

# A Needs Assessment of Online Master's Core Courses in IST

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# AIM & SCOPE

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**WHO**

Faculty and online students of IST department, IU

**WHAT**

Online masters core courses

**WHY**

Increase students' learning and satisfaction.

**HOW**

Implementation of needs assessment process

**HOW**

Making recommendations

# BACKGROUND

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## POLITICAL

- Upcoming election effect
- STEM Education Coalition Policy Advocacy
- Advocates of the State Authorization Reciprocity Agreement (SARA)
- State higher education budget cuts/freezes

## ECONOMIC

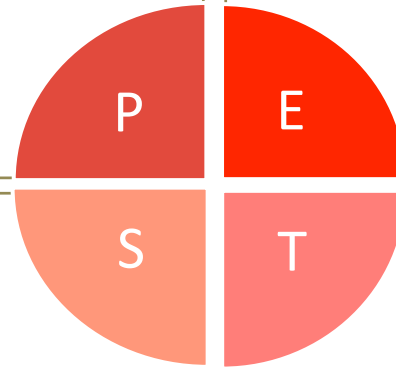
- Economic crisis causes the decrease of funding and grants
- Increasing tuition fees and student loan interests
- Economic boost encourages more online education

## SOCIAL

- Diversity of students
- Recognition of online education
- Decrease of college enrollment

## TECHNOLOGY

- Advanced technology Infrastructure
- Mobile devices availability
- Social networking
- Online program offers flexibility for students
- Educational application tools are frequently updated



# FRAME FACTORS

- Time limitation for collecting and analyzing the data
- Faculty availability
- Bias towards project since members of team are also IST students

# PROJECT METHODOLOGY

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## Initiation

- Initial meeting
- One page proposal
- Permission letter
- PEST analysis

## Data Collection

- Literature review
- Interview (Students,8)  
(Faculty, 6)
- Survey (students, 29)

## Data Analysis

- Statistical analysis of survey
- Content analysis of interview
- SWOT

## Result

- Force Field Analysis
- Recommendations
- Final Report
- Presentation

# DATA ANALYSIS (SWOT)

## INTERNAL

### STRENGTH

- Expertise of online professors
- Strong online and project-based courses design
- A variety of student education and working backgrounds
- Availability of free software on IUware and IUanyWare
- Accessibility of professors

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### WEAKNESS

- Lack of social interactions among online learners
- Little to no involvement of residential students' interaction with online students
- Lack of financial support for online learners
- Lack of basic standard expectation for online instructors
- Different communication tools used in different online courses

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### OPPORTUNITY

- Increasing demands of Instructional designers for IST program graduates
- Increasing global demands for online education
- Emerging communication and collaboration tools
- Partnerships with internal/external organizations
- International recognition for the master's program

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### THREAT

- Rapidly changing technology trends
- Increased competition from other universities
- Increased competition from Massive Open Online Courses (MOOCs)

## EXTERNAL

# FINDINGS

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## POSITIVES

1. Online courses are flexible
2. Strong program with excellent faculty
3. Well-designed and structured courses
4. Diversity of online students
5. Teaching both online and face-to-face courses is beneficial for online students

## NEGATIVES

6. New students did not feel that they received adequate support for study and other procedures related to program
7. Team work is difficult
8. Lack of interaction with instructors
9. Canvas discussion forum/ course structure is not easy to use
10. Some irrelevant course content

# MIGRATION STRATEGY

Driving and Restraining Forces	Current State										After 6 Months										After 1 Year										
	-5	-4	-3	-2	-1	1	2	3	4	5	-5	-4	-3	-2	-1	1	2	3	4	5	-5	-4	-3	-2	-1	1	2	3	4	5	
D1: Stong program with excellent faculty																															
D2: Flexiblibility of online courses																															
D3: Well-designed and structured courses																															
D4: Diveristy of online master's students																															
D5: Getting resources from face-to-face classroom/students																															
R1: Lack of guidance or support																															
R2: Canvas discussion forum is not easy to track																															
R3: Lack of interaction with instructors																															
R4: Diffculty in team collaboration																															
R5: Some irrelevant course content																															
Total	-19					15					-15					16					-12					19					



# RECOMENDATIONS

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## **1. Leverage what's going well and build on it**

- Faculty resources
- Online courses
- Research findings
- Flexibility
- Student background
- Shared resources

## **2. Optimize orientation experience**

- Create online orientation
- Provide detail

## **3. Build online teaching community**

- Make standard expectation for online instructors
- Have regular online teaching meeting

## **4. Improve course delivery tool**

- Improve canvas discussion forum