

Oklahoma State Regents for Higher Education
NEW PROGRAM DELIVERED ELECTRONICALLY
REQUEST FORM

Northwestern Oklahoma State University
Institution Submitting Proposal

Bachelor of Science
Degree Designation as on Diploma (Level II)

B.S.
Formal Degree Abbreviation (Level I)

in

Accounting
Title of Proposed Degree Program (Level III)

With options (Level IV) in:

N/A

CIP Code 520201
Suggested Instructional Program Code 001

Does your Institution have prior Electronic Delivered Program approval? Yes _____ No X

Academic Unit (e.g. Department, Division, School) School of Professional Studies
Name of Academic Unit Division of Business
Name of Program Director Dr. Steven Palmer

Intended Date of Implementation August 2011 – Fall Semester 2011

Anticipated Date for Granting First Degrees or Certificates May 2012

Specialty Accrediting Agency Accrediting Council for Business Schools & Programs (ACBSP)

Name, Title and Information of Contact Person Dr. James Bowen, Dean, School of Professional Studies, 709 Oklahoma Blvd., Alva, OK 73717; jlbowen@nwsu.edu; (580) 327-8455

Date of Governing Board Approval _____

Signature of President: _____ **Date:** _____

If requesting institution has gone through the electronic delivery approval process and has been approved to offer subsequent electronic delivered programs, subsequent programs may be requested through the abbreviated process which is listed on page xxx of this form. If you have any questions contact Gina Wekke at 405-225-9142.

3.16.10 Program Approval Procedures for Online

Institutions that have not been approved previously to offer online programs are required to request approval as follows: (1) if programs are offered in such a manner that an individual student can take 100 percent of the courses for the major through online delivery or other computer-mediated format; or (2) the program is advertised as available through online delivery or other computer-mediated format. For the purpose of this policy, major is defined as courses in the discipline of the student's declared degree program, excluding support courses, general education courses, and elective courses. Criteria for approval are based on qualitative consideration and the compatibility of the requested offering with the institution's mission and capacity as described below.

A. Centrality of the Proposed Program to the Institution's Mission

(If your institution is simultaneously requesting a new on-campus program you do not have to fill out this section)

A program will adhere to the role and scope of the institution as set forth in its mission statement and as complemented by the institution's academic plan. List the objectives of the proposed program and explain how the proposed program relates to the institutional mission and academic plan.

The university mission statement is:

Northwestern Oklahoma State University is a community of learners that includes students, teachers, staff, administrators, and area citizens advancing learning excellence and preparing its members for service as leaders and entrepreneurs in the changing climate of northwest Oklahoma and the world.

The Division of Business (DOB) mission statement is:

The Division of Business provides a quality, student-centered learning environment to prepare students to be competent, ethical business professionals, entrepreneurs and leaders in the regional workplace and in the world. The department accomplishes this by offering quality education delivered by qualified, involved faculty dedicated to improvement processes in order to prepare our alumni to contribute to the intellectual and economic vitality of regional stakeholders and beyond.

In the current NWOSU Strategic Plan Strategic Direction 1 provides that "Northwestern will provide a broad-based collegiate experience to prepare students for service in our global society." Objective 3 under Strategic Direction 1 calls for the university to "Expand access to the technologies needed to maximize learning. The initiatives designed to achieve this objective include implementing use of technology to improve services to internal and external constituencies. Creating these online programs are a method of improving our services to the citizens of Oklahoma.

Many students in Northwestern Oklahoma State University's primary service area are unable to attend traditional or ITV classes on a NWOSU campus or an area learning center. The barriers include distance to an ITV site, work schedule and family commitments. Business Administration and Accounting are among the most popular majors at NWOSU. Therefore, having these online majors will allow students who cannot attend a campus to complete their major course work without having to physically be on campus. The Technical Management major is a degree completion major for students who have completed an Associate of Applied Arts or Sciences program.

Further, these majors will serve the needs of all Oklahomans. Online Business and Accounting class offerings are limited within the state. No Business or Accounting baccalaureate programs are available from public institutions in the state, according to the Online College of Oklahoma website. Therefore, this program will allow all residents of the state to have access to a Business Administration or Accounting major in an online format.

Program Objectives: The objectives for the online Business Administration and Accounting majors are:

- 1) Provide quality Business Administration and Accounting majors through online or otherwise through electronically delivered methods, without requiring physical presence on campus, to the residents of Northwestern Oklahoma, the state of Oklahoma and elsewhere.
- 2) Provide Business Administration and Accounting majors that meet the same academic standards and quality as the standards and quality of our current traditional Business Administration and Accounting majors.
- 3) Expand university enrollment by meeting the needs of students who experience barriers regarding attending class on a campus or at learning center.

B. Curriculum

(If your institution is simultaneously requesting a new on-campus program you do not have to fill out this section)

Provide a list of the curriculum to be offered with an existing program online.

