TODAY’S PRESENTERS

Carol Schuler
Director, CIC Online Course Sharing Consortium
Council of Independent Colleges

Jeff Bowe
Dean of Distance and Online Education
Catawba College

Kim Smith
Registrar
Catawba College

Nathan Green
Co-Founder and Chief Revenue Officer
College Consortium
HOUSEKEEPING

• If you want to participate in the webinar using your phone, select “Telephone” and dial (631) 992-3221. The access code is 499-862-511. The PIN can be found on the right-hand side of the screen. You can also use a headset or speakers connected to your computer.

• Use the Questions box on the right to submit questions. Please include your name and the name of your institution.

• All voice lines are muted.

• Note: The webinar is being recorded; slides, handouts, and a link to the recording will be sent to all registered participants and provided on CIC’s website.
TODAY’S AGENDA

1. Webinar Series Featuring Key Stakeholders for Success
   - Today: Catawba College - Dean of Online and Registrar
   - September: Springfield College - Academic Advising

2. Introduce the CIC Online Course Sharing Consortium

3. Highlight Opportunities to Improve Outcomes

4. Online Course Sharing at Catawba College

5. Impact and Opportunity for Online and Registrar Departments

6. Top 10 Tips to a Successful Start

7. Ways to Learn More and/or Participate

8. Key Contacts and Resources for Information
CIC and Online Course Sharing

• CIC provides national reach to members that participate

• Discounted annual fees

• Like-minded institutions that share similar goals and concerns for academic quality, as well as a commitment to the liberal arts

• Better assist students with academic progress
ONLINE COURSE SHARING CONSORTIUM MEMBER INSTITUTIONS

Albertus Magnus College
Alderson Broaddus University
Aquinas College (MI)
Bay Path University
Benedictine College
Bethany Lutheran College
Bethel College (KS)
Blackburn College
Bloomfield College
Bluefield College
Brandman University
Brevard College
Buena Vista University
Calvin College
Catawba College
Clarke University
College of Saint Mary (NE)
Columbia College Chicago (IL)
Concordia University Texas
Concordia University, St. Paul
Cottey College
Covenant College
Defiance College
Dillard University
Dominican College (NY)
Dordt College
Eureka College
Ferrum College
Fisher College
Franklin University (OH)
Gannon University
Gardner-Webb University
Geneva College
Gordon College
Goshen College
Grove City College
Hastings College
Heidelberg College
Hood College
Houghton College
Houston Baptist University
Jarvis Christian College
John Brown University
King University (TN)
Lee University
Lenoir-Rhyne University
Lourdes University
Luther College
Malone University
Marian University (IN)
Maryville College
McKendree University
McMurry University
Medaille College
Mount Saint Mary’s University (CA)
Nebraska Methodist College
Notre Dame de Namur University
Ottawa University (KS)
Palm Beach Atlantic University
Quincy University
Saint Joseph’s College of Maine
Saint Mary’s College (IN)
Saint Michaels College
Salem College
Schreiner University
Siena College (NY)
Siena Heights University (MI)
Springfield College
St. Edward’s University
St. Mary’s University (TX)
Stillman College
Texas Lutheran University
Texas Wesleyan University
Tiffin University
Trine University
University of Bridgeport
University of Mount Union
University of Northwestern-St. Paul
University of Pikeville
University of Providence
University of St. Francis (IL)
University of the Incarnate Word
University of the Ozarks
Virginia Wesleyan University
Walsh University (OH)
Warren Wilson College
Wayland Baptist University
Wesleyan College
Wheeling Jesuit University
William Peace University
Wilson College
Wingate University
Wittenberg University
OCSC and Course Sharing In the news

"the Council of Independent Colleges has launched the Online Course Sharing Consortium to help more of its 650-plus member institutions achieve those goals" – 11/29/18

Forbes

"consortial model comes from repurposing open seats at network schools to help students meet requirements they need to continue or complete their education, while being able to enroll in the courses at a time that works for them" – 01/22/2019

"advantageous for students who change majors, add a minor or specialization, or made a course oversight or enrollment mistake at some point in their college career" – 3/5/19

EdSurge

"[The student] had switched her major, and … was three credits short and still trying to reach her goal of earning her bachelor’s in three years. She did so by taking three courses through the College Consortium" – 3/31/19

"the online directory of courses helped sell [the] faculty on doing online course sharing, since it allows them to look at details about each course—including the syllabus and even some ‘learning assessment data’" – 1/25/19

Edscoop

"students can use financial aid when enrolling in a course from another institution, something a traditional credit transfer wouldn’t allow" – 12/6/18
DEFINING KEY TERMS IN THE CONSORTIUM

Home Institution (HI): School with student
Teaching Institution (TI): School with course/empty seat
Enrollment: A student at HI taking a course at the TI
Consortium: An association of two or more institutions with the objective of participating in a common activity

Benefits of the Consortial Model:
1. HI can award institutional credit for course taken at TI
2. Credits count toward part of full-time status
3. Financial aid and the grade can be applied
4. Institutions can innovate and collaborate
IMPROVING REVENUE AND RETENTION

- Transferred and out of sync
- Dropped to 12 hours first semester and fell behind
- Changed Majors
- Weighed down by D or F on transcript
- Near graduation but didn’t complete
- May lose athletic eligibility
THE COURSE SHARING CONTINUUM

COURSE DEMAND

ACCESS COURSES FROM QUALIFIED FACULTY AND ALIGNED INSTITUTIONS

OPEN SEAT INVENTORY

SUPPORT STUDENT PROGRESS
TECHNOLOGY, TOOLS, AND TEAM

The Platform: Facilitates Collaboration

Site securely moves data and dollars between schools
No direct integration with your SIS or LMS
Built-in workflow to centrally approve all enrollments

