

## Distance Education at the Graduate Level: Facilitating career development through applied knowledge and use of online technology



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Muthusami Kumaran, Angela Lindsey, Kate Fogarty Read

## Covering Today

- Background: Distance Ed. & Grad Students
- Career advancement goals for graduate distance education students
- Developing online graduate courses
- Effective tools for applied learning in an online setting
- Brainstorming/Application Tools
  - Transforming classroom course to interactive online format
  - Relating course materials to students' work

## Background

- Coursework for distance education graduate students is a career investment
  - Accommodate needs and backgrounds (professional & personal) of students
- Course Architecture/Design is integral
- Effective online course materials are practical and interactive
- UF's CITT and course management systems provide extensive support

## Starting Your Course

- Center for Instructional Technology & Training (CITT) – Resources
  - Instructional Design Support / Workshops
    - <http://citt.ufl.edu/citt/services/course-design/>
  - CITT Video Studios
- Tools on Course Management Systems
  - Discussions
  - Conferences / Big Blue Button
  - Collaborations
- Course Example

## Example: FYC 6234: Theoretical Approaches to Youth Development

- A core theory course
- Students interest/needs in taking course vary from professional to personal
- Challenge: relating youth development theory to current work (practice/research)
- Reported course impact on students' professional and personal lives
  - Course "products" – e.g., EDIS publication
  - Reflections

## Nonprofit management, online!

- Graduate Cert in Nonprofit Leadership
- Launched in 2008
- Four hands-on courses
  - FYC 6421: Nonprofit Organizations
  - FYC 6422: Case Studies in Nonprofit Mgmt/ FYC 6905: HR Mgmt
  - FYC 6424: Fund Raising
  - FYC 6425: Risk Mgmt
- Old school vs. New school
- Growing online presence
- Value-added course content

## The Clientele

- Executive officers of nonprofits
- Mid career managers & supervisors
- Volunteers
- Represent a wide variety of nonprofits
- Seek applied knowledge on topics important to nonprofit management
- Interested in best practices
- Very busy people!
- Ambassadors of the Program

## The course architecture

- The syllabi, texts, readings & other standard stuff
- The wonderful folks of CITT (basecamp!)
- Canvas, the friendly CMS platform
- Video taped lectures (max. 20 mins)
- Hands-on brief assignments (3 – 5)
- Talk-show-format discussion sessions with nonprofit officials and leaders
- Interactive learning
  - Asynchronous discussion forums
  - Synchronous online chats
- Final course projects

## FYC 6421

- FYC 6421: Nonprofit Organizations
  - Intro to the world of nonprofits (for a 'bigger' picture on the sector)
  - Basics of key management aspects: governance, planning & eval., leadership & HR, marketing & fund raising, volunteers, legal & ethical, etc.
  - Best practices
  - Course project: Development Plan for a new (dream!) nonprofit

## FYC 6424

- FYC 6424: Fund raising for Nonprofit Organizations
  - A tiny dose of theories of philanthropy
  - Giving in the USA
  - Marketing the cause
  - Modes and methods of fund raising
  - Online fund raising
  - Best practices
  - Course project: Fund Raising Plan for an existing nonprofit

## At the end of it all... ...this is what matters!

- Dr. K,
- As I have stated before, I never imagined I would have gained so much from the Nonprofit Certificate program. As an Executive Director with extensive program experience, these classes have enhanced and expanded my knowledge on the organizational side of nonprofit leadership. In particular, after completing FYC6421 it was apparent our board bylaws should be revised and our program logic models expanded. In FYC6424, I have had the opportunity to analyze our fundraising streams and have realized our organization could diversify our funding sources even further with a formal Annual Fund Drive Plan. In addition, I was inspired to move quickly and launched our first Mentor Scholarship Fund ask last month, our new website will be live by the end of April and I have recently established an event committee for a new fundraising event.
- My time is extremely limited as a nonprofit Executive Director however, Dr. K you have truly made these two classes extremely enjoyable. The variety of topics and guest speakers have been very informative and each assignment has been meaningful and valuable to my position as an Executive Director. In completing the assignments, I have gained a different perspective speaking with other nonprofit leaders and furthermore, the assignments have provided me with the opportunity to assist our Director of Development with researching new grants and prospective donors.....
- Nancy Stellway, ED, Take Stock Children Palm Beach County

## ...bliss of online teachin'!

- Dr. K,
- I really enjoyed taking your nonprofit class Summer A. It was packed full of reading, lectures and assignments – but definitely doable with the right time management. I appreciate the amount of work you put into designing the online course. It's the most organized, clearly outlines course I have taken online at UF.
- Your passion for nonprofits is evident, and really made me excited to learn and develop my own idea for a nonprofit. You're at the top of my list of people to contact when I start my nonprofit. ☺
- Best,
- Erin Lumpkin, Full-time mom & aspiring nonprofit ED

## FYC 6422 – Case Study Course

- Next step from 6421 and applies principles from FYC6421 to real world examples with case studies
- In the classroom, this class is very interactive and a lot of class discussion
- In developing course for online, wanted to somehow apply the uniqueness of the classroom discussion with the flexibility of an online course

## Unique Perspective

- Prior to returning to UF for my Ph.D., I was an ED for a nonprofit for 7 years
- Unique understanding from the student perspective
- Class development & management took into consideration their lives beyond the computer
- Very respectful of their time having been in their shoes!

## Course Development & Management

- Once a week case studies that focused on an area(s) of nonprofit management
  - Board Development
  - Ethics
  - Volunteer Management
  - Leadership
  - Organizational Change
  - Founder's Syndrome
- Students required to read case study & answer questions for assignment

## Course Development & Management

- Discussions happened in the online chat of Sakai/Canvas
- Opted not for a face to face discussion as finding a time was difficult & we were able to have rich discussion on-line
- Syllabus clearly stated that on-line participation in the discussions was a must
- Question posed on the discussion board & students required to answer question AND respond to their peers

The screenshot shows a discussion board interface. The main thread is titled "Discussion Week 4 (Last Case Outcomes)". The first post is from "Jameson Buehler" on Jan 21, 2015. It contains a long paragraph of text discussing organizational change and leadership. Below the main post, there are several replies from "Paul" and "Aracelis Buehler". The interface includes a search bar, a "Submit" button, and a list of participants on the right side.

## Activity / Conclusion

- Brainstorming exercise
  - List career needs of DE graduate students
  - Course objectives
  - Suggested materials
  - Steps to course creation or improvement
- Questions? / Comments

