Expanding the Sphere of Influence: A Vision for Increased Access Through Highly Effective On-line Programming in Business

Expand SBA’s sphere of influence by providing highly effective, on-line degree completion programs that enable students to achieve their career goals. This will entail offering two fully on-line part-time undergraduate degrees, supporting ePortfolio and internship projects, and by supporting the social enterprise coursework.

ACHIEVEMENTS THIS PERIOD (03.09.15-04.26.15)

- Completed course design, build and Quality Matters review for 6 of the 9 courses in the second batch of course development.
- Secured faculty support resources for next year, which will be crucial in supporting project sustainability.
- Finished Winter 2015 course development training.
- Completed second batch of academic and career modules.
- Continued work with setting up infrastructure for students to use ePortfolios.
- Presented at the AAEEBL ePortfolio conference about this project’s ePortfolio efforts.
- Made further progress on developing project sustainability plans.

GOALS FOR NEXT PERIOD (04.27.15-05.31.15)

- Complete QM review on all final courses and finish all course development for project.
- Complete final academic and career modules.
- Complete end-of-project report and sustainability plan and capture project artifacts.

KEY DECISIONS

- Faculty support person in SBA hired for next year to help with project sustainability.

OPEN ISSUES

- None.

LEAD: Jeanne Enders, Executive Director, School of Business On-line Initiatives, School of Business Administration
PROJECT MANAGER: Hans VanDerSchaaf
COLLABORATORS: School of Business Administration, Office of Academic Innovation, Impact Entrepreneurs, Employers, and Business Advisory Council
PROJECT STATUS: On Schedule

March 2015

#158 Expanding the Sphere of Influence: A Vision for Increased Access Through Highly Effective On-line Programming in Business

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ACHIEVEMENTS THIS PERIOD (02.02.15-03.08.15)

• Completed the first batch of course development (10 courses).
• Continued work with second batch of course development (9 courses).
• Achieved 80% completion of building the academic and career modules.
• Identified all subject matter experts for the academic and career modules.
• Continued work with setting up infrastructure for students to use ePortfolios.
• Began developing project’s sustainability plan/integration plan into SBA.
• Continued work to revamp the SBA website with information about this program by building the landing page for the academic and career modules.
• Managed a transition in faculty support resources for the project.

GOALS FOR NEXT PERIOD (03.09.15-04.26.15)

• Conduct a review of the first batch of courses to further refine.
• Complete course design and build for 8 of the 9 courses in the second batch of course development.
• Finish Winter 2015 course development training.
• Complete all academic and career modules.
• Continue work with setting up infrastructure for students to use ePortfolios.
• Make further progress on developing project sustainability plans.

KEY DECISIONS

• None.

OPEN ISSUES

• None.

LEAD: Jeanne Enders, Executive Director, School of Business On-line Initiatives, School of Business Administration

PROJECT MANAGER: Hans VanDerSchaaf

COLLABORATORS: School of Business Administration, Office of Academic Innovation, Impact Entrepreneurs, Employers, and Business Advisory Council

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ACHIEVEMENTS THIS PERIOD (12.01.2014-02.01.15)

- Finished work to revamp SBA website with information about this program, with the exception of the landing page for the academic and career modules.
- Nearly finished first batch of course development (ten courses).
- Initiated second batch of course development (10 courses).
- Prepared for Winter 2015 course development training by modifying week-long training into two-hour modules in Desire2Learn that faculty will use for course development moving forward.
- Faculty began Winter 2015 course development training.
- Finished building instructional design capacity through the Sloan-C program.
- Made significant progress with developing the second (6) and third (6) batches of academic and career development modules.
- Identified nearly all subject-matter experts for the remaining academic and career development modules.
- Finished onboarding Winter instructors.
- Developed new strategy for eportfolios.

