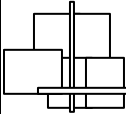


Time Compressed Hybrid Courses: Teaching Strategies, Technology Services, and Administrative Support



**Dr. Patty Castelli
Prof. Laura Majewski
Dr. Alan McCord
Dr. Jackie Stavros
Lawrence Technological University
IACBE National Conference
April 2005**

6/17/2005

A - L

1

Consider adding...

- Assessment practices and issues...
- What's next? Use NMI as basis for developing on-line MBA program
- Lessons learned for other COM cohort programs...
- Lessons learned as input to COM Service Relationship Management initiative...
- Others???

6/17/2005

A - L

2

Northern Michigan MBA

- MBA evolved from programs delivered in Toronto, Vancouver, Taipei
- Cohort program for non-traditional students
- Traditionally under-served region
- Site agreement with Northwest Michigan College University Center

6/17/2005

L - L

3

LTU At NMC University Center



6/17/2005

L - L

4

Student Employment

- Automotive Suppliers (10) – engineers
- Financial Services (8) – accountants, bankers, financial planners
- Manufacturing (3) – other than automotive
- Self-employed (3) – consultants
- Health Care (2) – nursing
- Utilities (2)
- Hospitality (1) – restaurant owner
- Retail (1) – controller

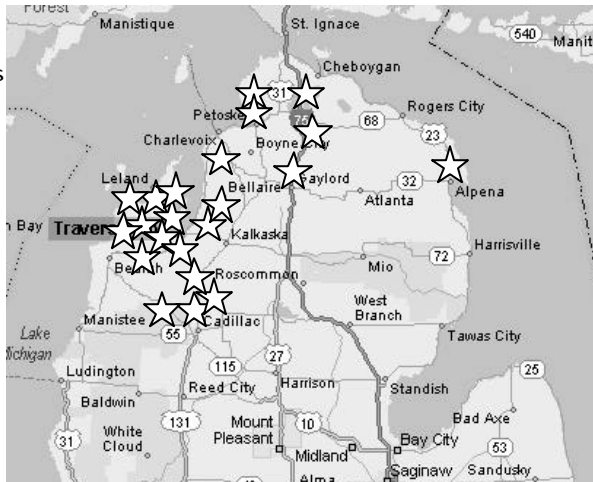
6/17/2005

L - L

5

Student Residency

- Alpena - 3 hours
- Harbor Springs - 2 hours
- Topinabee - 2 hours
- Wolverine - 2 hours
- Gaylord - 1.5 hours
- Petoskey 1.5 hours
- Cadillac (3) - 1 hour
- Central Lake - 1 hour
- Boon - 1 hour
- Traverse City (8) - local
- Williamsburg (2) - local
- Grawn - local



6/17/2005

L - L

6



Program Design

- Hybrid (on-line and on-ground)
- Time-compressed
- Continuous and seamless delivery
 - Communications
 - Faculty transitions
 - Administrative services

6/17/2005

L - J

7



Delivery Methods

- "Balance" between expectations, workload, deliverables, assessment
- Reduced emphasis on textbooks and lectures
 - Blackboard as "organizer"
 - In-class activities, role-playing
 - Experiential and reflective learning
 - Group learning
- Assignments "deeper" rather than "broader"
- Draft deliverables due at first on-ground session with final versions due later

6/17/2005

J - J

8



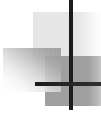
Faculty Responsibilities

- Collegial and collaborative approach
 - Curriculum design
 - Course delivery methods
- Collaborative syllabus development
 - More detailed instructions and expectations
 - "Advance delivery" of syllabi
- Transition planning
 - Some content overlap needed
 - Advance readings and discussions
 - Linkage between prior and future deliverables

6/17/2005

J - J

9



Faculty Challenges

- Duration of on-ground meetings
 - Varying activities
 - Tight time schedule
- Advanced course deployment
 - Consistency and/or understanding of varying faculty teaching styles
 - Contact/coursework before first on-ground session
- Immediate availability and response
 - "Double effort" with Blackboard
- "Suitcase teaching"

6/17/2005

J - A

10



Blackboard Use

- Discussion boards for readings and projects
- Links to textbook resources and assessments
- Pre-assessment for MIS6013
- Current and future Bb sites to orient students
 - Current and future instructor e-mails and announcements
 - "Early start" on deliverables due at first meeting
 - Using Bb to submit draft deliverables
- Dedicated Bb organization for NMI students

6/17/2005

A - A

11



Blackboard Use

- Extensive Bb preparation/loading
- Shared access to all Bb sites for instructors and administrators
- COM staff provide first-level point of contact for Bb issues
- LTU Bb staff work primarily with COM first-level staff

