

Fall 2020 Preparation

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



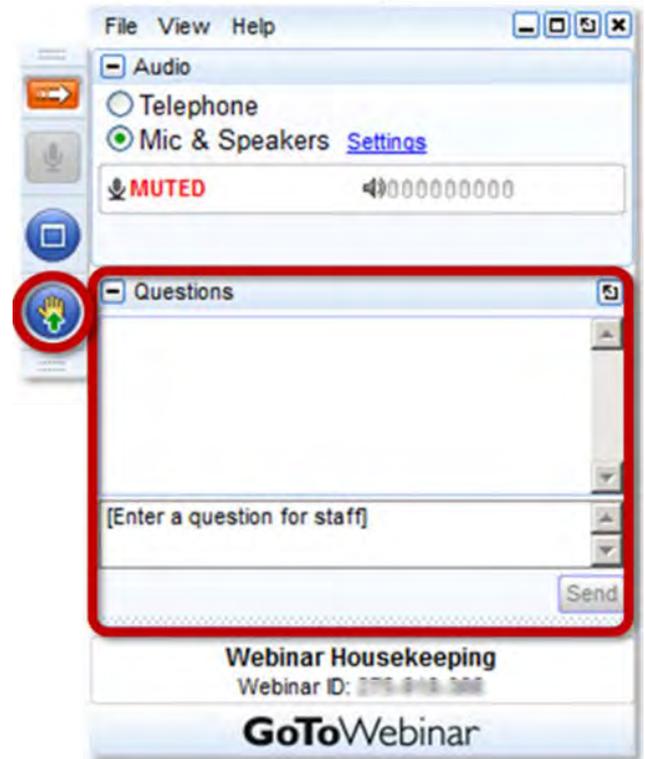
The Council of
Independent Colleges



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

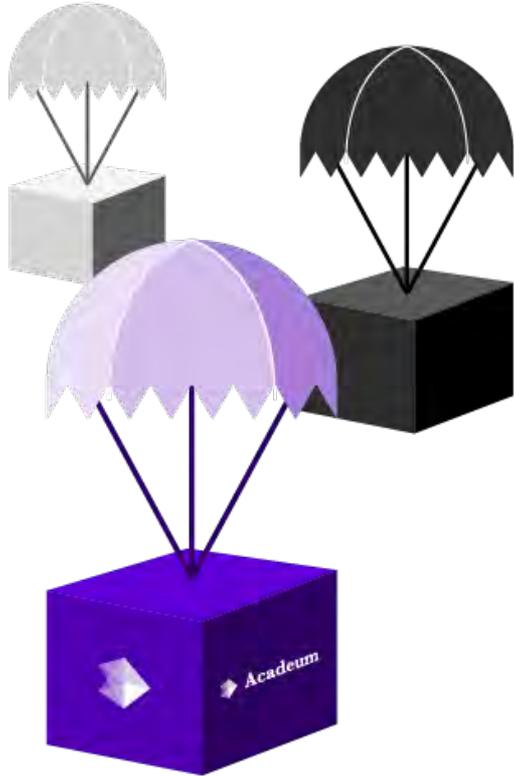
Key Terms:

- *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”

