

From: Martin Lancaster
To: CC Presidents; StBoardCC; V-Ps
Date: 2/18/00 11:54AM
Subject: College Board Meeting

Last week I attended the Southern Regional College Board meeting at the insistence of their new President/CEO, former Governor Gaston Caperton of West Virginia, a friend of mine from a previous life. There were several interesting sessions which I wish to share with you.

One of the most interesting was a woman who had done a market survey for community colleges funded by College Board. Here are random points she made:

Community college students desire to go to class:

from home 70%

from work 30%

at sites less than 30 minutes from home 65%

at sites they can drive to (as opposed to walking to or taking public transportation) 65%

Community college students prefer their classes to be scheduled for

weekday nights 45%

weekday days 45%

week-ends 5%

combination 5%

Most popular time for classes at c.c.

8-9AM 25%

4-5PM 10%

6-7PM 35%

15% of c.c. students prefer mini-mesters to full semester length courses

20% prefer week-end compression classes to regularly scheduled classes

Preference for length of class:

1-9 weeks 20%

10-12 weeks 30%

13-14 weeks 7%

15+ weeks 45%

Services wanted by students **on** campus:

bookstore 90%

parking 80%

library 80%

copier 60%

computer lab 60% (seems low to me)
counseling 55%

Why students enroll in order of importance:

Right program

Campus location

Quality of program

Reputation in the community

Nationwide 25% of all adult (over 25) learners already have a 4-year degree

Sunday afternoon classes are increasingly popular (no percentage or other quantifier)--faculty increasingly interested in teaching on Sundays--student services personnel more reluctant than faculty to work on Sunday--a "help desk" for student services more important to students than full service student services at night and on week-ends (they want to talk to **SOMEBODY** who will take care of their problem the next work day and then get back to them, not necessarily immediately).

SESSION ON DISTANCE LEARNING PRESENTED BY SREB

National surveys show that strong preference for on-line courses over telecourses or interactive video (not quantified in the session--just the general statement)

Even for traditional face-to-face classes, strong support for use of the internet to enhance learning (chat rooms, syllabus and assignments on line, questions of instructor) etc. Hybrid courses (some sessions face-to-face, but much of the course on-line) are increasingly used and very popular.

Florida has developed a state-wide student services program on line for c. c. and universities (applications for admission, transfer and financial aid, student advising, career counseling, etc.) Our Pathways program may mature into a similar capability.

Service area boundaries must be ignored for distance learning to ever achieve its full potential. Likewise, out of state tuition must be addressed. SREB is pushing among its members an e-rate for tuition which would be the same across the region without regard to state boundaries.

Competition is becoming intense and not just from Phoenix and fly-by-nighters. Harvard now offers multiple degrees wholly on line. Duke offers an MBA on-line. However, the greatest growth in distance offered programs is in non-credit, continuing ed programs, most offered at GREAT cost by proprietaries. We could eat their lunch because of cost if we could get over service area boundary hang-ups and out of state tuition problems.

Never say we can't offer an information technology course because of lack of capacity. When a product is hot at Wal-Mart, they don't say, sorry but we can offer only 1,000 of those widgets. They get in whatever the demand requires. C. C.'s need to develop that same attitude and add however many sections are needed to meet the demand. They suggested that non-traditional times (very late at night---after 11:00 PM; very early in the morning--7:00 AM or before; Friday nights, Saturdays and Sundays---just avoid the church hours!) be considered if your capacity is full at traditional times. If we do not use every device possible to meet the demand, the students will go elsewhere and we may never get them back.

Put our classrooms where people live, not where they work (see survey data above--I owe Bruce Howell and Wake Tech an apology--I always thought their decision to put their new campus in North Raleigh instead of at the Research Triangle was a mistake--two sessions disputed my "conventional wisdom" and support their decision--same goes for Tony Zeiss and CPCC's new campuses around the city where folks live).

SREB never intends their distance offerings to become degrees offered by SREB like the Western Governors' initiative. They want to broker courses and degrees offered by schools in member states. They also want to be an advocate for the participating schools with Governors and legislators to create a more favorable climate and more favorable policies to encourage distance opportunities. The e-rate tuition is an example.

Gaston is interested in College Board very aggressively increasing their relevance and importance to c.c.'s. This will be one of his priorities. He will be visiting us soon in NC to explore how. Your thoughts in advance of that visit will be appreciated. I know that many use their assessment instruments and some of you may have begun testing on-line. Your thoughts on what College Board is doing now and how it might be improved would be important, too.

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