

The Impact Of Online Program Management (OPM) On The Growth Of Online Learning: A Case Study

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Online Program Management (OPM's)

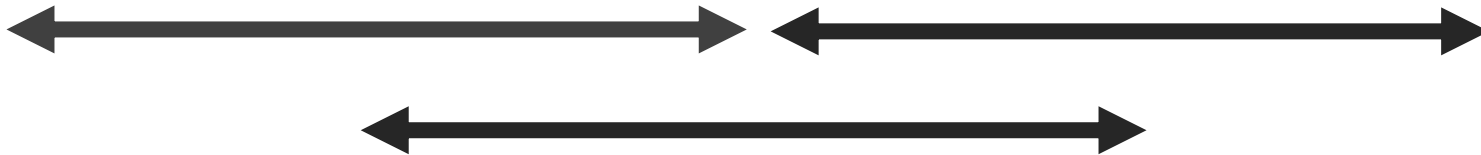
- As colleges and universities entered the online education marketplace, many were not prepared to support the multitude of services, this led to the niche of OPMs.
- Acts in persona of the college, acting as members of the college community (advisors, recruiters)
- 50% or more are paid to OPMs
- \$ What happens with students who don't pay tuition?
 - Employees
 - Student Exchange
 - Graduate Students
 - Employee

Set the stage for the case study

OPM contracted for:

- Marketing
- Recruiting
- Advising
- Course development

- Change in course lengths



Survey-MBA Students

- Primary Objective – ascertain satisfaction of students related to recruitment, advisement, instruction after OPM
 - Results of Survey
 - Time Management
 - Writing
 - LMS
- Secondary Objective-faculty and staff feedback related to OPM



Faculty feedback

First course experience – Quality Matters

- Course originally developed with faculty member and OPM course developer-was to comply with Quality Matters Rubric
- QM is a nationally-recognized, faculty-driven peer-review process used to ensure the quality of online and blended course design. The Quality Matters Higher Education Rubric is a set of standards used to evaluate the design of online and blended courses
- Met 78%, completely redeveloped on campus-met 100%

Issues

- Advisement
- Recruitment
 - Corporate accounts
 - Pre-reqs



Online Learning Developers feedback

Planning

- Online Learning Personnel
 - Training, job descriptions
 - Templates for courses
- Faculty
 - Training
- Communication
 - Union

Involve Stakeholders

- Administrators
- Online Learning Personnel
- Faculty

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Recommendations for institutions considering an OPM

- Research-due diligence
- Talk to other institutions using similar company
- College / University mission
- Autonomy - length of contract, automatic renewal
- ROI - is it worth it?
- Allow time to plan, plan, plan
- Communication is key