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???
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

LTU At NMC University Center
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

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
Program Design

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

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
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

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”
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

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
Blackboard Use

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

Blackboard Use

- Weekend Peak
- Evening Peak
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

Other Technologies

- Web-based textbook ordering
  - [http://direct.mbsbooks.com/ltu.htm](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
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

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
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

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
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

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”
Q and A

Thanks for participating!
Northern Michigan Faculty Fact Sheet

**Faculty Fact Sheet**

Information for faculty members teaching at the Northern Michigan Satellite Center.

**Directions to Bayshore Resort**

Directions from the LTV Southfield Campus to the Bayshore Resort.

- 603 East Front Street, Traverse City, Michigan 49686
- Toll Free: 1-800-645-4870
- Local: (231) 935-4883
- Fax: (231) 935-0163
- Email: bayshore@bayshore-resort.com
- [http://www.bayshore-resort.com/bayshore.htm](http://www.bayshore-resort.com/bayshore.htm)

**Cultural Contact Information**

- [Contact for students](http://www.bayshore-resort.com/contact)

**Wells Fargo**

Take control of your finances with Wells Fargo. Open checking and savings accounts, talk to loan officers, and make smart financial decisions with online banking and mobile banking.