William Bowen

“At the end of some future day, the real kudos may go to the highly creative institutional assemblers of organization ideas, intellectual content, and a variety of pedagogies. There should be a real payoff to institutions that are especially skillful in harvesting content and then adding educationally rich value of their own, including mentoring and direct study.”

Educause Review, September/October 2013, p. 22
ENGAGING NEW STUDENTS WITH NEW TECHNOLOGIES IN TRADITIONAL ENVIRONMENTS

ACCELERATED SUMMER COLLEGE
AT SAINT MICHAEL’S

SAINT MICHAEL’S COLLEGE FOUNDED 1904
Saint Michael’s College

- Burlington, Vermont
- Residential Liberal Arts College
- 2,000 undergraduates
- Average class size: 19
- Student life and experiential learning
Strategic Assessment Taskforce

- Rapid Escalation in tuition
- Increasing problems of affordability
- Changing demographics in the Northeast
- Rapidly rising challenges from eLearning Technologies
- Other potential storms and trends
Accelerated Summer College

Goals

• Test a new model of instruction
• Find new students and new revenue
• Raise summer facilities utilization
• Test price models
Market Research

• Unique Selling Characteristics
  • Experience a Vermont summer in the #1 college town in the country
  • Get ahead or catch up
  • Take classes of interest with close mentoring by faculty member to ensure completion and success
  • Gain marketable experience in the field
Program

• Residential, 6 weeks, beginning May 19
• Two 4 credit courses
• Courses based on third party content
• Faculty mentors guide student progress
• A range of co-curricular activities
Operations

• Leadership
• Working committee, advisory committee
• Faculty selection process
  – Faculty meetings
  – Organizational Problem Solving meetings
http://www.smcvt.edu/asc/
Course Catalog

• 19 courses
  – Open Educational Resources
    • Saylor University
  – Adaptive Learning Platform
    • Carnegie Mellon Open Learning Initiative
  – Publisher Content
    • McGraw Hill
    • Pearson
• Organizational Problem Solving course
  – Local Vermont companies
Faculty Development

- Faculty selection
- Two face to face meetings
- Mentorship guide
- Blended learning models
- Working closely with student life
- LMS integration
- Publisher support and partnership
Assessment

• Student perspective
• Student success
• Faculty perspective
• Faculty success
• Overall program goals
At risk student report

Assess which students are at risk of falling behind and take action to remediate.

at risk student report: US History 1 - Millard (Knights, Purple)

report created: 02/25/2014 11:18 AM EST

breakdown by risk

- total students: 4
  - at risk: 2
  - keep watch: 0
  - safe: 2

how online engagement works
Connect looks for patterns of online student activity to determine the engagement level of the student, including such events as the frequency of logins and assignment submission. Other factors that may affect prediction include special events or manual grading.

how to improve student performance
The more you use Connect in your course, the more opportunities Connect has to measure online engagement. By the second or third week of the term, Connect should have enough data to track students that have low online engagement. Click the "send message to student" button to convey your concern to the affected student(s).

students | online engagement indicator | remediate
---|---|---
1.1 | send message to student
2.8 | send message to student
10.0 | 
8.0 | 

prev 1-4 of 4 next
Marketing

• Applicants and inquiries
  – Students
    • E-mail and print
  – Parents
    • Email and print
  – Alumni
    • Email and magazine
  – On campus communication: Portal, email, campus magazine, presentations
Marketing

• Enrollment management partnership
  – Wide net (300,000)
  – Several steps of targeted communication
  – Feed into our process and system

Costs

“Lowering the cost of higher education is an important goal. **At an all-inclusive price of $4400**, you will work towards eight credits while living in our new campus residence hall with students of similar interests. The program also includes opportunities for recreation and social interactions through our Wilderness Program, volunteer programs, and local cultural offerings.”
Project Timeline

• September – December
  – Market research, committee meetings, development of program

• January
  – Web, process, courses, marketing, partnerships

• February – April
  – OPS course planning, Faculty development, assessment, programming, student/res life, marketing

• May
  – Show time
Accelerated Summer College website:
www.smcvt.edu/asc

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