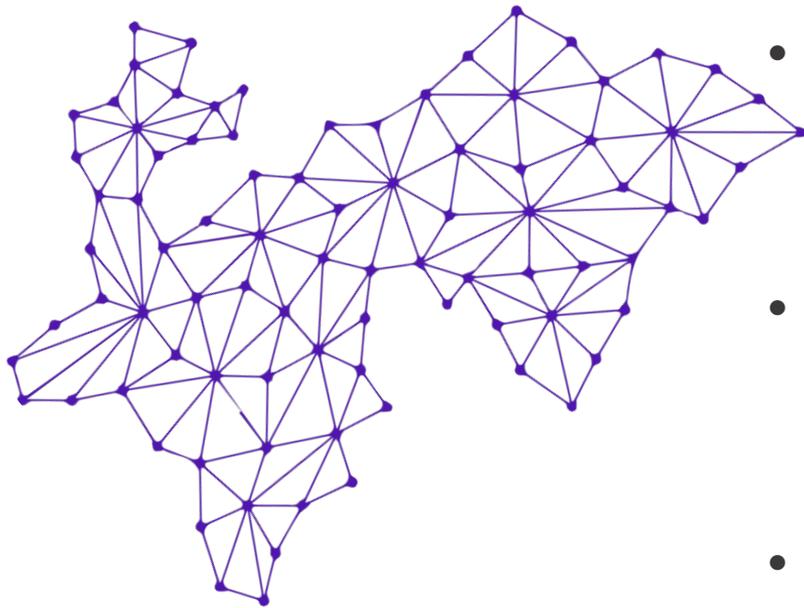
Build on last Spring’s agility

- 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

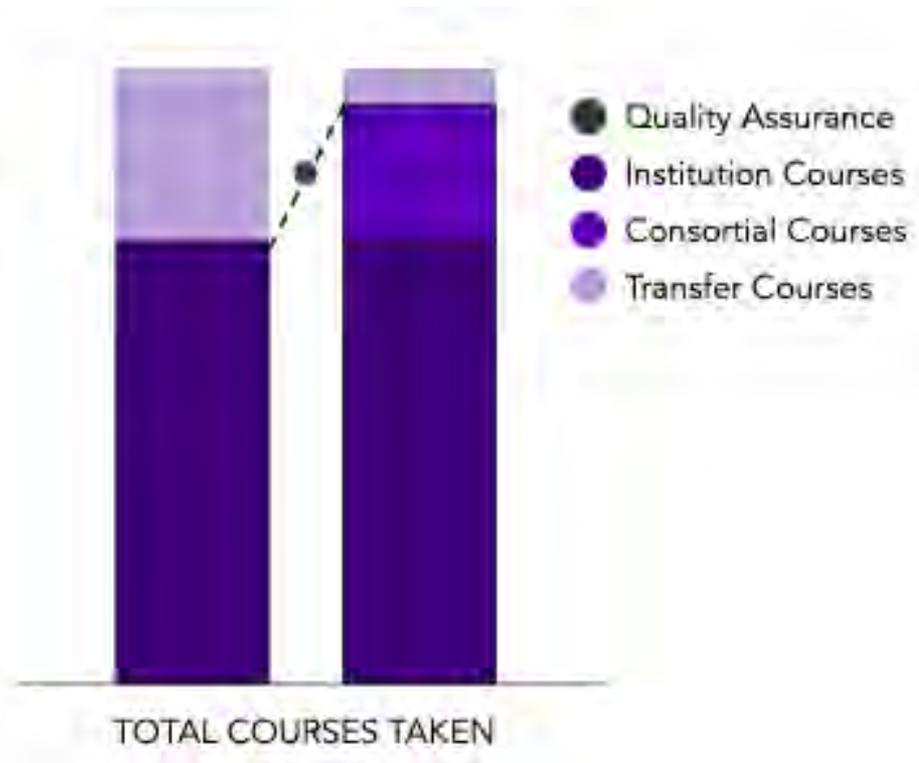
- **Intervention**
- Address individual students' situations
- Grade replacement
- 30 hours
- Spark student motivation: success leads to persistence

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

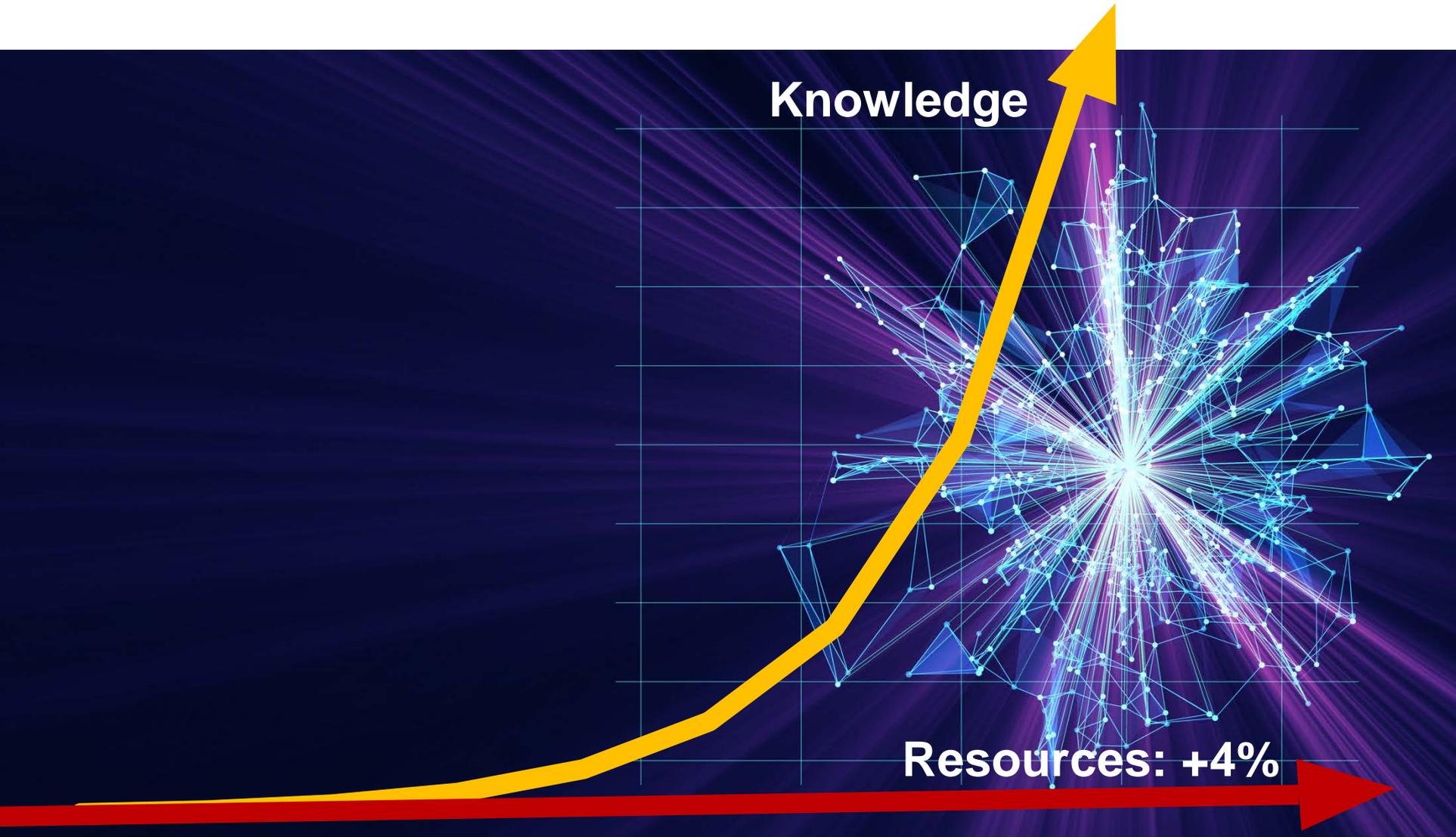
- Can't return
- Regain good academic standing
- Catch up or make progress