The curriculum for the online majors is identical to the curriculum of the traditional majors. Starting with the 2010-11 Undergraduate catalog, the requirements for the Accounting major-minor and Business Administration major share three of the four components required of each major – General Education, Foundation Core and Business Core. Only the requirements regarding major and/or minor specific courses differ between degrees.

General Education (54 hours) – Students will complete their general education requirements at another institution or on campus at NWOSU. To be accepted as a Business Administration or Accounting major the student must earn a grade of C or higher in the following general education classes (or equivalent classes): ENGL 1113 *Composition I*, ENGL 1213 *Composition II*, SCOM 1113 *Introduction to Speech Communication*, MATH 1513 *College Algebra*, GBUS 2033 *Leadership in Business* and CMSC 1103 *Microcomputer Applications*. Since FIN 1113 *Personal Finance* and GBUS 2033 *Leadership in Business* are not standard general education classes at universities and colleges, FIN 1113 and GBUS 2033 will be offered in an electronic format at least once per year as part of the regular electronic course rotation.

Foundation Core (18 hours) – All students before being accepted as a Business Administration or Accounting major must complete the Foundation Core with a grade point average of 2.5 or higher. In addition the student must have a grade of C or higher in each class. All of the courses in the Foundation Core will be offered in an electronic format at least once per year as part of the regular electronic course rotation. Students may complete the Foundation Core online at NWOSU or at another regionally accredited institution. The Foundation Core classes are:

ACCT 2123 *Financial Accounting*
 ACCT 2133 *Managerial Accounting*
 ECON 2113 *Principles of Macroeconomics*
 ECON 2123 *Principles of Microeconomics*
 GBUS 2903 *Legal Environment of Business*
 MATH 1313 *Statistics*

Business Core (24 hours) – Once admitted to an Accounting or Business Administration major, the student must complete all of the classes in the Business Core with a grade of C or higher. To graduate with an Accounting or Business Administration major the student’s GPA in the Business Core classes must be at least 2.50. All Business Core classes will be offered in an electronic format at least once per year as part of the regular electronic course rotation. The Business Core classes are:

FIN 3163 *Business Finance*
 GBUS 3953 *Business, Society, & Government*
 MGMT 3063 *Principles of Management*
 MGMT 4343 *Cross-Cultural Management*
 MRKT 3043 *Principles of Marketing*
 MIS 3413 *Management Information Systems*
 GBUS 3753 *Business Research*
 MGMT 4433 *Business Policy*

Major-minor (30 hours) – Students who major in Accounting will complete a 30-hour major-minor. All required courses for the major-minor will be offered in an electronic format at least once per two-year rotation as part of the regular electronic course rotation. Elective class choices will be offered in an electronic format at least once per year as part of the regular electronic course rotation. Students must achieve a grade of C or higher in each course fulfilling the below requirements and must achieve a minimum grade point average of 2.50 in these classes:

ACCT 3103 *Intermediate Accounting I*
 ACCT 3113 *Intermediate Accounting II*
 ACCT 3123 *Governmental/Non-Profit Accounting*
 ACCT 3133 *Individual Income Tax*
 ACCT 3153 *Cost Accounting*
 ACCT 3923 *Advanced Business Law/Ethics*
 ACCT 4133 *Accounting Information Systems*
 ACCT 4173 *Auditing*
 ACCT 4303 *International Accounting*
 Upper-level Accounting elective (3 hours) [Any upper-level course with the prefix ACCT applies. Students may seek approval from their advisor and division chair to apply courses from other disciplines as upper-level Accounting electives.]

The proposed program must meet the State Regents’ minimum curricular standards including the total credit hour requirements for program completion, liberal arts and sciences, general education, and area of specialization credit hour requirements (refer to 3.15 Undergraduate Degree Requirements). Additionally, the curriculum should be compatible with accreditation or certification standards, where available.

Provide the following information for the program and for each option (some categories may not apply to all programs):

Total number of hours required for degree:	<u>126</u>
Number of hours in general education:	<u>54</u>
Number of hours in degree program core:	<u>72</u>
Number of hours in option:	<u>0</u>
Number of hours in guided electives:	<u>3</u>
Number of hours in general electives:	<u>0</u>

C. Delivery Method

Describe the delivery method that will be used to deliver the program content (e.g., Blackboard, Desire2Learn, etc.) and the major features that will facilitate learning.

The primary platform for delivery of online classes at NWOSU is Blackboard. Currently the university uses Blackboard Basic Edition (version 6.3). Starting in Summer 2011 NWOSU will be upgrading the online delivery platform to Blackboard Enterprise (version 9.1).

