Eight Things to Consider When Deciding to Launch an Online Program
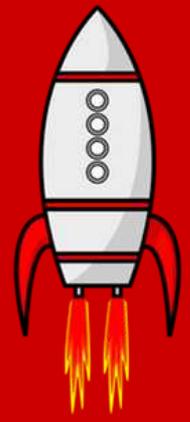
Which Program(s)?

Are you transitioning an existing program? Proposing a new one? Is a certificate an option? Identify which programs will be best suited for a new online modality, all the way down to tracks and options (if applicable). These decisions help determine whether changes need to go through the University's curricular process.

Program Demand

How much demand is there for this program in an online modality? What job prospects are there for students who earn this credential? To answer these questions and strengthen your proposal, start by requesting a market analysis report from ESRA, the Enrollment Systems, Research & Analysis team.

Capacity Analysis

Is department positioned to take on development and implementation work? Additional aspects to consider are current course capacities, faculty assignments, and the costs associated with adding new sections. Worksheets to determine cost and revenue are provided during the proposal development stage.

Program Coordination

Who will serve as point person through launch and beyond? Appoint a program director to coordinate administrative tasks such as marketing content, application setup, check-ins, etc. and serve as program representative on the Online Launch Team. This individual commits to ongoing coordination post-launch as well.

Curriculum Planning

Where do I begin in laying out the curriculum for the online program(s)? Some of the first things the Online Launch Team will need to know are your ideal launch term, proposed course rotation, number of entries points in an academic year, course lengths, and defined course electives.

Course Design

What should faculty know about developing a course with an Instructional Designer (ID)? IDs collaborate with faculty to plan each course; ensuring learning activities align with course objectives. IDs will adhere to the OSCQR rubric and best practices during the build and evaluation phases. Faculty involvement is critical to the success of the course.

Compliance

How do I learn more about compliance guidelines and best practices to follow? Pre-launch compliance review will look at things like accessibility, accreditation, authorization, professional licensure, consumer protection, field placements, and reporting. Our compliance expert will help you throughout the planning and proposal stages.

Approval

What is the approval process like? Review and approval of your proposal is completed by the Online Academic Program Development team and the Office of the Provost. This step is completed upon receipt of a full proposal for your potential program.

For questions and to request an exploratory meeting, contact the Online Program Launch Team: online@siue.edu