Communicate

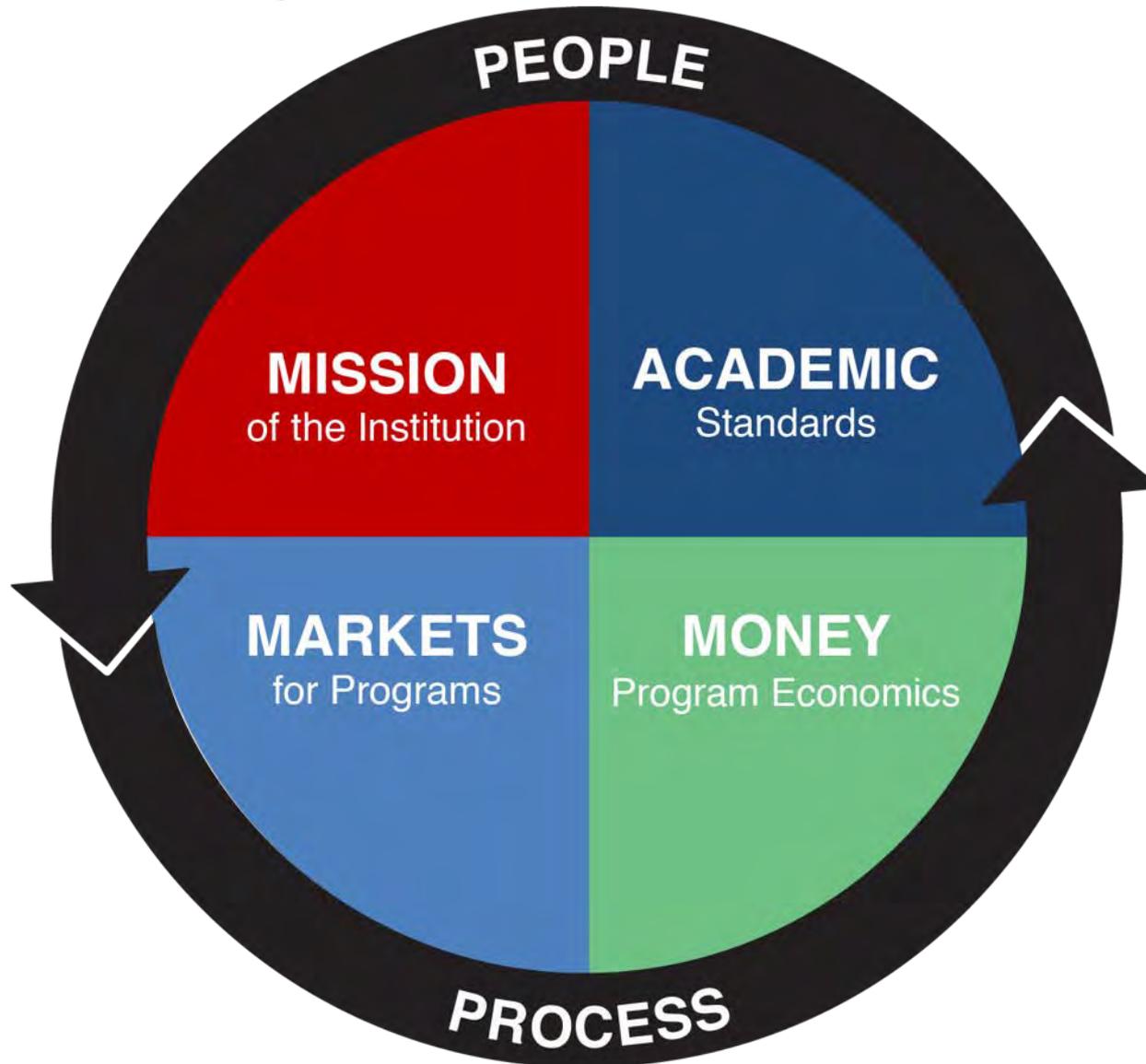
- Direct students to specific courses and grades needed
- Communicate broadly, approve student requests
- **Recommended: Both**