Students, upon being accepted to either online major, will pay a one-time \$300 program fee. Upon paying the program fee, each student will receive the Polycom PVX software, webcam and USB stereo headset with microphone (approximate cost \$225). With these items, the online student will have the option to register and attend any ITV class offered by the DOB, subject to class section enrollment limits for distance students. This equipment will allow the students the opportunity to video conference with professors and support services. The Polycom PVX software makes the student's computer an interactive ITV site, the same as the primary ITV sites to which the class is delivered. This delivery method will increase the electronic student's options regarding classes in any particular semester. The students will be required to take MGMT 4433 *Business Policy*, the capstone class, using this ITV technology because of program assessment conducted in this capstone class. The remainder of the program fee will be used toward acquiring additional software and hardware for use in delivering the courses online.

All DOB faculty members will be supplied with a webcam and USB headset with microphone for their office computer. A web conferencing service, such as MegaMeeting, will be available to DOB faculty for office hours, advising, supplemental class activities, etc. Students incur no additional costs or expenses to use the web conferencing to communicate with faculty. All offices providing student services will have a webcam and headset available to web conference with distance students. Services such as tutoring and counseling could utilize MegaMeeting for delivery of service to distance students. Electronic, synchronous classes may also be scheduled for delivery using the web conferencing software.

NWOSU has detailed guidelines for developing online classes and an approval process designed to promote quality online classes. The requirements include that courses provide 1) appropriate opportunities for interactions between the professor and the students and between students, 2) a combination of learning activities, 3) activities to develop critical thinking and/or problem solving skills, and 4) integration of innovative technology and/or teaching techniques. Each online course must be developed and approved by the university online learning committee before it can be offered as an online class.

D. Demand for the Program

(If your institution is simultaneously requesting a new on-campus program you do not have to fill out this section)

Proposed programs must respond to the needs of the larger economic and social environment. Thus, the institution must demonstrate demand for the proposed program.

1. Student Demand: Clearly describe all evidence of student demand, normally in the form of surveys of potential students and/or enrollments in related programs at the institution, should be adequate to expect a reasonable level of productivity.

In searching the Online College of Oklahoma website (<http://www.okelectroniccampus.org/>) no online programs in Accounting were listed. In searching for Business Administration online programs, the following results were obtained:

Table – Online Business-Related Programs in Oklahoma

Compare	Program/Institution	Level/Type	Apply By	Electronic Rate
<input type="checkbox"/>	Associate in Arts in Business Administration Rogers State University	Associate's Associate in Arts	Open	
<input type="checkbox"/>	Bachelor of Science in Business Information Technology/Software Development & Multimedia Option Rogers State University	Bachelor's Bachelor of Science	Open	
<input type="checkbox"/>	Master of Business Administration (MBA) Cameron University	Master's Master of Business Administration	Open	

(source: <http://www.okelectroniccampus.org/Programs/ProgramList.aspx> – search completed on September 8, 2010)

According to Rogers State University's website, they do have an online bachelor program in Business Administration. However, the only option available online is a 21 credit hour Management minor.

Student Demand – Currently approximately 5-10% of the Business majors at NWOSU are attempting to complete their major requirements through online classes. These students have been advised that the program currently is not an online program and that some classes will have to be taken live or transferred from another institution. Further, each semester in our role as advisors, Business faculty assist students in finding online Business and Accounting classes at other institutions that can be transferred to NWOSU as part of the student's degree plan.

As Division chair, I regularly am contacted by students looking for online Business and Accounting programs. These contacts come mostly from Oklahomans looking for online programs because of barriers they have to attending traditional university classes.

Students indicate that they cannot attend traditional university classes due to various life constraints. Barriers include distance to a campus or ITV facility, job constraints that do not allow students to attend classes when scheduled, family commitments, and possible job transfer.

The largest university in the world is University of Phoenix with 476,000 students as of May 2010. More than a half million students have graduated from the University of Phoenix since its

founding in 1976. (source: http://www.phoenix.edu/about_us/media_relations/just-the-facts.html) Currently, the University of Phoenix tuition rate for the Bachelor-level Business and Accounting online courses is \$550 per credit hour plus \$90 per course online fee. Compare that to NWOSU's current in-state tuition rate of \$185 per credit hour for online classes. A typical 3-hour online class costs \$1740 at University of Phoenix and only \$555 at NWOSU. An Oklahoma resident can save approximately \$25,000 on the 21 classes required for the Business Administration major. The savings on the 24 classes required for the Accounting major would be over \$28,000.

2. **Employer Demand:** Clearly describe all evidence of sufficient employer demand, normally in the form of anticipated openings in an appropriate service area in relation to existing production of graduates for that area should be provided. Such evidence may include employer surveys, current labor market analyses, and future manpower projections. Where appropriate, evidence should demonstrate employers' preferences for graduates of the proposed program over persons having alternative existing credentials and employers' willingness to pay higher salaries to graduates of the proposed program.

NWOSU primarily serves the Northwestern counties in Oklahoma; however because there are no other baccalaureate Business Administration or Accounting programs available online from Oklahoma universities, these majors will serve the entire state.

