Rio Salado College

eLearning Design Specialist: Program Review

Executive Summary

Academic Years 2009-10, 2010-11, 2011-12, 2012-13, 2013-14

Review Conducted: AY2015-16

Degrees and Certificates

AAS and CCL in eLearning Design Specialist

The Associate in Applied Science (AAS) in eLearning Design Specialist program is designed to prepare students to work in the field of instructional design. Students will be presented with information to develop knowledge and skills to custom design and deliver instructional programs and products such as courses, curricula, training documentation, multimedia presentations, and simulations. Courses will focus on eLearning design theory, eLearning environments, and eLearning media and tools. Courses are also designed to prepare students to work in a team-based environment, organize eLearning projects including budgets and timelines, and evaluate eLearning projects. The program includes a Certificate of Completion (CCL) in eLearning Design Specialist and an Associate in Applied Science (AAS) in eLearning Design Specialist.

	ELN101	eLearning Design Level I	3
	ELN102	eLearning Media Level I	3
	ELN110	Introduction to eLearning Environments	3
	ELN120	Organizing and Evaluating eLearning Projects	3
+	ELN202	eLearning Media Level II	3
+	ELN204	eLearning Design Level II	3
+	ELN290AA	eLearning Design Internship (1) OR	
+	ELN290AB	eLearning Design Internship (2) OR	
+	ELN290AC	eLearning Design Internship (3)	3

Program Best Practices

Since this program has such a targeted workforce development focus, the capstone internship is considered a "best practice." This is an opportunity for students to demonstrate their new knowledge and apply it to a real workplace situation. This also provides an opportunity for students to gather artifacts for a portfolio to present to future employers as a demonstration of their skill level.

Program Viability

Currently, the program has declining enrollment and low completion numbers. Additional personnel, course development dollars, and marketing resources would be needed to revive this program. eLearning Design is an emerging field and one that is not commonly taught across the Maricopa colleges.

Preliminary Program Decisions and Action Plans

The action plan moving forward is to identify a course revisions timeline, implementation of internal processes, and a strategic marketing effort:

Several items need to transpire in this program to ensure fidelity to the career field. These items include course revisions, internal processes, and marketing.

Given that eLearning is an innovative and changing field, these courses need to go through significant revisions, including looking at the textbook resources. Many courses have not been revised since 2009-10. An Advisory Board meeting was also recently held providing feedback as to the trending, new developments in the field which will need to be considered in this redevelopment process.

Internal processes for this program also need to be reviewed. This program was originally designed by another Faculty Chair who is no longer associated with the college. As program pamphlets that were created at that time are being reviewed, there is mention of initial program applications which do not currently exist. Tracking the students in this program, there would be benefit to obtaining intent or interest statement for completing the program. This information would assist in tracking and coaching students to increase persistence of courses beyond the third course in the program.

An internship application has been created and implemented in the past year which has assisted in identifying students prior to getting to the internship course. This allows time for

the college to anticipate if we need to setup an internship, or if the student has acceptable connections of their own.

Once courses are current and internal processes have been put into place, a focus on marketing must be a priority. While specific program marketing funds are limited, there are low-cost strategies that could be implemented. Meeting with Rio's marketing team to identify these strategies would provide great insight and help with strategic planning.

Addendum: Final Review and Adoption of Recommendations

On September 22, 2016, the Faculty Chair of eLearning Design presented this program review to a sub-team comprised of the Vice President of Academic Affairs and members of the Assessment Team, as well as two Student Services representatives. The following recommendations were discussed and identified as action plans for the Certificate of Completion in eLearning Design Specialist and the Associate in Applied Science in eLearning Design Specialist:

- Discontinue offering the following courses except for teach-out situations, beginning January 9th, 2017.
    - ELN101, 102, 110, 120, 202, 204, ELN290AA, ELN290AB, ELN290AB
- Place the Certificate of Completion in eLearning Design Specialist on moratorium.
    - Identify teach out-plan for students currently enrolled in the program.
- Place the Associate in Applied Science in eLearning Design Specialist degree on moratorium.
    - Identify teach-out plan for students currently enrolled in the program.
- Notify students of program status and teach-out plans (November 2016).

These recommendations were approved by the Vice President of Academic Affairs, and presented to the entire Assessment Team on October 18, 2016.