

Interactive workshop for administrators, program development and support professionals, and faculty involved in online professional and technical programs, including managers of corporate online education/training enterprises...

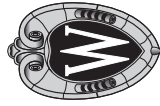
Building Quality into Online Professional and Technical Degree Programs

**March 11-12, 2008
Madison, Wisconsin**

Attend and focus on

- ✓ *Concepts of quality and innovation in online learning*
- ✓ *Quality assessment using comprehensive benchmarks*
- ✓ *A systematic approach for quality assurance*
- ✓ *Models of quality assessment and assurance*

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Department of Engineering Professional Development
432 North Lake Street Madison, Wisconsin 53706

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THE UNIVERSITY
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COLLEGE OF ENGINEERING ■ DEPARTMENT OF ENGINEERING PROFESSIONAL DEVELOPMENT

Building Quality into Online Professional and Technical Degree Programs

**March 11-12, 2008
Madison, Wisconsin**

Interactive workshop providing

- **Comprehensive understanding of all aspects of quality**
- **Knowledge of cutting-edge tools, processes, procedures and benchmarks**
- **Analysis of organizational approaches to quality assessment and assurance**
- **Identification of strategies for implementing a systematic quality assurance process**

Co-sponsored by:

American Distance Education Consortium
American Society for Engineering Education/
Continuing Professional Development

National University Telecommunications Network

The TLT (Teaching, Learning, and Technology) Group



Building Quality into Online Professional and Technical Degree Programs

March 11–12, 2008 in Madison, Wisconsin

Practical, Results-Oriented Learning

This interactive workshop for professionals in higher education and corporate environments will build knowledge and skills in developing, delivering, teaching, supporting, and managing:

- Online professional and technical degree programs and courses offered by institutions of higher education
- Online technical and in-house education/training programs offered by corporations and businesses

The workshop will focus on

- Program quality assessment—selecting and measuring key performance indicators of quality
- Program quality assurance—systematically and continuously using data and feedback to meet and improve program performance relative to established standards and benchmarks

Interactive, Hands-on Sessions

As an attendee you will actively explore and evaluate theories and concepts of quality, consider practical examples and case studies, and engage in thorough discussion of implementation issues and challenges. The workshop sessions and activities systematically integrate theory, practice, and implementation.

Why This Workshop

Globalization, rapidly changing communications technologies, and fast-paced work environments have forced individuals and organizations to consider online delivery of courses and programs as an important means of

- Meeting the demand for advanced continuing education and continuous updating of professional skills and knowledge
- Certifying that individuals possess certain skill sets and knowledge

It is essential for the credibility of both the offering institution and the participating learners that these online programs demonstrate and document quality in all aspects of delivery, including the multiple perspectives of learners, teachers, employers, and other stakeholders.

Our Objective: High Quality in Your Programs

You will explore, discuss and learn from in-depth presentations and applied case studies from leading organizations and institutions in the field of online learning, including the University of Wisconsin–Madison, Washington State University, Pima Community College, and the Higher Learning Commission (North Central Regional Accreditation).

We encourage you to bring a team from your organization to learn with each other how to build systematic quality processes into your online degree programs.

Workshop Benefits Include...

- Comprehensive, systematic understanding of all aspects of quality
- Knowledge of cutting-edge tools, processes, procedures and benchmarks that can be used to
 - improve overall program quality, effectiveness, and efficiency
 - enhance learning, collaboration and knowledge sharing in online programs
- Analysis of organizational approaches to quality assessment and assurance
- Identification of specific strategies for implementing a systematic process for quality assurance
- Comprehensive bibliography of valuable references related to benchmarking of quality in online educational programs
- Network of colleagues working in the area who will be connected online after the workshop

Bring Your Team

We encourage attendance by teams from individual online programs or organizations. If you enroll three or more people, each person will receive a \$100 discount. (Fee discounts also available for members/affiliates of co-sponsoring organizations. See inside.)

Enroll online at

<http://epd.engr.wisc.edu/webJ836>
or call toll free 800-462-0876.

Who Should Attend

Program administrators, team leaders, program coordinators and faculty of online professional and technical degree programs

Managers of corporate-based educational training enterprises who are committed to building both in-house and contracted online professional programs

Team leaders and professionals in key program support areas such as technical and instructional design, teaching, library and student services, and program evaluation and assessment

Enjoy Madison!