GOALS FOR NEXT PERIOD (02.02.15-03.08.15)

- Complete final work on the first batch of course development (10 courses).
- Continue work with second batch of course development (9 courses).
- Finish Winter 2015 course development training.
- Finish second and third batch of academic and career support modules.
- Finish identifying subject-matter experts for the remaining academic and career support modules.
- Continue work with the fourth batch (4) of academic and career support modules.
- Continue work with setting up infrastructure for students to use ePortfolios.
- Begin developing project’s sustainability plan/integration plan into SBA.
- Finish work to revamp the SBA website with information about this program by building the landing page for the academic and career modules.
- Finish work to develop a short and long-term retention practice/strategy document.

KEY DECISIONS

- None.

OPEN ISSUES

- None.

LEAD: Jeanne Enders, Executive Director, School of Business On-line Initiatives, School of Business Administration

PROJECT MANAGER: Hans VanDerSchaaf

COLLABORATORS: School of Business Administration, Office of Academic Innovation, Impact Entrepreneurs, Employers, and Business Advisory Council
# OPEN ISSUES

- The ability to offer flat-rate tuition in and out of state, and include only fees relevant to fully online students, is essential to the near- and long-term success of Portland State University’s fully online programs. In particular, this project has determined that we must prioritize the ability to fill courses with non-cohort students across the three years of the program. Stakeholders are planning to meet in mid-December to discuss this issue.

## LEAD
Jeane Enders, Executive Director, School of Business On-line Initiatives, School of Business Administration

## PROJECT MANAGER
Hans VanDerSchaaf

## COLLABORATORS
School of Business Administration, Office of Academic Innovation, Impact Entrepreneurs, Employers, and Business Advisory Council
#158 Expanding the Sphere of Influence: A Vision for Increased Access Through Highly Effective On-line Programming in Business

Expand SBA’s sphere of influence by providing highly effective, on-line degree completion programs that enable students to achieve their career goals. This will entail offering two fully on-line part-time undergraduate degrees, supporting ePortfolio and internship projects, and by supporting the social enterprise coursework.

**PROJECT STATUS:** On Schedule

October 2014

**ACHIEVEMENTS THIS PERIOD (6.2.14-10.19.14)**

- Developed and implemented a robust course development training that included the following: online pedagogy (best practices), faculty workload, student experience, transformational learning, significant learning experiences, standard course components for the online program testing and assessment, University/School of Business/course/weekly learning objective review and improvement, aligned activities development, video chat protocol, and developing a standard “everything you need page” for student clarity.
- Established a Quality Matters review process with the Office of Academic Innovation.
- Continued with first batch of course development work for ten courses.
- Launched a new cohort this Fall term of 26 students in the management and leadership degree.
- Held a customer engagement session with prospective students to influence program and course design.
- Onboarded a new associate director for Online Business Education in August.
- Hired and worked with Course Design Training specialist.
- Finalized 3 modules: Working with spreadsheets, Personal Finance and Academic integrity.

**KEY DECISIONS**

- None.

**PROGRESS**

- [Progress Bar]

**GOALS FOR NEXT PERIOD (10.20.14-11.30.14)**

- Complete first batch of course development work (ten courses) by 11.30.14.
- Continue to develop the ePortfolio part of the project.
- Refine the course design training to meet the timeframe available in January and schedule the course designers.
- Generate contracts for remaining course designers.
- All faculty course designers have been identified and accepted the course designer role for Winter 2015 development.
- Continue work to develop a first draft of a short and long-term retention practice/strategy document.
- Finish the development of the second batch of academic and career support modules.
- Recruit students for spring Management and Leadership (M&L) and Fall Supply and Logistics Management (SLM) and M&L cohorts.
- Onboard and launch Winter instructors.

**OPEN ISSUES**

- The ability to offer flat-rate tuition in and out of state, and include only fees relevant to fully online students, is essential to the near- and long-term success of Portland State University’s fully online programs. In particular, this project has determined that we must prioritize the ability to fill courses with non-cohort students across the three years of the program. The project team and sponsors are meeting soon to mitigate this issue.