The Economics: Creates Revenue Share

Teaching Institution (TI) offers seat at lower price:
1. No cost to recruit student
2. Filling an existing (empty) course seat

Home Institution (HI) charges its regular per-credit hour rate

The Academics: Control, Compliance, Options

Preview syllabi and faculty CVs to find more aligned courses
Pre-approve courses to publish on student and staff views
Academic team of 5 former CAOs to implement strategies
**Opportunities to Improve Outcomes**

1. Add “Other-Semester” Options to Improve Progress – RETENTION

2. Regain Good Academic Standing (“DFW”) – RETENTION, REVENUE

3. Mid-term Intervention – RETENTION, REVENUE

4. Developmental Math (and English) – REVENUE, RECRUITMENT, QUALITY ASSURANCE

5. Finishing Out Walkers – GRADUATION, REVENUE

6. Bringing Back “Stop-outs” to Complete – GRADUATION, REVENUE

7. Summer/Winter Term Transfer Credit Recovery – QUALITY ASSURANCE, REVENUE

8. Efficient Scheduling and Course Load – REDUCE COST, QUALITY ASSURANCE

9. Program Expansion (new Concentrations, Minors, Majors) – RECRUITMENT, REVENUE

10. Program Teach-outs – GRADUATION, REVENUE
Catawba College Culture and Community

Fast Facts:
• Founded in 1851, Catawba College is the sixth-oldest college in North Carolina
• 1325 students from 36 U.S. states and 19 foreign countries
• 8 fully online programs supporting 160+ adult students
• 22 NCAA Division II sports representing 43% of the total student body
• #4 Best Regional College – South per U.S. News & World Report
• Proud member of CIC, NCICU, and Nation’s College of Distinction
• Mission: Catawba is committed to providing students an education rich in personal attention that blends the knowledge and competencies of liberal studies with career preparation.
• Rural community with a 20% lower average-income; Population of Salisbury NC is 34,000
Path to Participation – VP/Dean of Online

VP/Dean of Online is one of the top positions to bring the CIC Consortium to an institution. Here is why it made sense at Catawba:

• New title designed to reflect online focus
• Faculty status for credibility
• Problem-solving barrier-breaking mindset
• Additional tuition revenue in non-traditional online courses
• Alternative for low enrollment courses both populations
• Solution for off-cycle rotation problems both populations
• Planned ramp up: enrolling (home), teaching, consortial
• At least 2 RN2BSN applicants needed pre-req courses
• At least 4 non-traditionals needed off cycle courses
• At least 3 athletes doing grade replacement
• At least 4 highly at-risk summer students
• Being a Teaching Institution seems like the easy and profitable path
• Being a Home Institution changes the lives of your students
Supporting Student Progress – Registrar

Registrar’s office is key to successfully implementing the CIC Consortium and ensuring student success/progress, in partnership with the Online office, by:

• Creating records/placeholders in Banner (SIS) and ensuring enrollments are correct
• Working with business office for billing and maintenance of status of students (HI)
• Setting-up $0-bill codes and attributes to track registrations (TI)

Tasks to support the Consortium were easily absorbed by the current team, which includes 2 ½ staff in the Registrar’s office.

Screenshots from Banner
**Top 10 List – Jeff Bowe**

1. Have everyone involved upfront, including IT

2. Have a plan/process for course review and approval, and push for way more courses than you think you will need

3. Set realistic financial and enrollment goals, as both Home and Teaching

4. Keep an eye on the drop dates and last day to register

5. Be prepared to hand hold students who are not familiar with your LMS

6. Be pleasantly surprised at what is popular--Spanish and General Psychology

7. Don’t be scared if sign ups are slow at first because they just suddenly appear

8. Identify one group of students from your campus you can help and make the *pilot/demonstration* for success (athletes, at risk, small majors)

9. Think about courses that are out of rotation or bottlenecks

10. Call another college in the Consortium, they can help and are really supportive
SELECTIVE BUT STRATEGIC SHARING

Used courses from 9 schools
Provided courses to 13 schools

Year Over Year Growth as both HI and TI
More Structural Adoption of Strategies

Monthly Enrollment Activity: Cumulative

Monthly Enrollment Activity: 1st Derivative
HOW TO LEARN MORE AND PARTICIPATE

1. Meetings with your team to answer questions and explore opportunity
2. Determine interest in being a Home and/or Teaching Institution
3. Execute Member Services and CIC Consortium Agreements
4. Complete Onboarding: planning meeting, training, account set-up
5. Identify courses you want to offer or access through Consortium

Average Timeline to Enrollments

1. 60–90 days for exploration and consideration – Signed Agreement
2. 30–45 for onboarding and implementation – Set-up on the Site
3. 45–60 days to make or receive first enrollment – Improving Outcomes
Questions?
KEY TEAM MEMBERS AND CONTACTS

OCSC Resources may be found on the CIC Website: www.cic.edu/member-services/online-course-sharing-consortium

Presenters:

CIC - Carol Schuler, Director: cschuler@cic.nche.edu, (202) 466-7230
CC - Nathan Green, Northeast: nathan@collegeconsortium.org, (917) 309-1877
Catawba - Jeff Bowe, Dean of Online: jjbowe@catawba.edu, (704) 637-4463
Catawba - Kim Smith, Registrar: kasmith@catawba.edu, (704) 637-4322

College Consortium Academic Account Executives:

Rob Manzer, CAO and Southeast: rob@collegeconsortium.org, (512) 492-2550
Rick Ostrander, North Central: rick@collegeconsortium.org, (616) 617-9800
Steve Bullock, Midwest: steve@collegeconsortium.org, (402) 720-0205
Will Friesen, West Coast: will@collegeconsortium.org, (330) 904-8405