Agenda

• Persistence in an Online and Blended Learning Environments
• Importance of Course Quality
• Course Quality Indicators
• Course Design and Layout
• Designing for Engagement
• Course Engagement Indicators
Top 5 Key Factors to Success in an Online Course

• Satisfaction with online learning
• A sense of belonging to a learning community
• Support
• Time management skills
• Quality of interactions and feedback
Common Barriers to Persistence

- Auditory learning style
- Lack of digital literacy
- Difficulty in accessing resources
- Isolation and Decreased Engagement
- Lack of computer access
- Personal life barriers
- Poor communication
Importance of Assuring Course Design Quality

• Good design solves a problem and communicates a message: every eLearning design project has a definite purpose (or should)

• First Impression is almost always the last impression: first impressions of online content are 94% design related

• Design is closely connected to engagement

• User experience and usability helps achieve your learning goals

• Good design inspires to take action

• Good design helps learners recall
Course Quality Indicators

- Course overview and information
- Course technology and tools
- Design and Layout
- Content and Activities
- Interaction
- Assessment and Feedback
Course Design and Layout: Application of User-Friendly Technology

How

• **Learning Management Systems (LMS):** Moodle, Canvas, Loud Cloud

• **Webinars:** via Adobe Connect, Zoom, GoToWebinar, etc.

• **Use of Media:** graphics, video streaming, interactive media (apps such as polls, quizzes)

Why

• Structure, consistency, ease of access to course materials (including eBooks, PDF downloads, etc.)

• Interaction, engagement, connect a face to a name, discussion in real-time

• Enhance course text and comprehension, address various learning styles, provide interest, learn technical skills for use outside classroom
Course Design and Layout: Technology Considerations

• Access to computer
• System requirement
• Skills required and support resources provided (orientation, website, software, hardware)
• Ability to easily access all tech tools and apps
Course Design and Layout: Visual Appeal and Consistency

• Structure, organization, consistency ("block" and format text)
• Uncluttered; use of whitespace ("breathing room")
• Color-code; color contrast
• Limit number of fonts (minimum 12-point, sans serif, e.g. Arial, Tahoma)
• Clear instructions
• Linear format preferred; use pre-formatting
Course Design and Layout: Visual Appeal and Consistency Continued

- User-friendly, consistent navigation
- Graphics with text descriptions
- Tables have titles, description, row and column headers
- Slideshows have slide title, manual transitions

https://pixabay.com/vectors/speaker-class-lecture-professor-2673919/
Course Quality Indicators

Tools for Success: Scorecard and Dashboard

• OQSCR
• Interactive Rubric
• Interactive Dashboard
• Request your own (it’s free!): https://oscqr.org/get-oscqr/
Course Engagement Indicators

- Vision of learning
- Technology
- Instructors Role
- Tasks
- Grouping

- Instructional Model
- Assessment
- Learning Context
- Student Role
Designing for Engagement: Technology

- **Interconnectivity**: allows interaction by communicating in various ways
- **Access to challenging tasks**: offers or allows access to tasks, data, and learning opportunities that stimulate thought and inquiry
- **Enables learning by doing**: offers access to simulations, goals-based learning, and real-world problems and productivity tools
- **Media Use**: provides opportunities to use and create digital media

• Faculty Check List: [https://link.springer.com/article/10.1007/s11528-017-0239-4/tables/3](https://link.springer.com/article/10.1007/s11528-017-0239-4/tables/3)

• Student Check List: [https://link.springer.com/article/10.1007/s11528-017-0239-4/tables/4](https://link.springer.com/article/10.1007/s11528-017-0239-4/tables/4)
Resources


Online & Blended Professional Learning from CALPRO