The Oklahoma Employment Security Commission, Economic Research & Analysis Division issues an employment outlook for the state of Oklahoma. In January 2009 the agency issued its outlook for 2016 (<http://www.oesc.state.ok.us/lmi/publications/WOOO2005/Outlook2016.pdf>). According to this report, Professional and Business Services will be adding 34,000 jobs statewide between 2006 and 2016. Service occupations are projected to add almost 50,000 jobs in that decade; with professional occupations following close behind with an additional 43,000 jobs. Another 14,000 new jobs are expected in the management, business and financial fields. Sales and related services should add approximately 13, 500 jobs by 2016. The forecast estimates that approximately 40,000 of these new jobs will require a bachelor degree or higher.

Estimated Student Demand for the Program

Project estimated student demand for the first five years of the combined online program.

Academic Year	Degrees Conferred	Majors (Headcount) – Fall Semester
2011-2012	1	6
2012-2013	3	12
2013-2014	6	18
2014-2015	8	18
2015-2016	10	18

E. Duplication

(If your institution is simultaneously requesting a new on-campus program you do not have to fill out this section)

Provide specific evidence that the proposed program is not unnecessarily duplicative of similar offerings in the state.

As noted above in the demand section of this proposal, no public institution in the state of Oklahoma has an online baccalaureate Accounting program/majors listed. Several schools offer a variety of Business and Accounting courses online, but none provide an online program for the residents of the state of Oklahoma.

F. Cost and Funding of the Proposed Program

(If your institution is simultaneously requesting a new on-campus program you do not have to fill out this section)

The resource requirements and planned sources of funding of the proposed program must be detailed in order to assess the adequacy of the resources to support a quality program. This assessment is to ensure that the program will be efficient in its resource utilization and to assess the impact of this proposed program on the institution's overall need for funds.

Provide evidence of adequate funding:

These majors already are being offered as on ground majors. Most of the required courses are already being taught online; although a student cannot complete the major by taking only online classes.

The university already pays the cost associated with the delivery platform, Blackboard®. The current license and related hardware for Blackboard will be sufficient to absorb the online majors without additional costs.

Having web conferencing capabilities is extremely important for a successful online program. Web conferencing will be used for a variety of tasks, such as advising, office hours, group meetings and oral testing. Web conferencing can also be used to provide synchronous classes to online students. Finally, student support services can use web conferencing for communicating with online students in lieu of face-to-face meetings. The annual cost for such service will be \$2500-\$5000. As the university is seeking approval of three online majors, this cost is a joint cost for the Accounting, Business Administration and Technical Management majors.

Each fulltime DOB faculty member should have a webcam and USB headset with microphone for their office computer. In addition a webcam and headset would be purchased for the various student support services office. A mid-level webcam and headset will cost approximately \$100 per person. Purchasing 20 sets will cost approximately \$2000. As the university is seeking approval of three online majors, this cost is a joint cost for the Accounting, Business Administration and Technical Management majors.

Starting in Fall 2011, a fulltime Division of Business faculty line will be returned to the DOB. Currently the person filling that faculty line is involved in a non-teaching capacity as director of a support program. The program is being phased out and the position will return to fulltime teaching in the DOB. The return of this faculty member will provide additional support to offer online courses.

Some adjunct faculty will be needed for additional courses. The cost of adjunct professors will be covered by the tuition generated by the course they are teaching. Course minimum enrollment numbers will be set such that the course must cover the direct cost of the adjunct professor pay.

The total estimated additional cost to deliver the three combined online majors (Accounting, Business Administration and Technical Management) is \$7,000 or less in the first year. Between the three proposed online majors, it is estimated that an additional 24 FTE student enrollment will occur in the first academic year. Based on current, in-state online tuition rates, the university will receive an additional \$105,560 in revenue.

3.16.5 Academic Standards

The expectation is that there is no difference in the academic quality, academic standards including admission and retention standards, and student evaluation standards for courses and programs regardless of delivery method. Electronic media courses and programs must meet the following academic standards.

A. Faculty. Describe the training and faculty development that the faculty receives to achieve competency in the technology required for teaching at a distance.

Most of the DOB faculty at NWOSU is experienced in delivering online courses. Appendix 1 summarizes the training and experience each current faculty member has in online education.

Further, the university has developed three one-credit hour graduate courses: Online Pedagogy, Online Assessment and Online Technologies. All faculty members inexperienced in teaching online will be required to take these courses before teaching an online class. Experienced online professors will also be encouraged to take the classes. These courses will be delivered online using the Blackboard platform to allow professors to experience an online course from the students' perspective. As part of the course work, professor will build an online course from scratch for delivery in a subsequent semester.

B. Faculty/Student Interaction. Describe the provisions for appropriate real-time and delayed interaction between faculty and students and among other students enrolled in the class.

Current NWOSU Online Education Policy states:

Faculty members are required to maintain interaction with students during the entire semester via e-mail, asynchronous message boards, chat rooms or other available technical means. . . Faculty . . . should maintain weekly records of faculty/student interaction.

