

COLC Kick-Off Event Brainstorming

Top 3 Challenges

Tools and Technologies

Group 1:

1. Sharing Tools and Resources Campus-wide—knowledge and expertise, assets, vendor leverage, having enough resources to get the job done.
2. Sharing knowledge and context—what works? How to evolve?
3. Thinking pragmatically, not romantically about tools, while still understanding the need to know what is around the corner.

Group 2:

1. Figure out Best Practices—build vs. off the shelf. Technology needs to support the best pedagogy.
2. Production costs of creating good content and maintaining it
3. How to differentiate Cornell/how to innovate and support multiple platforms and screens and software

Group 3:

1. Integration Challenges when using disparate systems across programs (initiatives). Registration systems/LMSs/identity management
2. Accessibility concerns with some platforms for live events (GTM/Webex)
3. Ability to pull data from systems and visualize it in a way to inform decision making

Instructional Design and Quality

Group 1:

1. Faculty awareness and engagement—don't see need or know where to go—don't understand role of instructional design. Testimonials from faculty/example.
2. What are benchmarks for measuring quality as it relates to student outcomes—shared benchmarks for different developmental opportunities
3. Sustaining engagement and keeping evolution of our online product development. Strategies to keep online learning updated merit faculty.

Group 2:

1. Access to faculty
2. Access to affordable resources (technology and people)—production quality and best practices for courses
3. Audience/students—different comfort levels/needs/etc.

Group 3:

1. Acquire Expertise: Online/MOOC

2. Faculty Involvement (Investment)—research vs. teaching as other motivation
3. Active Learning—hands on learning

Resources

Group 1:

1. Insufficient Resources—Time, people, money, faculty and staff—everyone is stretched thin.
2. Quality—Wanting to do it well.
3. Policy/Legal Restrictions—Access to resources and development of new resources.

Group 2:

1. Faculty availability and participation expectation setting
2. Funding and budget
3. Training and support of staff

Group 3:

1. Too many options
2. No clear “winner”—yammer, chatter—no central tool
3. Unclear support/resources—need focused resource
 - a. Central website—communicate about structure via dB—comparison and description of what is available (who, what, when, where)—FAQs section. Someone write code to connect single point communication.

Training for Faculty and Staff

Group 1:

1. Resources—financial resources to develop, identify SME’s, mode of development
 - a. Raise awareness—what’s currently available? What needs to be developed? What are the costs?
2. Engagement—breaking down barriers to online learning and developing communication
 - a. What is currently working? Communicate best practices within CoP—sharing amongst members.
3. Development and Facilitation of course materials and finding qualified facilitators.
 - a. Develop workflow for MOOCs and other modalities.

Group 2:

1. We’re not aware of what’s out there—what’s available to us at Cornell—in terms of tools, resources, services, approaches
2. We don’t have a common language or shared models of what forms online learning can take
3. We don’t know how to structure collaborations
 - a. Composition of the team
 - i. Availability and scalability of different resources
 - ii. What capabilities are available to my team and where are they manifested (staff, partners, tools)

- iii. Flexibility of team composition to suit the needs of my project

Policies and Standards

Group 1:

1. Principles of good practice/quality.
2. Central US de-centralization.
3. Sharing best practices.
4. Standardization

Group 2:

1. Quality promotion and assurance
2. Identify and support common resources to enable online programs across Cornell (platform, training)
3. Communication and community

Business, Marketing and Communications Strategy

Group 1:

1. Coordinate—freedom to be entrepreneurial—but still maximize resources and marketing coordination (need to know what to coordinate).
2. How to share/re-use data that already exists—example: surveys that have been done (Library—neutral source)
3. Raising awareness of offerings, marketing—getting people in to classes.
4. How to keep up with the “Jones” yet differentiate—finding the niche.

Group 2:

1. Academic Credit Strategy—issue of currently lacking academic credit.
2. Lack “Center of Expertise” for online learning—which would address issues such as:
 - a. Pricing Strategy
 - i. Consistency in course pricing
 - ii. POI—value to customer
 - b. Best Practices around
 - i. Strategy
 - ii. Course development
 - iii. Course execution
 - iv. Faculty compensation
 - v. Consistent look and feel across products and courses (brand)
 - c. Identifying all the “touch points” in the customer