

# Unwrapping the Dimensions of Quality in Online Degree Programs

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# Objectives



Identify key challenges and opportunities associated with ensuring quality in online education, drawing upon research findings and real-world examples.



Discuss best practices and innovative strategies for promoting excellence in online degree programs, with a focus on enhancing the student experience.

An aerial photograph of an orange icebreaker boat moving through a field of ice floes. The boat is positioned in the upper right quadrant, leaving a white wake behind it. The ice floes are of various sizes and shapes, scattered across the dark blue water. The overall scene is a metaphor for navigating through challenges.

# Ice Breaker

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What do you think is the biggest challenge in ensuring quality in online programs?



# Overview of Quality in Online Education

- **Administrative Strategy** (Özcan & Yildirim, 2018)
- **Student Engagement** (Yang, Baldwin, & Snelson, 2017; Hakkarainen et al., 2024)
- **Instructor Presence** (Joshi & Kantola, 2022)
- **Digital Quality** (Roseland & Saeger, 2023; Chakraborty, 2024)
- **Holistic Design** (Joshi, 2022; Shepherd & Bolliger, 2023)



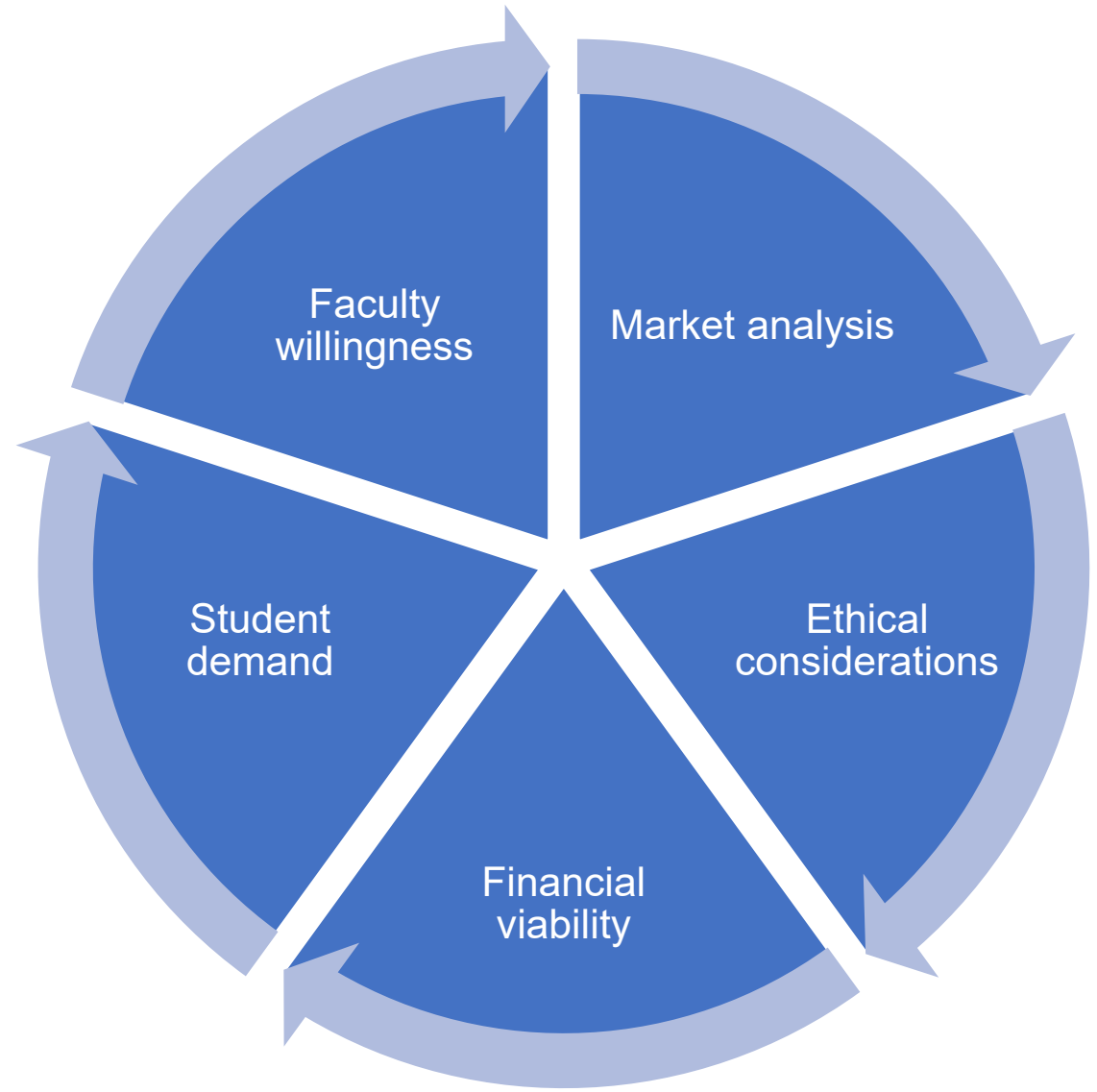
# Pair Share

A network diagram consisting of ten cylindrical nodes of varying sizes and shades of gray, connected by light blue lines. The nodes are arranged in a non-linear fashion, with some acting as hubs. The background is a blue gradient with a subtle light source effect in the upper right.

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What factors should an institution consider before launching an online program?

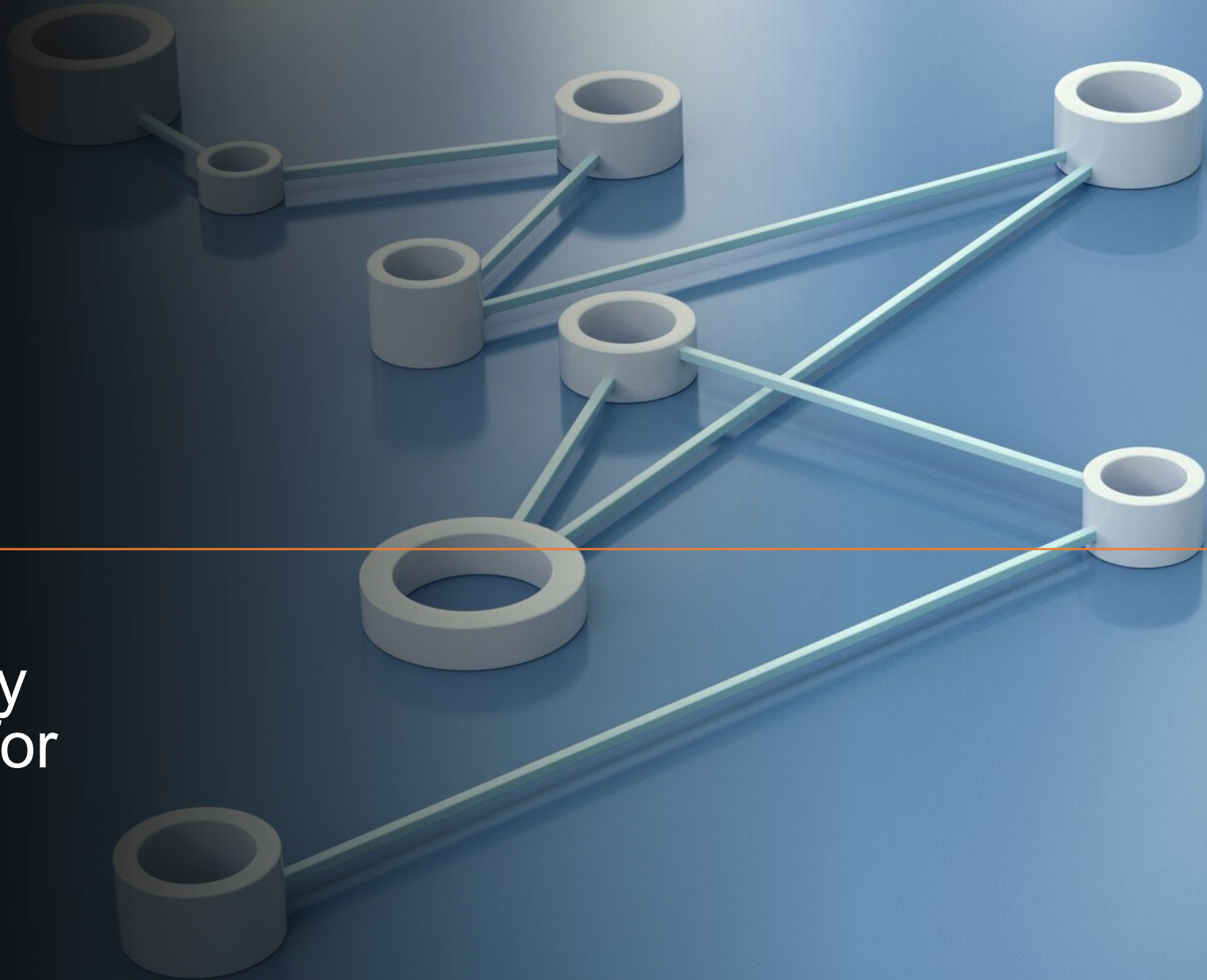
# Institutional Motivations for Offering Online Degree Programs