The Pyle Center, our state-of-the-art conference facility immediately adjacent to Lake Mendota, is located on the University of Wisconsin–Madison campus, one of the world's great university settings. From the Pyle Center—as well as the nearby Campus Inn and the Madison Concourse Hotel where room blocks are reserved—you will have ready access to the Memorial Union and walking paths along Lake Mendota. You'll also be just steps from downtown Madison's State Street Mall with its unique shops, restaurants and entertainment. The Chazen Museum of Art, the State Historical Museum, the Overture Center for the Performing Arts and the State Capitol are within walking distance. Detailed information on Madison is available at <http://www.visitmadison.com>

Building Quality into Online Professional and Technical Degree Programs

March 11–12, 2008 in Madison, Wisconsin

Topical Outline

Concepts of Quality and Innovation in Online Learning

- Concept of quality in education in general
- Additional specific features of quality in online learning in particular

Quality Assessment Using Comprehensive Benchmarks

- Comprehensive approaches to development, assessment and continuous improvement of
 - quality online professional and technical degree programs
 - certificate programs
 - other continuing education courses
- Ensuring a comprehensive approach to assessment and benchmarking of quality in online technical programs, including
 - institutional or organizational criteria
 - program and curriculum criteria
 - multiple types of student support
 - criteria related to course design, instructional processes, and student learning
 - incorporating perspectives of the learner and external stakeholders
- Benchmarks and measurements for quality in online programs
 - core benchmarks that should be used in assessing program quality
 - establishing priorities and measurements of quality

Systematic Process for Quality Assurance

- Quality assurance process
 - steps to take in the quality assurance process
- Specific topics in quality improvement and assurance, including:
 - institutional effectiveness
 - course design
 - student support
 - evaluation to ensure quality of online programs

Models of Quality Assessment and Quality Assurance

The workshop will examine case studies and contexts that demonstrate effective and comprehensive quality assessment and assurance processes. These case studies, drawn from graduate, 4-year, and 2-year degree programs, will provide opportunities for in-depth exploration among workshop participants.

Workshop Schedule

Workshop registration will be at 7:45 a.m. on Tuesday, March 11 at The Pyle Center, 702 Langdon Street, Madison, Wisconsin. Workshop sessions will begin at 8:15 a.m. on Tuesday and at 8:00 a.m. Wednesday. The daily schedule will include continental breakfast, midmorning and midafternoon refreshment breaks, and lunch at noon. The workshop will adjourn at 4:00 p.m. on Wednesday.

Workshop Faculty

Donald E. Hanna PhD is Professor of Educational Communications with the University of Wisconsin–Extension. He is an experienced online instructor and teaches in UW–Madison Engineering Professional Development online master's degree programs. Dr. Hanna has written numerous articles and books and is the principal author of *Higher Education in an Era of Digital Competition: Choices and Challenges*. He is also co-author and editor of *Bridging the Gap: Leadership, Technology, and Organizational Change for Deans and Department Chairs*. He is frequently invited worldwide as a keynote speaker on technology and organizational change. He has taught internationally and received Fulbright grants for teaching and research with universities in Thailand, Viet Nam, and Latvia. He was also a visiting scholar at Victoria University in New Zealand and served in the Peace Corps in Afghanistan.

Dr. Hanna is former chancellor of the University of Wisconsin–Extension and associate vice-provost for extended university services at Washington State University and professor of adult and continuing education. He is an experienced accreditation consultant-evaluator with a focus on assessing and improving quality of online and distance learning programs.

Fred G. Lockwood PhD, Emeritus Head of Learning and Teaching at Manchester Metropolitan University, Manchester, England, was formerly deputy director of the Institute of Educational Technology at the United Kingdom Open University, as well as head of the Teaching and Consultancy Centre and of professional development in educational technology.

Dr. Lockwood was the originator and series editor of the highly regarded Kogan-Page international book series on open and distance learning, which encompasses 50 volumes addressing critical issues in the field, including quality assessment and

assurance in open and distance learning. His extensive experiences in teaching and consulting are based in both Western and non-Western contexts and cultures, and in developing and developed economic settings.

Michael A. Mariasingam PhD, Research Associate in the College of Engineering, University of Wisconsin–Madison, taught electronic engineering for many years in different countries before his graduate studies in continuing and vocational education at UW–Madison. His PhD dissertation focused on quality criteria and benchmarks for online degree programs.