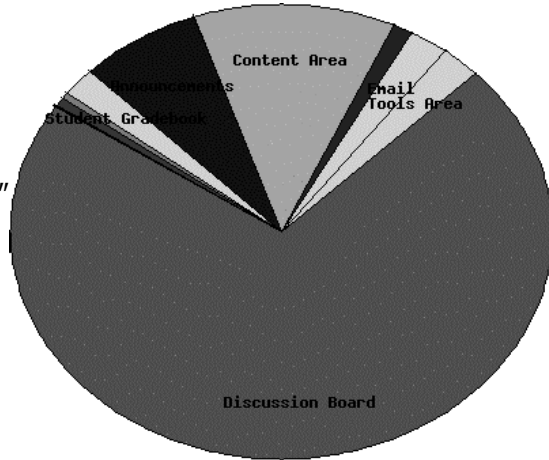
6/17/2005

A - A

12

Blackboard Use

- E.g. MIS6013
- 21 students
- Approx 8 "active weeks"
- 3,800 hits



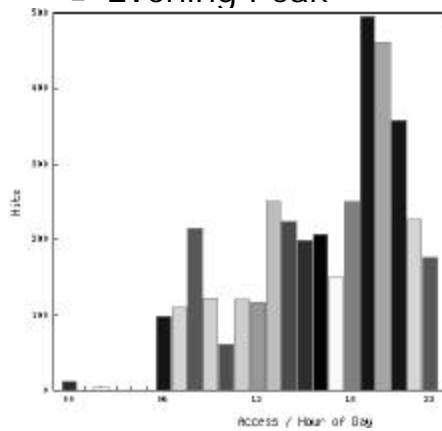
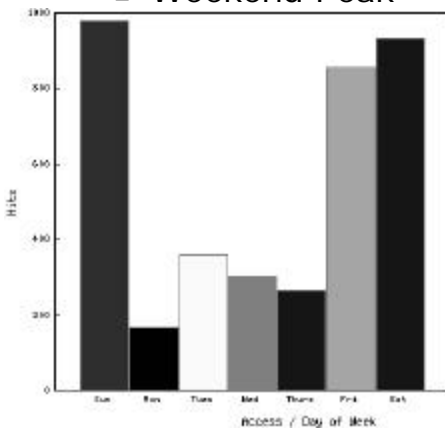
6/17/2005

A - A

13

Blackboard Use

- Weekend Peak
- Evening Peak



6/17/2005

A - A

14



Blackboard and E-mail Issues

- Bb and e-mail reliability
 - LTU and student ISP issues (home and work)
 - Cross-posting all e-mails as announcements
- Heavy use when LTU tech staff off-duty
 - Problem determination difficult
 - Blackboard availability notice was implemented
- Blackboard sites need to be "live" earlier
 - Necessary for continuous delivery
 - True for both on-campus and off-campus courses
- Need for consistency
 - Bb site design and organization
 - Depth of content

6/17/2005

A - A

15



Other Technologies

- Web-based textbook ordering
 - <http://direct.mbsbooks.com/ltu.htm>
- Online publisher quizzes and activities
 - Integrated via Bb documents and assignments
- Phone conference call mid-course
- Word document commenting
 - "Track changes" option
 - "Double document editing"
- COM Internet site

6/17/2005

A - J

16



Administrative Support

- Instructor and facility support
 - Travel and accommodations
 - Room scheduling and prep
 - Network and A/V equipment
 - Material prep
- "Instructor toolbox"
 - Ethernet switch and cables
 - Power strips
 - Flip charts and markers
- Pre-class and lunch-time meetings
 - Student connection to Southfield campus
 - Feeling of belonging to larger university

6/17/2005

J - J

17



Administrative Support

- NMC-based staff
 - Recruiting
 - Operations
- Recruiting and student selection
- Student registration for upcoming classes
- Faculty travel arrangements
- Textbook ordering via MBS
- Internet, Intranet, and e-mail support
- Conflict mediation and resolution

6/17/2005

J - J

18



Administrative Support

- Coordination with COM Southfield staff
 - COM Satellite Coordinators Meeting
 - Consistency between all satellites and Southfield campus
 - Southfield campus representative makes quarterly visits to satellite location to insure program operational quality

6/17/2005

J - J

19



Office Technology

- 300 square foot office in NMC University Center
- Two laptop computers with docking stations
- Multi-function HP printer with Ethernet print server
- Internet and telephone services through NMC
- LTU e-mail, Blackboard, and BannerWeb
 - No off-campus access to Banner Client services
- Northern Michigan section on COM Faculty Intranet
- COM and NMC staff provide technical support

6/17/2005

J - L

20



What's Next

- Mid-program activity/reflection, program evaluation, and "lessons learned"
 - Peak learning experiences in each courses
 - Value most about learning style/approach
 - Core program factors
 - "Three wishes" to identify future program changes
 - Couple with recruitment of next cohort(s)
- Second cohort began August 27th
- Continue marketing, promotion and recruitment
- Future technologies
 - Digital still and video cameras
 - Wireless networking

6/17/2005

L - L

21



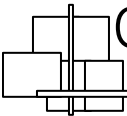
Future Issues

- Improving communication between NMC University Center and Southfield campus
- Shifting between "softer skills" and "more technical" classes
- How to improve transitions and "waves" of course delivery
- Impact of holidays on delivery structure
- Faculty preparation (especially adjuncts)
- Counseling students on need for "balance"

6/17/2005

L - All

22



Q and A

Thanks for participating!

