Best Practices for Developing an Online or Blended Course
Morrill Act
The Emergence of Distance Learning
Online Learning: Definitions
Definitions

• **Distance Education**: Education at a distance.
• **Online**: Course offered over the Internet.
• **Blended/Hybrid**: Face-to-face and online instruction.
  • **Flipped**: Lecture and homework are reversed.
• **Technology Enhanced**: Technology integrated into face-to-face instruction.
• **Learning Management System (LMS)**: Technology platform for online course delivery.
• **MOOC**: Massive Open Online Course.
Definitions

- **Synchronous**: Participants interact at the same time (chat, live webinar, conference call).
- **Asynchronous**: Participants interact during elapsed time (discussion forum, email, blog).
- **Self-paced**: Students work at their own pace.
- **Open enrollment**: Participants enroll at anytime for a specific period of time.
- **Cohort based**: Participants enroll by deadline and go through course as a group.
Online/Blended Courses: Development Process
I. Define Phase

- Needs Assessment
  - Survey, focus group, research

- Design/Strategy Document
  - Goal, audience, delivery, budget

- Project Schedule
  - Deadlines (event, grant, goal)
II. Planning Phase

- Learning objectives
  - Measurable instructional outcomes
- Course outline

Foaling: Post-Natal Care
Course Outline

1. Post-Natal Care Overview
   a. Overview and Objectives
2. New Born Foal Care – The First 48 Hours
   a. Preparing for the First 48 Hours
   b. Stages of Delivery
   c. Respiratory Conditions
   d. Umbilical Cord
   e. Nursing and Colostrum
   f. Failure of Passive Transfer
   g. Physical Exam
   h. Knowledge Check Point: The First 48 Hours
3. Routine Health Care
   a. Vaccinations
   b. Preventive

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II. Planning Phase

• Interaction/Activities/Media
  • Lectures
  • Activities
  • Assessments
  • Motivation techniques
• Evaluation plan
• Research/curate existing resources
  • Creative commons license
Create the appropriate license
http://creativecommons.org/choose/

Most Open
- Attribution
- Attribution Share Alike
- Attribution No Derivatives
- Attribution Non-Commercial
- Attribution Non-Commercial Share Alike

Least Open
- Attribution Non-Commercial No Derivatives
Enter your search query

I want something that I can...
- use for commercial purposes;
- modify, adapt, or build upon.

Search using:

- Europeana
  - Media

- Flickr
  - Image

- Fotopedia
  - Image

- Google
  - Web

- Google Images
  - Image

- Jamendo
  - Music

- Open Clip Art Library
  - Image

- SpinXpress
  - Media

- Wikimedia Commons
  - Media

- YouTube
  - Video

- Pixabay
  - Image

- ccMixter
  - Music

- SoundCloud
  - Music
sustainability practices
II. Planning Phase

- User interface
  - Moodle, Desire2Learn, web site

- Development tools
  - Camtasia
  - SnagIt
  - Articulate
  - Photoshop
  - Dreamweaver
  - Vimeo
  - YouTube
  - Kaltura
  - Google Hangouts
III. Write/Build Phase

- **Storyboard** (develop/approve)
- Create graphics, animations, activities, assessments
- Create/approve alpha
  - Usability
  - Accessibility
  - Quality Matters
Course Title
(Module/Unit/Lesson)

Course Objectives
The learner will be able to:
1. List objective
2. List objective
3. List objective

ONLINE EXPERIENCE (Total Time Estimate)

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- Content (as it should appear on screen):
IV. Test & Refine Phase

• Beta test/pilot test
• Final approval

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V. Launch

- **Participant management**
  - Certificates
  - Emails/questions/calls
- **Continuous improvement**
  - Quality assurance checks
  - Planned improvements
- **Marketing**
  - ANR Communications
Activity
http://tinyurl.com/feconline
Additional Resources

For resources relating to this presentation please go to:
http://od.msue.msu.edu/instructional_technology/instructional_technology_resources

MSUE Instructional Technology: Gwyn Shelle | heyboerg@msu.edu
Educational Media Coordinator for CYI: Alan Pilkenton | pilkento@msu.edu
Educational Media Coordinator for HNI: Julia Terhune | koprows3@anr.msu.edu