# Small Group Discussion

Brainstorm potential components of a quality assurance framework for online programs





# Quality Assurance and Program Design



Alignment and  
Clarity in Course  
Structure



Instructor Presence  
and Timely  
Feedback



Digital Platform  
Quality and  
Responsiveness



Community and  
Engagement in  
Online  
Environments



Holistic and  
Inclusive Program  
Design


# Individual Reflection

A 3D network diagram consisting of several white cylindrical nodes of varying sizes connected by light blue lines. The nodes are arranged in a non-linear fashion, with some acting as hubs. The background is a gradient of blue, and the nodes and lines have soft shadows on the surface below them.

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List two challenges and two solutions for transitioning to a fully online degree format

# Challenges in Transitioning to Online Formats

- Technology Infrastructure and Access
  - Faculty Readiness and Training
  - Student Engagement and Retention
  - Assessment and Academic Integrity
  - Curriculum Alignment and Relevance
  - Support Services Adaptation
  - Quality Assurance and Program Evaluation
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# Institutional Motivations and Strategies - Case Study Analysis

Mountain Valley University (MVU)

# MVU - MSBA



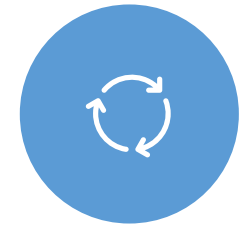
A RECENT SURVEY REVEALED A STRONG DEMAND FOR FLEXIBLE, CAREER-FOCUSED GRADUATE PROGRAMS AMONG WORKING PROFESSIONALS IN THE REGION.



THE PROGRAM ALIGNS WITH MVU'S STRATEGIC GOAL OF CREATING SUSTAINABLE REVENUE STREAMS.