6/17/2005
All
23



LTU - COM Q&A Campus Northern MI - Microsoft Internet Explorer

Address: http://www.ltu.edu/management/off_campus_northernmi.asp

LAWRENCE TECHNOLOGICAL UNIVERSITY **COLLEGE OF MANAGEMENT**

Navigation: Home | Contacts | Locations | Staff | ETRIP | Search

Academic Programs
 Doctoral Programs
 Graduate Programs
 Undergraduate Programs
 Off-Campus Programs
 International Programs
 Academic Calendar & Course Offerings
 Contact the College

Information For & About
 Future Students
 Current Students
 Alumni
 Corporations
 Faculty and Staff
 Management Home

Off-Campus Programs
 Northern Michigan
 Northern Michigan Overview
 Northern Michigan Programs
 Brochure
 Inland Weather Policy

Northern Michigan
 The College of Management proudly announces the offering of the following programs:

- Master of Business Administration
- Master of Science in Operations Management
- Doctorate of Business Administration

In Northern Michigan, at the Northwestern Michigan College University Center and at the North Central Michigan College University Center.

MBA Schedule
[MBA Cohort 1](#)
[MBA Cohort 1B](#)
[MBA Cohort 2](#)

Contact Information
 Office Hours Effective May 24, 2004:

Blackboard Learning System TM (Release 6) - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Refresh Home Favorites History Print Preview Print

Address http://ny.ltu.edu/webapps/petal/travelset.js?tab=connect&url=92Panic2Forewarn... Google Search Web 2504 blocked

LAWRENCE TECHNOLOGICAL UNIVERSITY

myLTU Courses Organizations BannerWeb Student Services University Calendar Announcements

COLLEGE OF MANAGEMENT FACULTY WEBSITE - PROGRAMS - NORTHERN MICHIGAN PROGRAM INFORMATION

Announcements

- COM Survey
- Directory
- New Hire Info
- Policies & Procedures
- Programs
- Strategic Initiatives
- Syllabus Repository
- IT Support
- Teaching Tools
- Communication
- Group Area

Course Map Control Panel

Northern Michigan Faculty Fact Sheet
FacultyFactSheet.doc (20999 bytes)
Information for faculty members teaching at the Northern Michigan Satellite Center.

Directions To Bayshore Resort
Directions from the LTU Southfield Campus to the Bayshore Resort.
633 East Front Street, Traverse City, Michigan 49686
Toll Free - (800) 634-4431
Local - (231) 935-4400
Fax - (231) 935-0362
Email bayshore@bayshore-resort.com
<http://www.bayshore-resort.com/bayshoremain.htm>

Directions From Bayshore Resort to University Center
Directions from the Bayshore Resort to the Northern Michigan College University Center, 2300 Dendrinos Drive, Traverse City. Phone 231-935-1777

Cohort 1 Contact Information
contacts_for_students.xls (16944 bytes)
Updated by Ten Goodman on January 19, 2004

OK

Powered by Blackboard

Blackboard Learning System TM (Release 6) - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Refresh Home Favorites History Print Preview Print

Address http://ny.ltu.edu/webapps/petal/travelset.js?tab=connect&url=92Panic2Forewarn... Google Search Web 2504 blocked

LAWRENCE TECHNOLOGICAL UNIVERSITY

myLTU Courses Organizations BannerWeb Student Services University Calendar Announcements

Announcements

- COM Survey
- Directory
- New Hire Info
- Policies & Procedures
- Programs
- Strategic Initiatives
- Syllabus Repository
- IT Support
- Teaching Tools
- Communication
- Group Area

Course Map Control Panel

Starting from: 21000 W 10 Mile Rd, Southfield, MI 48075-1051 [Save Address](#)

Arriving at: 633 E Front St, Traverse City, MI 49686-2703 [Save Address](#)

Distance: 243.5 miles Approximate Travel Time: 4 hours 3 mins [Get Passes/Directions](#)

wellsfargo.com Take control of your finances with Wells Fargo. Open checking and money market accounts. Apply for loans and credit. Secure a home mortgage. Manage your money and investments with Online Investing and Life Insurance.

[Text Only](#) [Printable Version](#) [Email Directions](#)

Your Full Route

Your Destination

Use Larger Map

SmartView

See locations on this map:

- Restaurants
- Hotels
- ATMs

Clicking on Map:

- Zoom In
- Zoom Out

Powered by Blackboard

Blackboard Learning System v1.0 (Release 0) - Microsoft Internet Explorer

Address: http://my.ltu.edu/webapp/petal/transect.js?tab=connect&url=9.2P0rn1CForaomh

LAWRENCE TECHNOLOGICAL UNIVERSITY

myLTU Courses Organizations BannerWeb Student Services University Calendar Announcements

Announcements

Schedule and Test

Staff Information

Documents

Communication

Discussion Board

External Links

Tools

Course Map

Control Panel

DOUGLASSVILLE - NORTH ELMHURST - ENGLEWOOD - ANN ARBOR

VIEW TODAY VIEW LAST 7 DAYS VIEW LAST 30 DAYS VIEW ALL

September 17 - 24, 2004

No announcements found.

Blackboard