The Problem

Knowledge is expanding ... but resources are not.



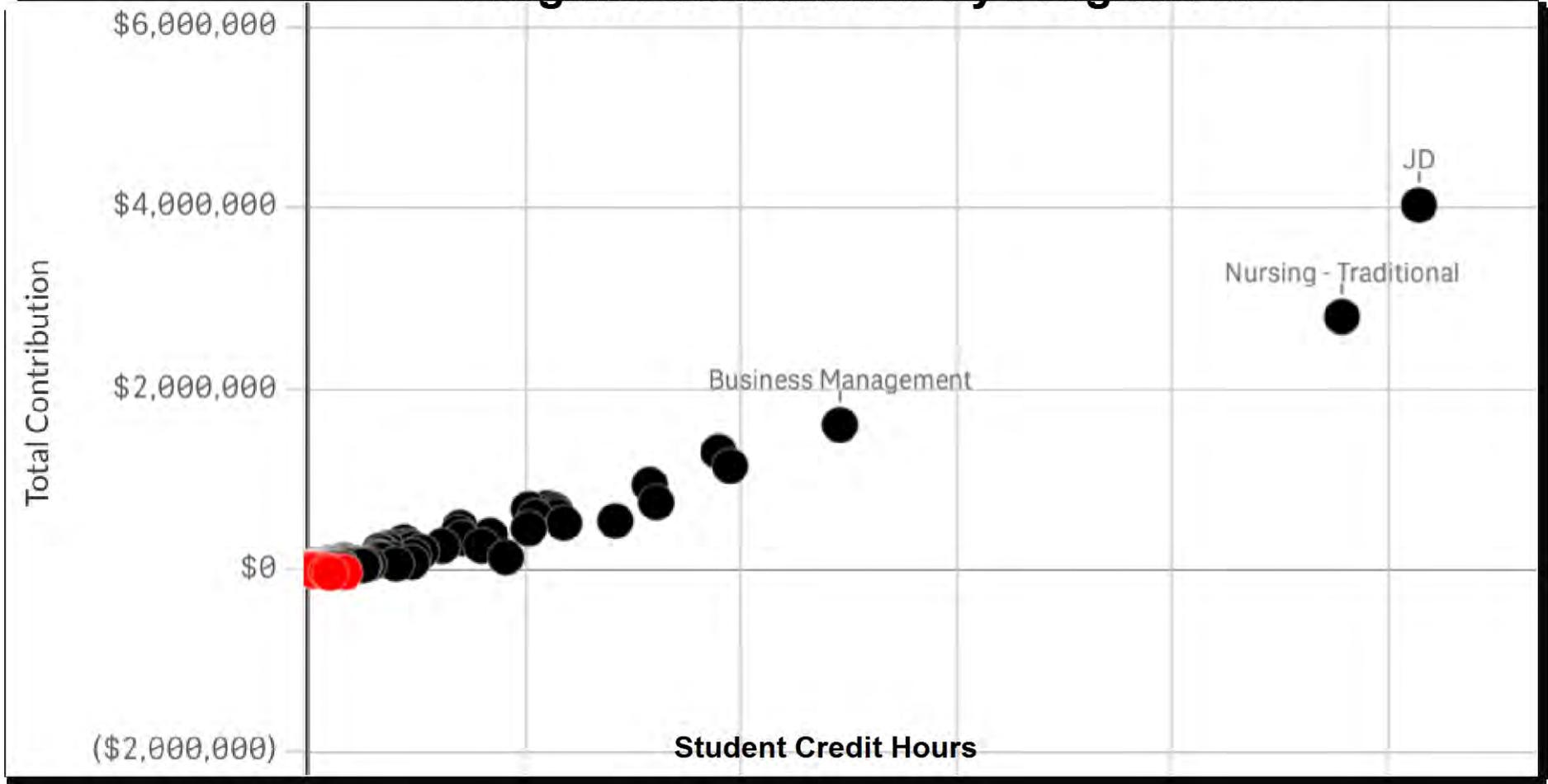
Integrated Program Assessment



Choose Wisely

Most programs make money.