Dr. Mariasingam helped establish new programs and faculties of engineering in Singapore, Malaysia, India, and Zimbabwe. He was coordinator of the Africa Virtual University Project and founding chairman of the Electronic Science and Technology Program at Universiti Sains Malaysia. Dr. Mariasingam has focused on quality in distance education, reforms and innovation in engineering education, alternative delivery approaches and alternative approaches to financing engineering education.

Thomas W. Smith MS, Program Director in the Department of Engineering Professional Development, University of Wisconsin–Madison, is the architect and founder of the university's first online master's degree program, the Master of Engineering in Professional Practice. This program has won major national awards from the University Continuing Education Association, The U.S. Distance Learning Association and the Sloan Foundation.

A pioneer in the use of Web-conferencing in engineering education, Mr. Smith has written extensively on this subject and has been instrumental in the development of the university's Web conferencing, teleconferencing and satellite communications capabilities. His consulting work in this area includes corporate clients in the Fortune 100 as well as other universities and government agencies.

Mr. Smith has written more than 40 papers and articles on telecommunications and distance education planning and budgeting and is a frequent speaker on these topics in the United States and Europe.

Workshop Co-sponsors

This workshop is co-sponsored by the professional organizations listed below. Professional members of these organizations, and individuals who attended the most recent national meeting of these organizations, will receive \$100 off the enrollment fee for the workshop. If you qualify, please check the appropriate box on the enrollment form. The co-sponsoring organization's Web site is available below for organizational and program information.

American Distance Education Consortium (ADEC)
<http://www.adec.edu/>

American Society for Engineering Education, Continuing Professional Development (ASEE)
<http://cpd.asee.org/>

National University Telecommunications Network (NUTN)
<http://www.nutn.org/>

The TLT (Teaching, Learning, and Technology) Group
<http://www.tltgroup.org/>

Team Discount

A discount of \$100 per enrollment is available to organizations sending three or more individuals.

Four Easy Ways to Enroll

Need to Know More?

Call toll free **800-462-0876** and ask for

Program Director:
Donald E. Hanna PhD
608-265-5119
dehanna@wisc.edu

Program Associate:
Gail Geib
ggeib@engr.wisc.edu

Or e-mail **custserv@epd.engr.wisc.edu**

General Information

Fee Covers Notebook, course materials, break refreshments, lunches and certificate.

Cancellation If you cannot attend, please notify us by March 4, and we will refund your fee. Cancellations received after this date and no-shows are subject to a \$150 administrative fee. You may enroll a substitute at any time before the course starts.

Location The course will be held at The Pyle Center, 702 Langdon Street, Madison, Wisconsin. If you must be contacted during the course, phone messages may be left for you at 608-262-1122.

Accommodations We have reserved a block of sleeping rooms (\$104 single; \$119 double, including parking and airport shuttle) for course participants at the Campus Inn, 601 Langdon Street in Madison. To reserve a room, call 800-589-6285 or 608-257-4391 and indicate that you will be attending this course under group code 70250. Room requests made later than February 18 will be subject to availability.

We have reserved a second block of sleeping rooms (\$102 single; \$112 double, including airport shuttle, pool and exercise room) for course participants at the Madison Concourse Hotel, One West Dayton Street in Madison. To reserve a room, call 800-356-8293 and indicate that you will be attending this course under group code BLD0310. Room requests made later than February 18 will be subject to availability. Your enrollment confirmation will include other hotel/motel information.



Phone:
800-462-0876 or
608-262-1299 (TDD 265-2370)

Mail to:

Engineering Registration, The Pyle Center
702 Langdon Street, Dept. 108
Madison, Wisconsin 53706



Enroll online today! Click here.

Fax:

800-442-4214 or 608-265-3448



Course Information

- Please enroll me in **Building Quality into Online Professional and Technical Degree Programs Course #J836** March 11–12, 2008 in Madison, Wisconsin Fee: \$895
Team Discount: \$795 each when three or more attend from the same organization.
Co-sponsorship Discount: \$795 for members or affiliates of a co-sponsoring organization (indicate below)
- I qualify for the co-sponsorship discount because of my membership or institutional affiliation (including attendance at the most recent national meeting of a co-sponsor) with the following co-sponsoring organization checked below:
- ADEC ASEE/CPD NUTN TLT

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UW#

Important—please enter the 3-digit UW# Code from the mailing label.

- Please check the box if you are a person with a disability and desire special accommodations. A customer service representative will contact you. Requests will be kept confidential.