Online faculty members will be required to maintain the same number of office hours as the face-to-face traditional faculty members. In an effort to accommodate the needs of online students, some office hours may be held online utilizing technology for student consultation.

When evaluating new online courses the criteria include:

- 1) "Course offers ample opportunities for interaction and communication student to student, student to instructor and student to content."
- 2) "Regular feedback about student performance is provided in a timely manner throughout the course."
- 3) "Students' self-assessment and peer feedback opportunities exist throughout the course."

Multiple technologies are available to facilitate faculty-student and student-student interaction. Within Blackboard there are discussion boards, chat rooms, email and grade book functions. The web conferencing software will provide for synchronous, personal contact between students and faculty. Some DOB faculty members use Skype video calls, Twitter and text messaging as means to communicate with students. In the syllabi, professors provide telephone numbers and email addresses that students can use for communication with the professor.

C. Academic Integrity. Describe methods that are in place for ensuring academic integrity.

University policy and professional accreditation require that online classes provide the same educational value as traditional delivery methods. The Division of Business requires all classes taught by the division to complete course-level assessment. The division faculty has set learning outcomes for each course offered by the division. In analyzing the assessment results, comparison will be made to the effectiveness in meeting learning outcomes based on delivery method, face-to-face, ITV and online. The assessment data is reviewed annually by the Division's Assessment Committee and Division faculty as a whole. If the trend data (three to five data points) indicate that students are not receiving the same educational value in online classes as in-person or ITV classes, the Assessment Committee is charged with analyzing the data to determine why there is a disparity and recommend corrective action to eliminate the differences. The Division chair will implement the appropriate corrective actions. Then assessment data will be reviewed to determine if the corrective actions are having the desired impact (closing the loop).

The goals and objectives of the online program are identical to those of the traditional program. Program assessment is required by the university and our professional accreditation organization. In conducting program assessment a comparison will be made between success levels in the traditional and online programs.

Best practices for testing online will be discussed as part of the training and in division professional development seminars. Individual faculty members will have the option to require students to take proctored tests. A policy regarding proctored test will be developed and included with other student disclosures.

D. Student Confidentiality. Describe methods that are in place to ensure the confidentiality and privacy of student personal data.

Student confidentiality is a prime concern in university settings. FERPA and other laws set the standards for student confidentiality. Current Division of Business policy provides:

3.8 Retention/Disclosure of Student Records

To assure that the division faculty complies with all University record retention policies as well as meeting all provisions of the Family Educational Rights and Privacy Act of 1974 (FERPA), the division has adopted a proactive position with respect to records retention which is summarized below:

- All educational records with student-specific identifiable information in a faculty member's possession are to be kept in a secure manner to prevent unintentional disclosure to third parties.
- Faculty members should not disclose student-specific educational records, including grades of any nature, over the telephone.
- Faculty should only communicate student-specific educational records with the specific student in-person, by use of the student's NWOSU email account or Blackboard, or other course management platform used by the university.

- Faculty should not disclose student-specific educational records, except to those individuals or organizations identified in the university's FERPA Policy (as set forth in the current university catalog), without first having **written** consent from the student involved. This includes disclosing such records as part of a letter of recommendation.
- Faculty should retain educational records for any particular class for at least one year after the end of the semester or term in which the class was taught. Regarding advisees, faculty should retain such records for a period of at least one year after the student graduated or left the university.
- Tangible educational records with student-identifiable information contained therein should be shredded or similarly destroyed prior to discarding.
- To limit the potential for improper disclosure of student records, work study students should not be involved in the grading of tests, quizzes or similar assignments. Work study students may score anonymous Scantron sheets.

Students will be advised that all email communication with faculty and university offices must be through their NWOSU email account for security purposes. All faculty, administrators and staff employees who will have contact with these students will also be advised that student-specific or student-identifiable information may be communicated only to an NWOSU email address.

E. Advertising. The institution must provide adequate and accurate information to students including but not limited to admission requirements, equipment standards, estimated or average program cost, and other services available. What methods are employed to ensure adequate and accurate information?

The Division of Business website will contain complete disclosure at one location of the following information:

- * University admission requirements (new, transfer with associate, transfer without associate)
- * Division of Business admission requirements for Accounting and Business Administration majors
- * Equipment/software requirements for program
- * Estimated costs for the program
- * Skills needs to be successful in the program
- * Curriculum requirements
- * Online course rotation (rolling 2 years)
- * Time to complete program
- * Test proctoring policies
- * Required trips to campus, if any

In other advertising, either this information will be provided in the advertisement or the potential

student will be referred to the Division of Business website for further, detailed information. In all advertising any information provided will be accurate and not misleading.

F. Learning Resources. Students shall have access to facilities and learning materials on essentially the same basis as students in the same program or course taught at the main campus. Describe the resources that are available to distance learning students.