**LEAD:** Jeanne Enders, Executive Director, School of Business On-line Initiatives, School of Business Administration

**PROJECT MANAGER:** Hans VanDerSchaaf

**COLLABORATORS:** School of Business Administration, Office of Academic Innovation, Impact Entrepreneurs, Employers, and Business Advisory Council

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PROJECT STATUS: On Schedule

June 2014

#158 Expanding the Sphere of Influence: A Vision for Increased Access Through Highly Effective On-line Programming in Business

Expand SBA’s sphere of influence by providing highly effective, on-line degree completion programs that enable students to achieve their career goals. This will entail offering two fully on-line part-time undergraduate degrees, supporting ePortfolio and internship projects, and by supporting the social enterprise coursework.

ACHIEVEMENTS THIS PERIOD (4.28.14-6.1.14)

- Finalized work outline with timeline and milestones.
- Hired contract position to help with faculty development.
- Hired contract position to assist with development of academic and career modules.
- Hired retention position.
- Hired a part-time, temporary position to work on project during the search for the Associate Director of Online Business Education.
- Began search process to find person to fill the Associate Director of Online Business Education role.
- Hired two student workers to take on work of current video contractor as his contract for this project ends.
- Finalized plans for faculty technology support.
- Completed transition work with departing Director of Online Business Education including ePortfolio implementation planning.
- Configured and posted Time Management learning module (1st completed module) for reTHINK degree students on Online Education website.
- Completed revision of project budget to align with work moving forward.

GOALS FOR NEXT PERIOD (6.2.14-10.19.14)

- Hire contract position to create attractive, user-friendly home pages in D2L, and web page templates for the Changemaker SBA Undergraduate program coursework.
- Create online course in D2L to help faculty prepare for workshops.
- Initiate work with the Office of Academic Innovation to begin collaboration on course development workshops.
- Develop summer strategy for Supply & Logistics Management admissions.
- Initiate first and second batches of course development work.
- Build D2L workshop.
- Design schedule/agenda and identify exemplars for face-to-face workshops.
- Prepare for and deliver August/September 2014 course development workshop.
- Develop first, second and third batches of academic & career support modules.
- Continue development of ePortfolio portion of degree.
- Continue discussions with community college partners to help with program development.

KEY DECISIONS

- Revised project budget approved by Associate Dean of Graduate Programs in the School of Business Administration and the Vice Provost for Academic Innovation and Student Success.

PROGRESS

www.pdx.edu/oai/provosts-challenge
Expanding the Sphere of Influence: A Vision for Increased Access Through Highly Effective On-line Programming in Business

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ACHIEVEMENTS THIS PERIOD (3.10.14-4.27.14)

- Completed benchmark module production.
- Clarified video production, academic advisor and Desire2Learn needs.
- Clarified workshop format and timing.
- Clarified model for course development.
- Finalized a revised budget for the project, which includes substantial support for faculty to engage in course development.
- Identified way to sustain academic adviser support for project while current staff is on leave.
- Established a plan to incorporate student work into a “soft launch” of ePortfolio in summer 2014.
- Launched three new courses for spring.
- Hired temporary contract support for part of the role of the departing Director of Online Business Education.
- Generated educational material describing Supply & Logistics Management admissions support (SLM) degree to share with out-of-state community colleges, employers and prospective students.
- Posted new tuition rate (RDT) for SLM option on website and in other materials.

GOALS FOR NEXT PERIOD (4.28.14-6.1.14)

- Finalize work outline with timeline and milestones.
- Hire contract positions to help with faculty development and development of academic and career modules.
- Begin developing and scheduling for first course development workshop (June 2014).
- Initiate work with the Office of Academic Innovation to begin collaboration on course development workshops.
- Create online course in Desire2Learn to help faculty prepare for workshops.
- Hire retention position.
- Begin search process to find a permanent person to fill the Director of Online Business Education role.
- Develop summer strategy for SLM admissions.
- Finalize plans for providing faculty technology support.
- Complete transition work with departing Director of Online Business Education, including ePortfolio implementation planning.
- Configure and post Time Management learning module (1st completed module) for reTHINK degree students on Online Education website.

