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WebCT and the Academic Enterprise System: Making the Grade in Higher Education

David Rosenbaum
Sr. Director, Market Development
WebCT
Introduction

- Evolution of online learning
- The changing educational environment
- Introducing: The Academic Enterprise System
Phases of Online Learning

- Presentation
- Integration
- Internalization

Year:
- 1995
- 1997
- 1999
- 2001
- 2003
- 2005
Phase One: Presentation

- 1995 – present
- Putting content on line
- Isolated system
- Done on ad-hoc basis
Phase Two: Integration

- 2000 - present
- Campus wide
- Majority of courses have an online component
- Connected with some campus systems
Current CMS – State of the Art

Portal

Single sign-on
Role known

Finance

HR

Student Information System

IMS Enterprise API

Course Data
Class List
Roster changes

WebCT Campus Edition

Course  Course  Course  Course
A changing environment....
Students are changing

- Older incoming classes
- Time commitments
- Looking for flexibility
- Looking for targeted learning
- Demanding the Internet!
Competition is Rising

- “New” institutions appearing
- Institutions expanding their boundaries
- Increased marketing to students
Increasing Scrutiny

- Governments toughening on public institutions
- Increased accountability
- Funding at stake
- Rankings in minds of alumni and prospective students
How will you compete?

• Target students who will succeed
  - Success indicators
  - Retention programs
  - Boost student success
  - Recruiting programs
How will you compete?

- Target students who will succeed
- Lifetime student retention
  - Lifetime learning programs
  - Communication tools
  - Understand needs
  - Institutional branding
How will you compete?

• Target students who will succeed
• Lifetime student retention
• Recruit and retain quality faculty
  - Quality student body
  - Facilities and support
  - Learning opportunities
How will you compete?

- Target students who will succeed
- Lifetime student retention
- Recruit and retain quality faculty
- Continuous improvement
  - Monitor student performance
  - Survey
  - Feedback mechanisms
  - Training programs
How will you compete?

- Target students who will succeed
- Lifetime student retention
- Recruit and retain quality faculty
- Continuous improvement

- Maximize student revenues
  - Reduce cost of recruiting
  - Reduce cost of retention
  - Continue to sell to base
  - Build ‘brand loyalty’
Keys to success

- Good information systems
- Constant measurement
- Set and track to goals
- Research your customers needs
- Build your brand
- Strong faculty
Phase Three: Internalization

- 2002 and beyond
- Building online components into all programs
- Leveraging data from ALL Campus Systems
- Measure and create feedback loops
Dawn of a new Category:
The Academic Enterprise System
Need:
Move beyond Course Boundaries

Personalized Gateway

- Content
  - Assess/Eval
  - Tracking
  - Communication

Content Management

Learner Performance

Learner Tracking
System is starting to look like...

- Educational Interactions (Courses)
- Role-based Content Management
- Dynamic Learning Information Management

Personalized Gateway
The Academic Enterprise System

- Course Management System
- Flexible Hierarchy of Learning Contexts
- Content Management beyond Course Boundaries
- Dynamic Learning Information Management
Academic Enterprise System (AES)

Portal
- Financial
- Library
- SIS

Standards-based Integration

Personalized Gateway
- Educational Interactions (courses)
- Role-Based Content Management
- Dynamic Learning Information Management
- Extensible, Enterprise Class Platform Architecture

3rd Party Tools
- Tool
- Tool
- Tool

Tool API
Powerful Content Management Capabilities

• Content creation and sharing across course boundaries
• Ability to tag, store, search, and repurpose content based on role and ownership
• Drag-and-drop content acquisition via WebDAV
• Flexible content delivery with criteria based release
Flexible Learning Framework that Mirrors the Institution

Course & Section Hierarchy
Flexible Learning Framework

- Centralized system installation and hosting
  - ✅ maximizes $ resources
- Options for centralized or local control of administration
  - ✅ align with workflow
- Role-based access to content, tools, and information
  - ✅ optimizes resources
Dynamic Learning Information Management

- Aggregate student learning data is available *for the first time* at the institutional level.
- Campus-wide learning data can be analyzed and leveraged to improve degree programs and boost student satisfaction.
- Ability to access and analyze data at the course level drives continual improvement of the learning experience.
Superior Course Development and Delivery Capabilities

- Pedagogically neutral selection of learning tools
- Dynamic information sharing across tools
- Wide range of assessment capabilities, with fully integrated, shared question database
- Facilities for collaborative group projects
- Broad range of synchronous and asynchronous communication tools
WebCT’s Strategy: Help you...

- Offer new, exciting ways to teach & learn
- Reach and retain successful learners
- Generate new & recurring revenue streams
- Reduce physical infrastructure costs
- Integrate campus technology infrastructure
- Mine student data to improve outcomes
Introducing…

WebCT Vista
The premier Academic Enterprise System