Online students will be issued a student identification number which will provide them with all of the available library online services. Any passwords necessary to access online library resources will be posted within Blackboard so online students will have access. Currently the Division of Business is working with the library staff to expand the library's e-book holdings to serve online and on-campus Business and Accounting students. NWOSU is part of an inter-library loan service which will be available to online students. Further, the library will mail materials to the online students and the online student may return the material through the mail.

Students can purchase their books from the NWOSU bookstore online. Titles for all textbooks are posted to allow all students, including online students, to purchase books from other sources.

Any other learning resources, other than basic technology needs provided in computer labs, provided on the Alva campus for students in the course will be made available to the online student in a similar manner. It is assumed that students in an online program will have access to the computer hardware and basic software identified in the disclosures (i.e. computer, Internet access, MS office products, etc.).

G. Academic Calendar Requirements. The standards observed relating to the number of course meetings and total time spent in the course or in satisfying the course requirements shall be comparable to those observed on the main campus. An exception to course meeting time is allowed as defined in the Competency-Based Learning (CBL) section in the State Regents' *Academic Calendars* policy. Institutions utilizing this exception must have documented and validated methods for students to demonstrate competencies, student assessment, and awarding academic credit as required by the CBL section.

Classes will be offered during regular university semesters either as a 16-week class or an 8-week class. In summer classes may be offered in 4-week or 8-week sessions, like other university classes. The online classes will be similar to their face-to-face and ITV counterparts in scope of work and desired learning outcomes.

The Division of Business requires all classes taught by the division to complete course-level assessment. The division faculty has set or is in the process of setting (to be completed by end of Fall 2010) learning outcomes for each course, regardless of delivery method, offered by the division. In analyzing the assessment results, comparison will be made to the effectiveness in meeting the course-level learning outcomes based on delivery method, face-to-face, ITV and online. The assessment data is reviewed annually by the Division's Assessment Committee and Division faculty as a whole. If the trend data (three to five data points) indicate that students are not receiving the same educational value in online classes as in-person or ITV classes, the Assessment Committee is charged with analyzing the data to determine why there is a disparity and recommend corrective action to eliminate the differences. The Division chair will implement the appropriate corrective actions. Then assessment data will be reviewed to determine if the corrective actions are having the desired impact (closing the loop).

Likewise, program-level assessment will be identical. Assessment results of students in the online program will be compared to the results of students in the traditional program to assure that the same standards are being achieved. If a concern becomes apparent, changes will be

made to address the issue.

H. Admission, Retention, Assessment. Describe the standards used for online student admission, retention, and assessment. Standards shall be the same as those standards observed for the same courses or programs on the originating campus. Similarly, the applicable concurrent enrollment policies apply (see the State Regents' *Institutional Admission and Retention* and *Assessment* policies).

The current university and Division of Business admission and retention policies will be applied to the online majors. Students will be required to achieve the same minimum grades and grade point average as the current traditional Business Administration and Accounting majors. Graduation requirements will be the same for online students as students in the traditional majors. Course-level and program-level assessment will be the same in both the traditional and online programs.

I. Student Services. Students shall have access to program guidance and academic support services, including admissions, enrollment, academic advisement, financial aid, and related services on the same basis as the students located on the main campus. Online programs must make these services available to students in electronic format using the working assumption that these students will not be physically present on campus.

The university will provide the same support services to students in the online program as to students who major in traditional on-campus majors. On the Division of Business webpage for the online program, all appropriate email links and website links will be listed for the online students.

Admissions – Currently, students may complete the entire admission process online without being on campus. The same process will be available to students in the online program.

Academic Advisement – Just as with current Business and Accounting students, students in the online program will be assigned an advisor who is a faculty member in the Division of Business. Advising of the online students will be accomplished via email or by web conference.

Career Counseling – All services provided by Career Services are available to online students already. The center works with students who are not on the Alva campus using electronic means. These services include the Ranger Job Board which is posted on the NWOSU website. The career assessment test, Focus -2, is web based and students can complete it anywhere. Resume and interview preparation are currently accomplished in-person, by phone or through email. If the university contracts for web conferencing services, Career Services will also use web conferencing for such preparation. Finally, Career Services posts videos and workshops in regard to career searching and preparation on their webpage.

Enrollment/registration – Once students have been advised by their academic advisor, the student can be authorized to register online. Online students wanting to withdraw/drop from a class will also be able to accomplish this online without having to be on campus. Other services provided by the Registry Office, i.e. transcripts, are already available to students not located on campus.

Tutoring – The Academic Success Center provides tutoring services for students. Online students will be treated in a similar manner as on-campus students regarding the provision of tutoring services. Students in the online program will be able to contact the Academic Career Center by email or telephone to request tutoring services. Tutoring services will be provided by

email, telephone, web conferencing or electronic chat room.

Financial Aid – All services provided by the Financial Aid Office can be accessed online or through email or regular mail. Online students with questions can contact the Financial Aid Office by email or telephone. Web conferencing services will also be available when a personal meeting is necessary. All relevant information regarding financial aid is also available on the Financial Aid Office's webpage. Division of Business scholarships require the student submit the appropriate application, which can be done via email. There is no requirement that students be on campus as part of the process in awarding these scholarships.