Program Contribution by Program Size



Prune Courses

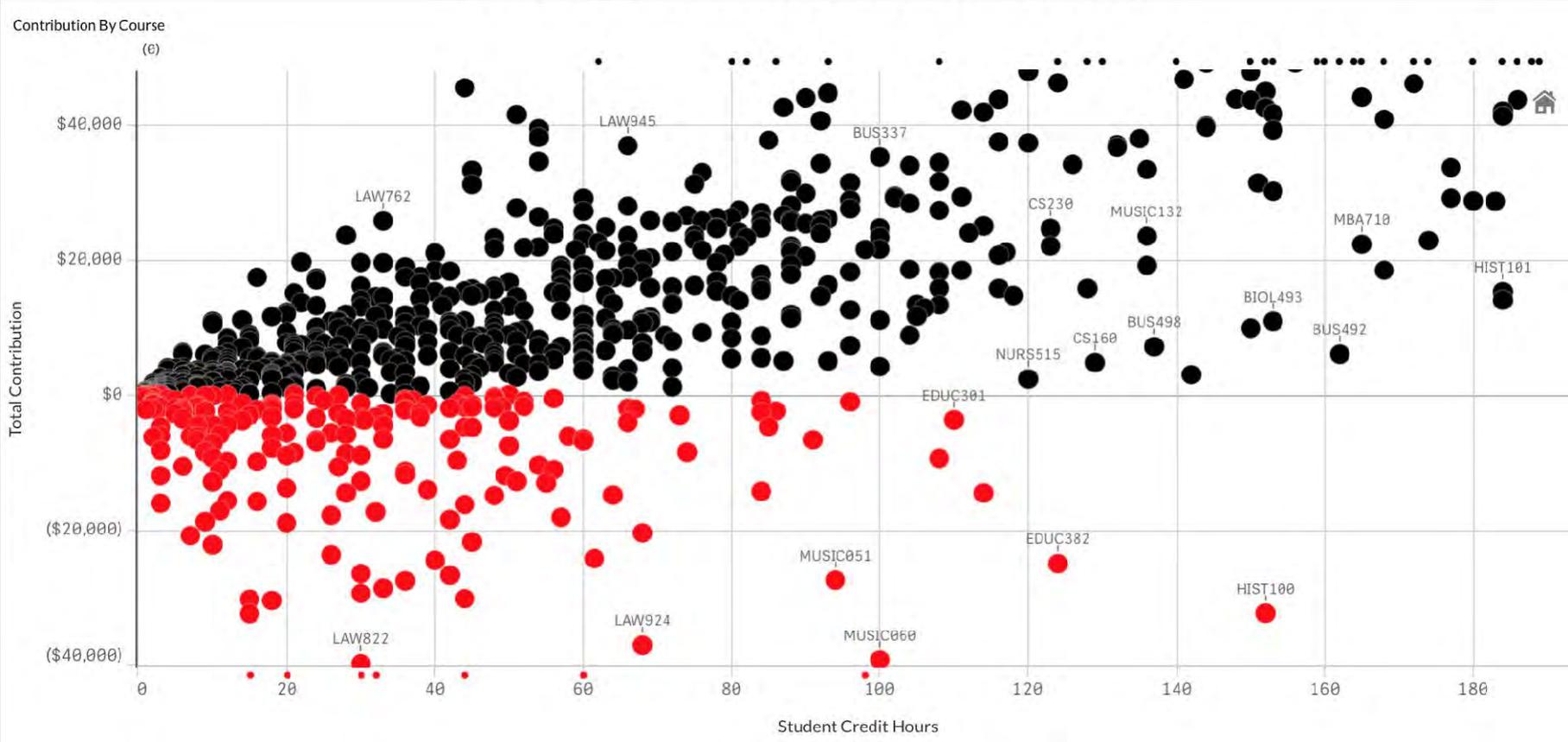
Curricular sprawl is often a big problem.