OPEN ISSUES

- None

LEAD: Jeanne Enders, Executive Director, School of Business On-line Initiatives, School of Business Administration

PROJECT MANAGER: Hans VanDerSchaaf

COLLABORATORS: School of Business Administration, Office of Academic Innovation, Impact Entrepreneurs, Employers, and Business Advisory Council
PROJECT STATUS: On Schedule

March 2014

#158 Expanding the Sphere of Influence: A Vision for Increased Access Through Highly Effective On-line Programming in Business

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ACHIEVEMENTS THIS PERIOD (2.3.14-3.9.14)

- Identified resources to provide sufficient funding for course and module development support and stipends for faculty participating in course development.
- Design timeline for extracurricular module development. Established process for development of learning modules (click here for link).
- Recruited and trained spring faculty and launched course design/execution for spring for five courses.

KEY DECISIONS

- We will reallocate funds to purchase course design services and compensate course leads for “master” course development.

GOALS FOR NEXT PERIOD (3.10.14-4.27.14)

- Complete benchmark module production.
- Recruit next group of faculty for fall courses and begin design process.
- Clarify video production, academic advisor and Desire2Learn needs and explore how this might/might not relate to other SBA Provost’s Challenge projects.
- Finalize work outline with timeline and milestones.
- Establish a plan to incorporate student work into a “soft launch” of ePortfolio in summer 2014.
- Having identified resources, now complete execution plan for course development via course leaders.
- Finalize restricted differential tuition.

OPEN ISSUES

- Project team and project leadership are working through how to allocate project resources so that there are sufficient resources for course development support and stipends to compensate faculty for engaging in course development. Mitigation is nearly complete.
- SBA Project leads are working through how to maximize and coordinate use of shared resources for the project (video production, academic advising support, and Desire2Learn support), including the best alignment of personnel resources and project needs.

LEAD: Jeanne Enders, Executive Director, School of Business On-line Initiatives, School of Business Administration

PROJECT MANAGER: Hans VanDerSchaaf

COLLABORATORS: School of Business Administration, Office of Academic Innovation, Impact Entrepreneurs, Employers, and Business Advisory Council
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ACHIEVEMENTS THIS PERIOD (12.15.13-2.4.14)

- Identified customer session participants, including employers, prospective students, and community college leadership, to inform program requirements and become more knowledgeable about stakeholder interests.
- Launched three new courses and began initial review of Fall 2013 courses.
- Secured initial approval of restricted differential tuition proposal, to be deployed on a pilot basis, which will permit competitive pricing of fully on-line cohort-based degrees.
- Reviewed planned expenditures to create more clarity on resource allocation plans.
- Created detailed draft of work outline with time-line and milestones.
- Finalized Project Management Plan.

GOALS FOR NEXT PERIOD (2.3.14-3.9.14)

- Establish a plan to incorporate student work into a “soft launch” of ePortfolio in summer 2014.
- Identify resources to provide sufficient funding for course and module development support and stipends for faculty participating in course development.
- Finalize work outline with time-line and milestones.
- Recruit next group of faculty for courses and begin design process.
- Design time-line for extracurricular module development.

OPEN ISSUES

- Project team and project leadership are working through how to allocate project resources so that there are sufficient resources for course development support and stipends to compensate faculty for engaging in course development.