Counseling Center – The Counseling Center provides services to help students develop in the unique college environment, and to face the challenges they encounter. Personal counseling is available regarding stress and anxiety, relaxation techniques, depression, personal problems, interpersonal relationships, substance use/abuse, assertiveness, time management and parenting skills. As state laws and sound counseling practices allow, these services will be available to online students through web conferencing, email, and telephone. The counseling center also has books and audio/video tapes available for student, faculty, and staff use. A variety of topics are included, among them: dysfunctional families, self-esteem, assertiveness, depression, divorce, date/rape, relationships, suicide, and incest. These materials will be mailed to the online student upon request. Students may return the materials by mail.

Business Office – Students receive their tuition statement by mail. Payment of tuition may be accomplished online using major credit cards or by mailing a check to the Business Office. Students will be able to contact the Business Office by email or phone with questions or problems.

Veterans Affairs – All services provided by Veteran Affairs can be accessed by email. Currently students at other campuses use email and telephone calls to access the services for veterans.

J. Technical Support System. Students in electronic media off-campus courses or programs and faculty shall have access to appropriate technical support services. Describe the technical support system that is available for all hardware, software and delivery systems specified by the institution as required for the courses and program.

The Instructional Technology Department currently provides support services to faculty, staff and students. Online students will have access to the same services as current students.

K. Equipment and Software/Tools. Students must be informed in clear and understandable terms of the electronic or computer resources necessary for successful completion of the class, including, but not limited to, word processing and other productivity tools, e-mail, and Internet services.

A notice to students will be placed on the website that includes all of the necessary technical requirements for completing the Accounting and/or Business Administration majors online. The syllabus for each class will include a list of the necessary technology (hardware, peripherals and software) necessary for the successful completion of the particular class.

3.16.11 Approval of Subsequent Online Programs

The process for requesting additional existing programs (new programs must be requested through the *Academic Program Approval* policy) through online delivery or other computer-mediated format is for

the President to send the following information to the Chancellor: 1) letter of intent 2) the name of the program, 3) delivery method/s, 4) information related to population served and student demand, 5) cost and financing.

The letter of intent must have been submitted to the Chancellor prior to filling out the request form.

3. Delivery Method

Electronically Delivered Programs must also describe the delivery method that will be used to deliver the program content (e.g., Blackboard, Desire2Learn, etc.) and the major features that will facilitate learning.

4. Demand for the Program

Proposed programs must respond to the needs of the larger economic and social environment. Thus, the institution must demonstrate demand for the proposed program.

- a. Student Demand: Clearly describe all evidence of student demand, normally in the form of surveys of potential students and/or enrollments in related programs at the institution, should be adequate to expect a reasonable level of productivity.

- b. Employer Demand: Clearly describe all evidence of sufficient employer demand, normally in the form of anticipated openings in an appropriate service area in relation to existing production of graduates for that area should be provided. Such evidence may include employer surveys, current labor market analyses, and future manpower projections. Where appropriate, evidence should demonstrate employers' preferences for graduates of the proposed program over persons having alternative existing credentials and employers' willingness to pay higher salaries to graduates of the proposed program.

(Local/state employer demand information must be included, not solely national employer demand data.)

5. Cost and Funding of the Proposed Program

The resource requirements and planned sources of funding of the proposed program must be detailed in order to assess the adequacy of the resources to support a quality program. This assessment is to ensure that the program will be efficient in its resource utilization and to assess the impact of this proposed program on the institution's overall need for funds.

Provide productivity goals related to the cost and funding of the proposed program.

--

APPENDIX 1

Full-time Faculty

Training/Experience

- . Bourret, R

At Eastern New Mexico University took every WebCT in particular and general online teaching pedagogy/best practices course offered. Read books on online teaching from the University of Wisconsin – Madison to use for references.

During the last 3.5 years I have developed 4 courses and taught 5 online classes [Advanced Accounting (ENMU) taught S07 F08; Managerial Accounting (ENMU) taught F08 S09; International Accounting (ENMU) taught S09; Managerial Accounting (NWOSU) developed S10].
- . Breyley, J

