

***Change Management as it
Relates to Online Instruction
and Delivery Software
such as WIMBA, Tegrity,
Virtual Campus, and
others.***

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Great Lakes Teaching Conference
May 11 - 13, 2011



Balancing Service with Standards



- Research on the effectiveness of online classes versus traditional courses remains inconclusive but the fact remains that distance learning programs are a big part of the education market.
- How do we balance academic standards with customer service?



It's up to the Professor

- To be successful, innovative professors must continue to enhance the quality of their online delivery in an effort to achieve the same educational outcomes acquired in a traditional classroom. Like brick and mortar courses, success depends on the quality and dedication of the person delivering the course.



“The Start stops most people”



“You don’t know anything about your students until they are challenged”

Literature Review

- Organizational change management has been identified as the main variable to be compared with organizational culture.
- Culture is critical to the acceptance and usage of new technology.
- Examples of organizational change include: 1) strategic changes, 2) technological changes, 3) structural changes, and 4) changing behaviors.

- Source: Smith, D. (2009). The Transitions of Managers into Newly Acquired Organizations. *Journal of Management & Marketing Research*, 221-29. Retrieved from Business Source Complete database.



Change Literature



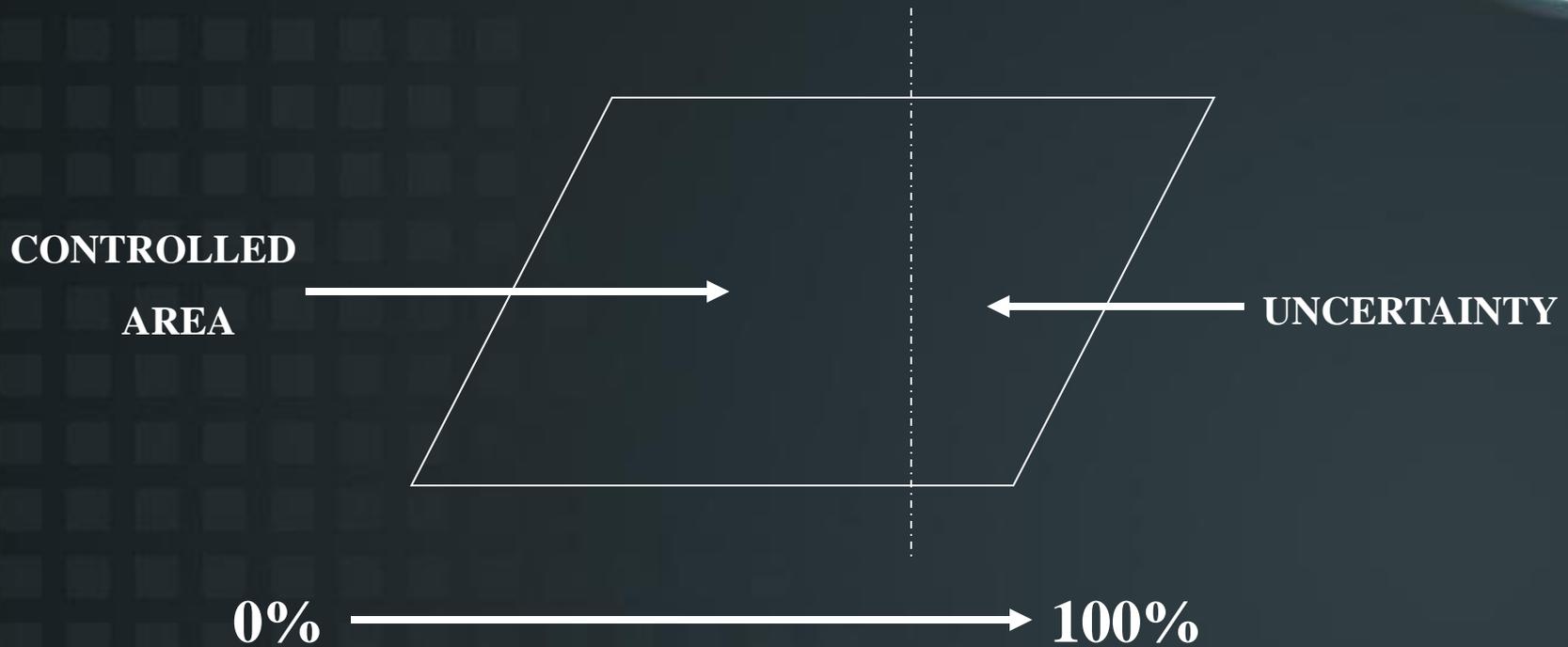
- Organizational culture is the collective soul of the organization .
- Organizational culture can impact the way workers think, perform tasks, and communicate with each other .
- Management's ability to adapt to change is critical to the overall performance of the organization and therefore, worthy of scholarly research.
- For true organizational change to take place employees must first be separated into three categories: 1) those who have signed on for the task, 2) the resistant forces, and 3) those that fall on the fence.
- Shrivastava, M., & Dave, S. (2010). Compatibility: Between Culture and Change. *SCMS Journal of Indian Management*, 7(1), 68-75. Retrieved from Business Source Complete database.
- Wines, W., & Hamilton, J. (2009). On Changing Organizational Cultures by Injecting New Ideologies: The Power of Stories. *Journal of Business Ethics*, 89(3), 433-447, doi: 10.1007/s10551-008-0009-5.

