faculty, administrators, and finance
- Agree on course cuts and associated savings by department
- Find approaches to mitigate the personal impact of the cuts
- Make the required staffing decisions (in a smaller group)



# A Well-Focused Strategy Is Critical



Source: Shutterstock ID#1673741278



# A Well-Focused Strategy Is Critical



Source: *Architectural Digest*, March 29, 2017

# Question & Answer

# Contact Information



The Council of  
Independent Colleges

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## **Additional Information:**

[www.cic.edu/member-services/online-course-sharing-consortium](http://www.cic.edu/member-services/online-course-sharing-consortium)

## **To Join CIC Online Course Sharing Consortium:**

- Nathan Green, Acadeum: [nathan@acadeum.com](mailto:nathan@acadeum.com), (917) 309-1877