LEAD: Jeanne Enders, Executive Director, School of Business On-line Initiatives, School of Business Administration

PROJECT MANAGER: Hans VanDerSchaaf

COLLABORATORS: School of Business Administration, Office of Academic Innovation, Impact Entrepreneurs, Employers, and Business Advisory Council

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## ACHIEVEMENTS THIS PERIOD (11.15.13-12.15.13)

- Faculty recruitment/training for upcoming coursework.
- Continued regional community college and industry partnerships.
- Drafted Tuition Equalization Proposal, which could enable increased competitiveness in the out-of-state marketplace.
- Hired video production assistants.
- Started work on mobile apps.
- Held several staff strategy sessions, which culminated in a customer session design.

## KEY DECISIONS THIS PERIOD (11.15.13-12.15.13)

- Based on consultations with Supply and Logistics Management faculty and industry partners, made final decisions for the Supply and Logistics Management curriculum.

## GOALS FOR NEXT PERIOD (12.15.13-2.2.14)

- Establish a plan to incorporate student work into a “soft launch” of ePortfolio in summer 2014.
- Create workflow illustration in Visio to illustrate flow of communication plan.
- Identify customer session participants, including employers, prospective students, and community college leadership, to inform program requirements and become more knowledgeable about stakeholder interests.
- By the end of January, launch new three courses and begin initial review of Fall 2013 courses.
- Recruit faculty for courses and begin design process.
- Design timeline for extracurricular module development.
- Finalize detailed work plan.
- Finalize Project Management Plan.

## OPEN ISSUES

- Educational partnerships with out-of-state business leaders and community college partners are contingent on decisions related to tuition equalization for out-of-state students.
- Identify states where PSU has operating authority.
- Identifying funds for course development.
- Faculty training process improvement and establish the role of Office of Academic Innovation and Office of Information Technology in faculty support.
- Identify hosting solution for instructional video.
#158: Expanding the Sphere of Influence: A Vision for Increased Access Through Highly Effective Online Programming in Business

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**Project Status:** On Schedule

<table>
<thead>
<tr>
<th>Achievements this period (5.2013-11.15.13)</th>
<th>Goals for next period (11.16.13-12.15.13)</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Launched first on-campus orientation.</td>
<td>• Develop articulation agreements with domestic and international partners.</td>
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<tr>
<td>• Developed eight pilot courses.</td>
<td>• Academic and career module development (10 modules).</td>
</tr>
<tr>
<td>• Developed four improved cohort courses.</td>
<td>• Faculty training process improvement and establish the role of OAI and OIT in faculty support.</td>
</tr>
<tr>
<td>• Hired and on-boarded staff.</td>
<td>• Faculty recruitment/training for upcoming coursework.</td>
</tr>
<tr>
<td>• Developed application process for undergraduate degree and for-credit social entrepreneurship certificate.</td>
<td>• Develop pedagogical strategy for 70-student course (specific courses only).</td>
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<tr>
<td>• Developed standard practice for synchronous video use.</td>
<td>• Continue regional community college and industry partnerships.</td>
</tr>
<tr>
<td>• Developed standard practice for instructional design process and video production process.</td>
<td>• Develop new course evaluation strategy (student evaluation forms).</td>
</tr>
<tr>
<td>• Developed admission process for online cohort program.</td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Key decisions this period (5.2013-11.15.13)</th>
<th>Open issues</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Synchronous video is a required component of all coursework.</td>
<td>• Develop articulation agreements with domestic and international partners as templates to scale.</td>
</tr>
<tr>
<td>• Admissions will roll fall and spring.</td>
<td>• Academic and career module development (10 modules).</td>
</tr>
<tr>
<td>• Student retention functions will be executed by academic adviser position.</td>
<td>• Faculty training process improvement and establish the role of OAI and OIT in faculty support.</td>
</tr>
<tr>
<td>• Cohort size will be 35 per cycle per option.</td>
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</tr>
</tbody>
</table>

**Lead:** Jeanne Enders, Executive Director, School of Business Online Initiatives, School of Business Administration

**Project Manager:** Hans VanDerSchaaf

**Collaborators:** School of Business Administration, Office of Academic Innovation, Impact Entrepreneurs, Employers, and Business Advisory Council