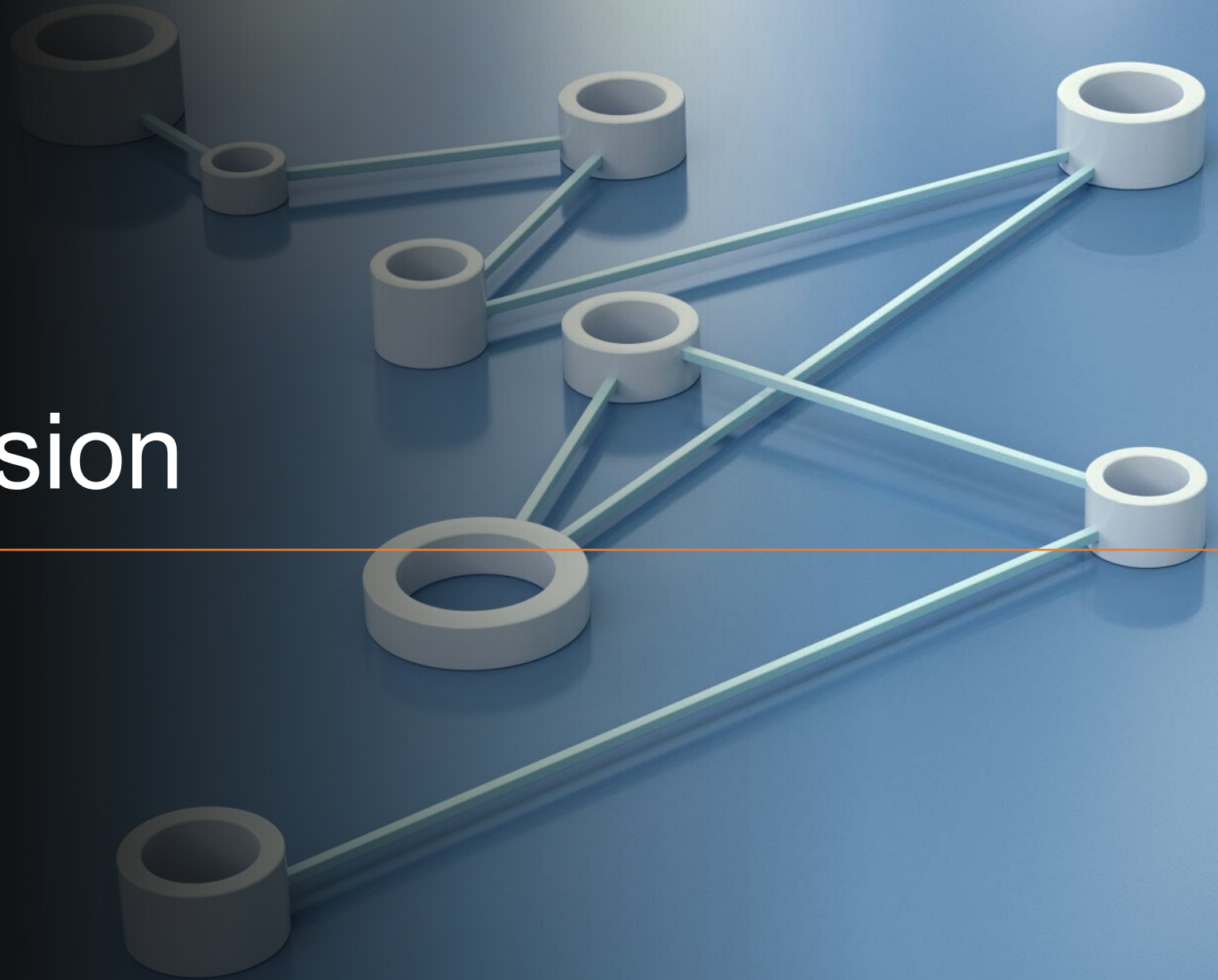
THE NEW PROGRAM REFLECTS MVU'S COMMITMENT TO INNOVATION IN EDUCATION, STRENGTHENING ITS REPUTATION AS A FORWARD-THINKING INSTITUTION.



CROSS-DEPARTMENTAL TASK FORCE

# Group Discussion


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# Questions

What are your initial thoughts on MVU's decision to launch an online program? How might this impact students' first impressions of the university and its commitment to flexibility and accessibility?



Connecting Strategy to Student Perceptions



Exploring Program Design and Persistence



Impact of Institutional Mission on Student Engagement



Long-Term Strategies and Student Outcomes

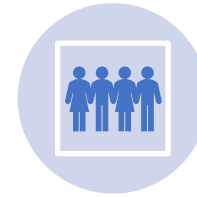
# Synthesizing Insights - Toward Best Practices in Online Degree Programs