Choose Wisely

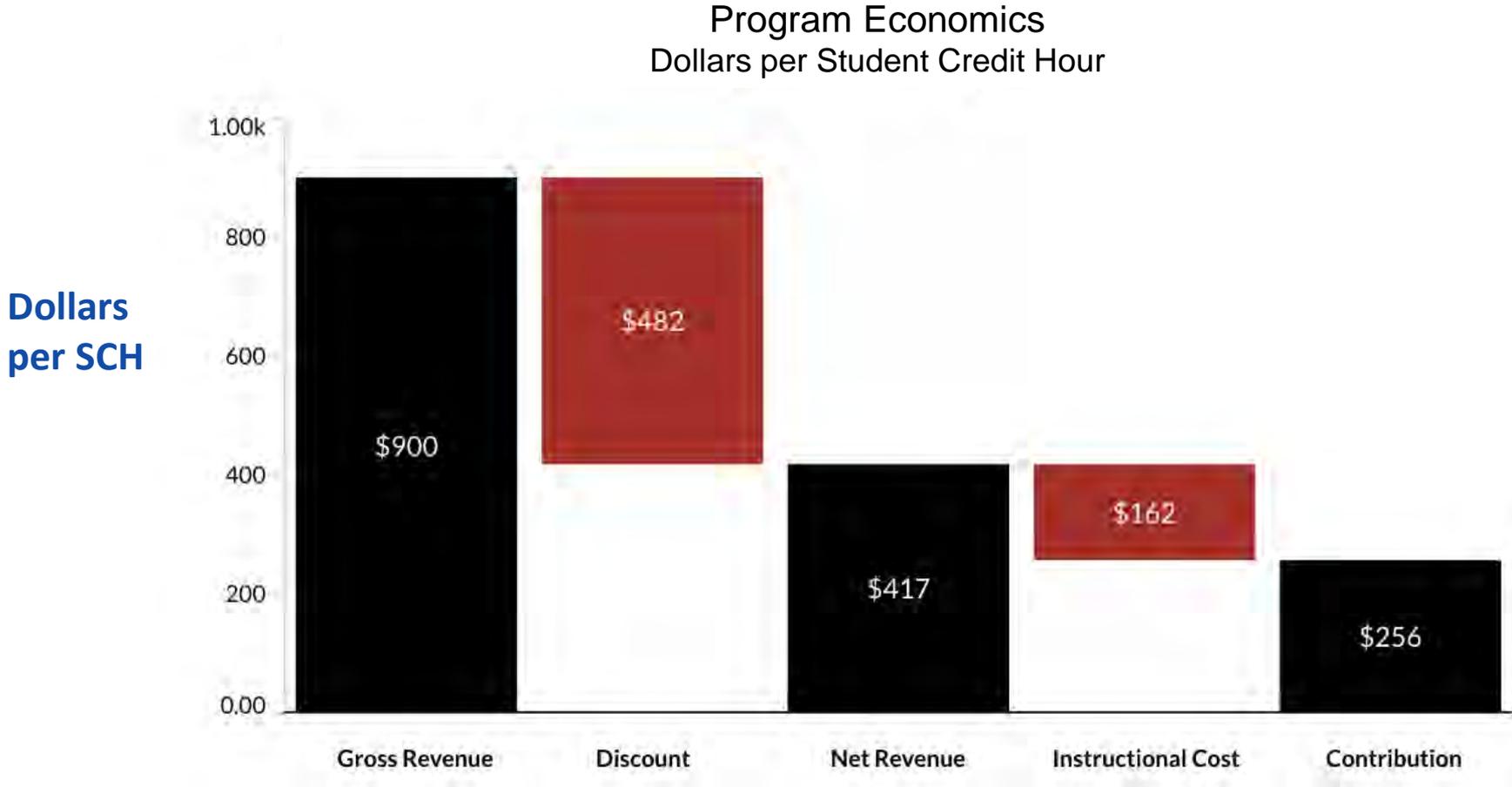
Many courses lose money.

Course Contribution by Size (SCH)