No training or experience. Dr. Breyley intends to complete the three one-hour graduate courses in Spring 2011.
- . Gustafson, J

taken graduate education courses in Curriculum Design, Instruction, Learning Theory, Teaching Pedagogy; attended the following conferences that addressed best practices for online instruction: Oklahoma Reach Higher Conference, Oklahoma Blackboard Conference, Oklahoma Higher Education Teaching and Learning Conference, Oklahoma Council for Adult and Experiential Learning Conference, Southwestern Federation of Administrative Disciplines Conference, MERLOT (Multimedia Educational Resource for Learning and Online Teaching) Conference, National Council for Adult and Experiential Learning Conference, National Conference for Accelerated Programs in Higher Education and Federation of Business Disciplines National Conference; given presentations on Blackboard and online instruction: NWOSU Blackboard 1 Training (Login, Announcements, Course Information, Enrolling Students), NWOSU Blackboard 2 Training (Staff Information, Course Documents, Email and Discussion Board), NWOSU Blackboard 3 Training (Testing), NWOSU Blackboard 4 Training (Advanced Testing, Assignment Manager, Digital Drop Box & Grade Book), Oklahoma Reach Higher Conference and Oklahoma Society of Accountants Conference; taken online courses to give me the student's perspective; developed and taught the following online courses: Web Programming I+II, Internet Programming I, Internet Programming II, XML Programming, Website Design/Development, Digital Photography, Graphics Development Tools and Personal Finance

- . Goddard, K Extensive training and experience developing and teaching classes online. Dr. Goddard is NWOSU's point person for the Reach Higher program.
- . Jungman, F No training or experience. Dr. Jungman will not be teaching any online classes.
- . Palmer, S Went through training at LSUA (Blackboard and online teaching pedagogy), and ENMU (WebCT and Blackboard and online teaching pedagogy/best practices); 8 years developing (approximately 20) and teaching (approximately 35) online classes. All classes taught over past 8 years either web-enhanced, hybrid or online. Served on distance/online education committees/task forces at LSUA, ENMU and NWOSU and assisted in drafting online policies at LSUA and ENMU. Also, published a peer-reviewed journal article on the use of educational technology in online graduate business education
- . Reddy, B No formal training; been teaching online since 2003; well acquainted with the "Blackboard" platform; helped several faculty members in the past to get acquainted with Blackboard, informally and pursuing PhD entirely online
- . Roark, D went through NWOSU Blackboard and online teaching training, took webinars to learn Homework Manager and Connect (both through textbook companies), plus 3 years developing and teaching 5 online classes.
- . Sneary, K taught online since 1998; completed 15 hours of graduate coursework towards distance education; developed online courses in a variety of formats; been through training with video editing and multimedia for online courses, best practices of online and ITV courses, motivation of online learners, WebCT training, BlackBoard training, Online Teacher Training through the University of Oklahoma, Online Teaching Grant Training through CSC; conducted BlackBoard training at NWOSU; conducted online teacher training for SBC Teachers and Technology grant; written multiple papers and presentations on online learning; served on NWOSU Online Learning Committee; served as NWOSU Director of Distance Education for 2002-2003; trainer for Technology and Online education through HB1815; Certified Intel Master Trainer which included online education training; webinar on Supporting Adjunct Faculty in an Online Platform; taught over 20 courses in an online platform in business and education; and have taken multiple online courses and trainings.

Tucker, G Training on Angel and WebCt at OCCC. Blackboard at NWOSU. Moodle at SNU where I adducted.

Taught online since 2004; developed and taught the following courses multiple times during the time period in question: Principles of Marketing, Principles of Management, Financial Accounting, Managerial Accounting, Intro to Accounting, Business Ethics, Marketing Management, Cross-Cultural Management (taught only), and Business Communications (taught only). I think that is all of them...

Classes about online teaching: Various ACBSP presentations, OCCC various professional development courses on online education.

Current Adjuncts

Training/Experience

Gann, B Two arranged classes were under Dr Harris involved research on online teaching; assisted in setting up online courses: co-taught online courses; developed several online courses and have taught them online through Blackboard; and set up some of my dental assisting courses as hybrid courses.

Gorospe, A Experience teaching online classes for several semesters. Mentored by Dr. Goddard on an ongoing basis.

Gorospe, L Experience teaching online classes for several semesters. Mentored by Dr. Goddard on an ongoing basis.

Musonera, E Training and experience developing and teaching online classes from Eastern New Mexico University.

Pippin, M No training or experience. Mr. Pippin will not be assigned any online courses.

Weyant, L Training:

University of Pittsburgh at Johnstown (UPJ) - Blackboard general training; Eastern New Mexico University (ENMU) - Blackboard and WebCT general training and online teaching pedagogy; Kutztown University (KU) - Blackboard and Desire to Learn (D2L) general training and online teaching pedagogy; Pennsylvania Department of Education (PDE) - Moodle general training as part of an online course to maintain K-12 teaching certificate.

Experience:

7 years designing and teaching online courses at ENMU, KU, and NWOSU; 11 years designing and teaching technology enhanced courses at Mount Aloysius College (MAC), UPJ, ENMU, & KU

8 unique undergraduate and graduate courses designed for online delivery; 20 undergraduate and graduate classes (approximately) delivered online

Other

1, peer reviewed journal article on the difference between face-to-face and online delivery

1, peer reviewed journal article on the use of educational technology in graduate business education

2, peer reviewed journal articles on the use of Web 2.0 tools in undergraduate management education

Wilber, P

No training or experience. Dr. Wilber will not be assigned any online classes unless she takes the three one-hour graduate courses.