We cannot ignore the process?

- An online professor cannot look for the traditional “glaze” in a student’s eyes as he/she might in a traditional classroom. Therefore, several key elements must be included with the academic coursework to ensure retention of students and successful completion of the online course



User Friendly Course Design



CONTROL AS MUCH OF THE PROCESS AS YOU CAN

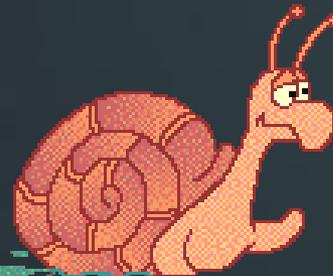
What are the Issues?



- **How do we use online delivery software?**
 - **Mandatory? (Professor/Student)**
 - **Number of events?**
 - **Audio/Video/both?**
 - **Capabilities (Technology)?**
 - **Capabilities (University/professor)?**
 - **Measurement?**

Questions for Survey

- Is online delivery software used?
- Effectiveness?
- Capabilities?
- Participation?
- Number?
- Popularity?
- ??????????



Kotter Model for Change



- The Kotter Model for change implementation provides insight on how to properly implement change.
- Kotter identifies specific conditions essential for successful transformations :
 - 1) establish sense of urgency,
 - 2) form a powerful guiding coalition,
 - 3) create a vision,
 - 4) communicate the vision,
 - 5) empower others to act on the vision,
 - 6) plan for and create short term wins,
 - 7) consolidate improvements and produce more change, and
 - 8) institutionalize new approaches.



- Source: Shrivastava, M., & Dave, S. (2010). Compatibility: Between Culture and Change. *SCMS Journal of Indian Management*, 7(1), 68-75. Retrieved from Business Source Complete database.

The need for change!



- An organization's ability to gain acceptance from faculty and students is paramount to their ability to significantly increase the quality of online delivery. A 2007 Datamonitor report entitled "Understanding the Competitive Landscape for Education Technology Solutions" listed the following about online software solutions:

- 1) The ability to review lectures on their own time and to catch-up on missed work has the potential to make higher education significantly more accessible for non-traditional students, who often face significant hurdles to successfully complete a program of study due to multiple and competing priorities.

- 2) Students are unlikely to sit down and essentially "attend" an entire recorded lecture. Rather, students are more prone to seek out discrete sections of the lecture that cover the topic in which they are interested.

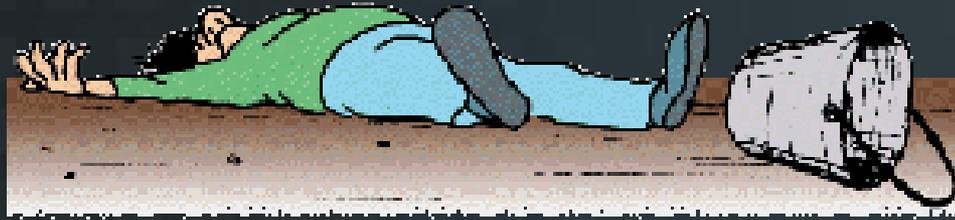
- 3) Students use lecture capturing software to prepare for exams, to review instructions and to clarify concepts. In addition, Tegrity reduces cumbersome note-taking and helps students obtain better grades.

- Source: Datamonitor report (2007), "Understanding the Competitive Landscape for Education Technology Solutions". Retrieved from: <http://sessions.tegityonline.com/Resources/Marketing/Datamonitor1007.pdf>

Simplify the Technology



- Use of the delivery technology must be clear. This includes a good training program and a conscientious professor. The syllabus should contain detailed instructions for use of the technology and contact information for immediate help



Conclusion

- There is not enough room on this presentation to cover all aspects of a good online course. However, the tips provided will improve delivery tremendously. Retention and completion is the responsibility of everyone at the College.
- If your course is designed correctly, you can do your part without lowering academic standards. Online courses should be slightly more rigorous than a traditional course to ensure that the outcomes are the same.



QUESTIONS!!!!