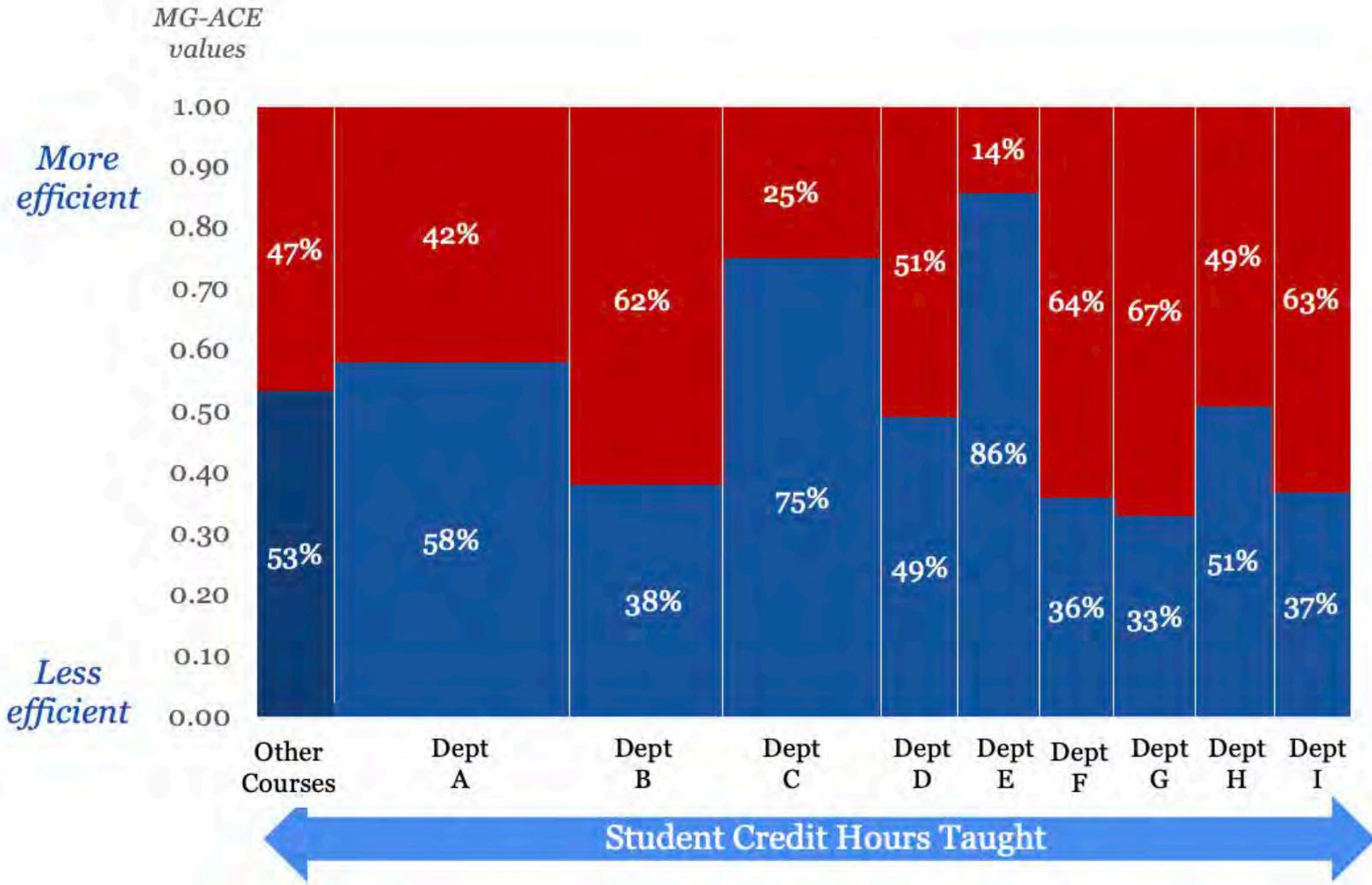
Drill Down to the Details

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



Sample ACE Values

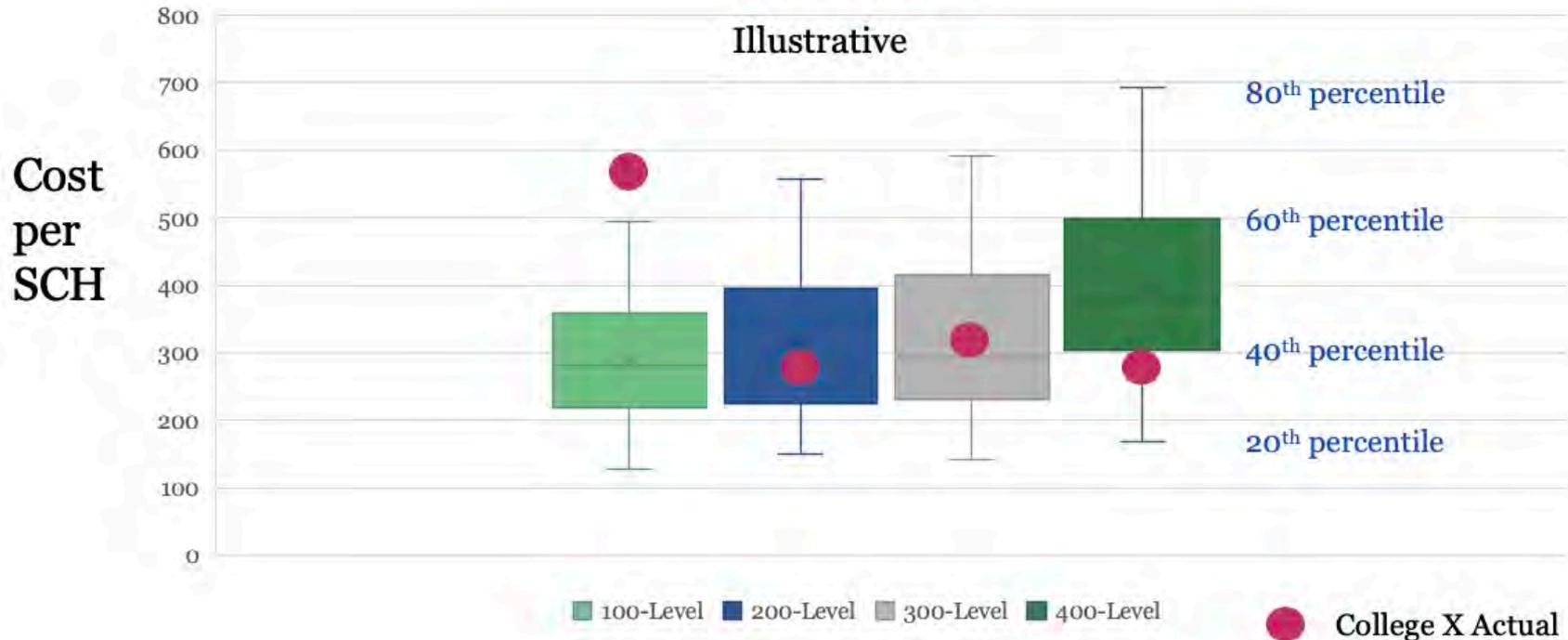
Efficiency often varies widely by department.