Clear Institutional Mission and Strategy



Program Design Focused on Engagement and Flexibility



Community-Building and Instructor Presence



High-Quality Digital Infrastructure and Support



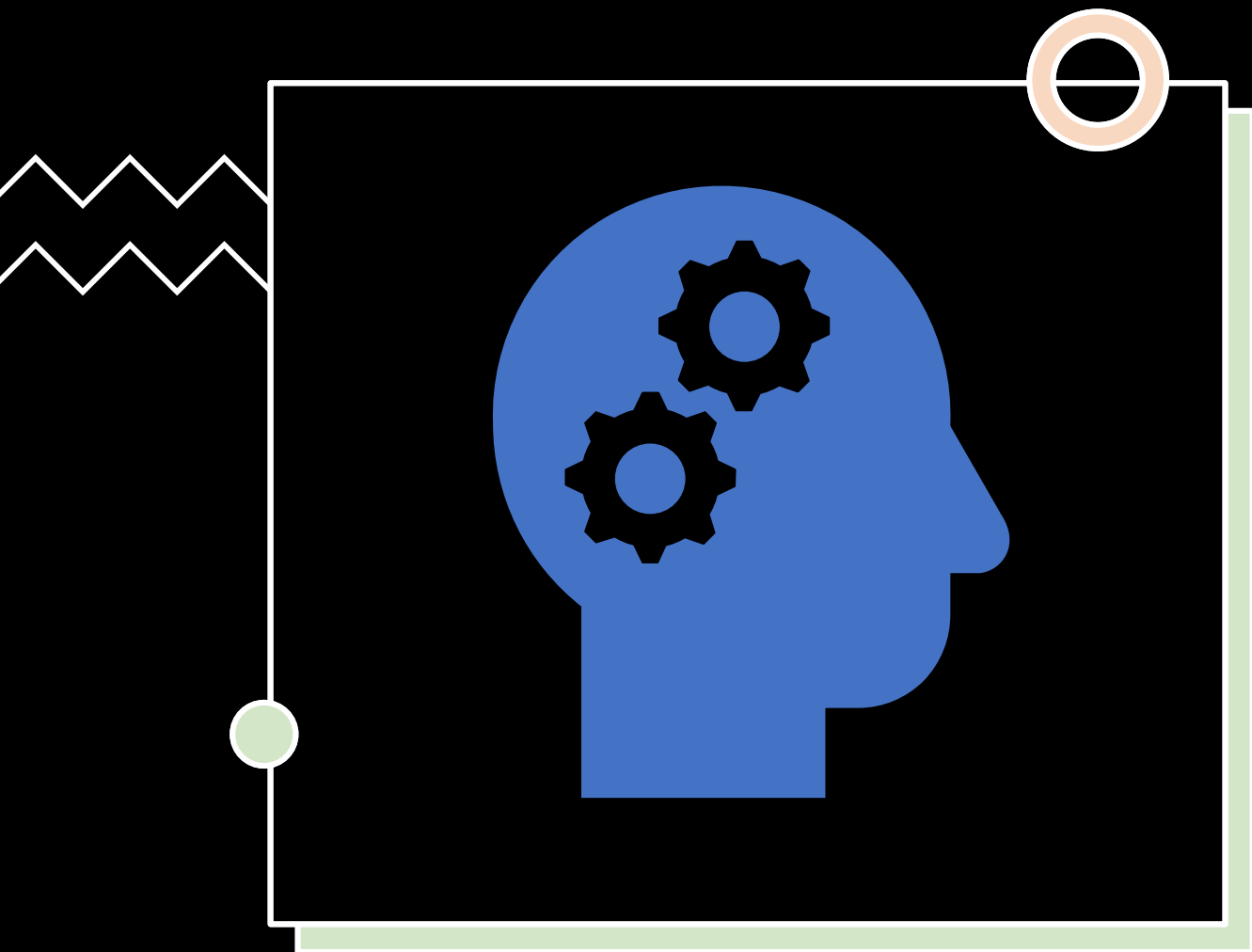
Data-Driven Continuous Improvement



Faculty Training and Support for Online Teaching



Clear Communication of Expectations and Course Consistency



# Reflection and Wrap- Up





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