Benchmarking Also Focuses Attention

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

**Benchmark Cost per Student Credit Hour
Biology Courses: On-ground
100-400 Level**



Benchmark Results

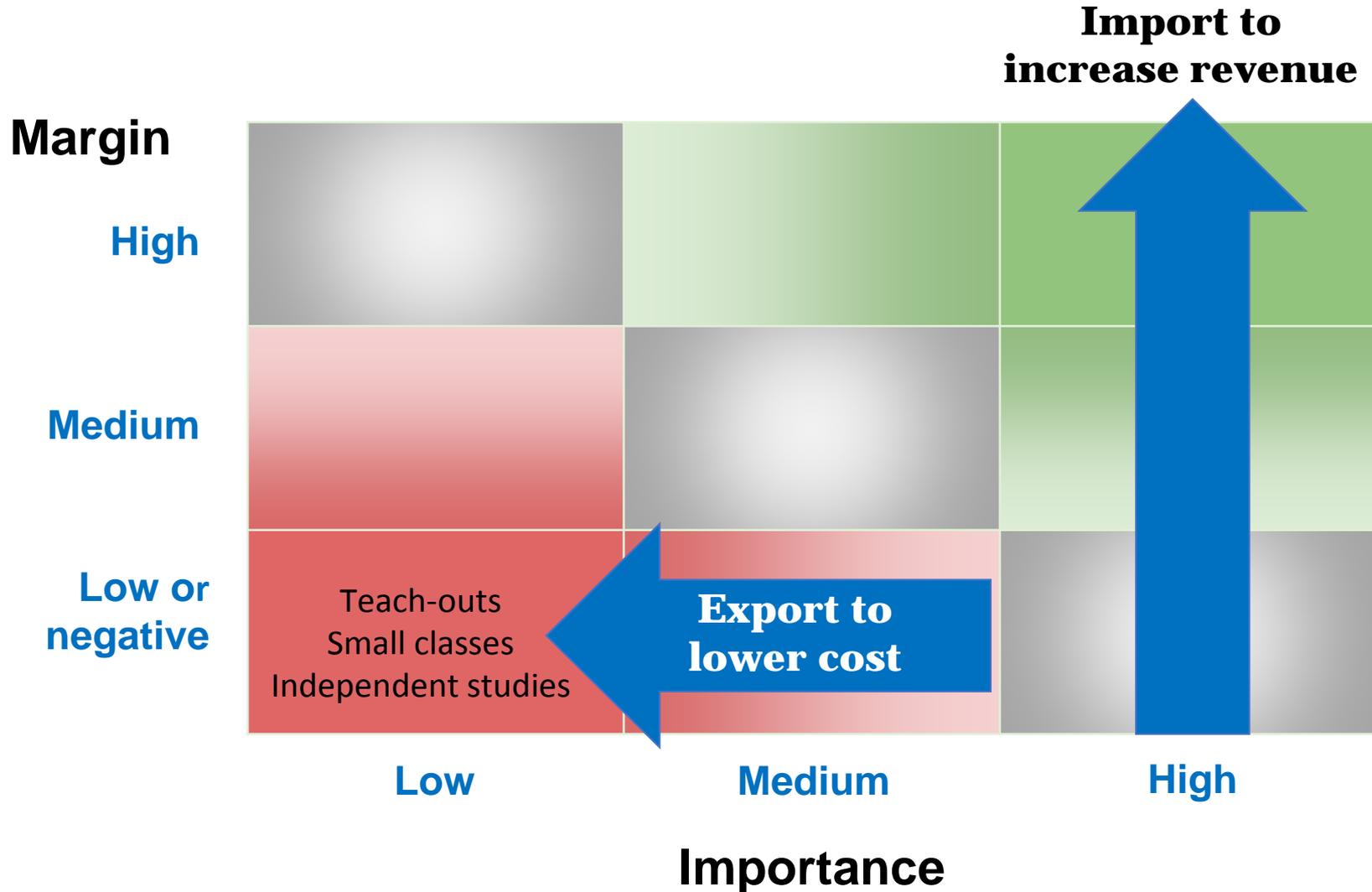
MISSION Matters, Too

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



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Additional Information:

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To Join CIC Online Course Sharing Consortium:

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