



Online
Western NY
Learning Alliance





- Martha Dixon Erie CC
- Colleen Gentry Erie CC
- Judith Littlejohn Genesee CC
- Bob Knipe Genesee CC

Mission Statement



By Fall 2012, operationalize a regional alliance wherein a working adult student may earn an affordable, accessible online degree or certificate by seamlessly pooling courses taken from any one or a combination of fully accredited member* community colleges, leading to connections with employers and baccalaureate institutions.

***Corning – Erie - Finger Lakes
Genesee - Monroe**

“A rising tide floats all boats.”

OWL: Goals

- Increase enrollment

- Raise awareness

OWL: Goals (cont.)



- Increase student satisfaction and retention
- Expand opportunities

OWL: Goals (cont.)



- Increase market share
- Enables regional marketing

OWL: Advantages

- Maximizes efficiencies
- Flexibility for students

OWL: Advantages (cont.)



- Affordable alternatives
- Contributes to economic stability and growth

OWL: Advantages (cont.)

- Increases student success
- Contributes to SUNY Student Mobility project goals

OWL: Advantages (cont.)

- Contributes to “Power of SUNY”
- Expands online degree programs

OWL: Advantages (cont.)

- Grows enrollment
- Leverages faculty expertise
- Collaboration between offices

Processes & Procedures...

exactly HOW will you do this?

- Articulation agreements

- Matriculation

Processes & Procedures (cont.)



- Courses taken at any of the participating schools
- In-residence rules may need to be eased

Processes & Procedures (cont.)



- Share information
- Targeted Marketing
- Assessment data

Quality Expectations

Each participating college agrees to provide, at a minimum:

Quality assurance processes

Course information on web



Quality Expectations (cont.)

Each participating college agrees to provide, at a minimum:

- Commitment of resources
- Marketing costs (annual fee)
- No Administrative costs (*website hosting, maintenance, fiscal agent, etc.*)
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Quality Expectations (cont.)

Each participating college agrees to provide, at a minimum:

Concierge

Information broadly shared

Outcomes, Benchmarks & Timelines

(rev. March 2012)

Green = done

<u>Date</u>	<u>Task</u>
Dec. 2010	Draft outline, mission statement etc.
Jan. 2011	Research similar coops/consortia
	Draft plan outline
	Draft articulation agreement
	Secure approval from academic VPs and presidents
June 2011	Reconvene OWL steering group
	Circulate notes and revised timeline
July 2011	Rewrite PowerPoint and articulation agreement
	Identify key players in all roles @ each college
	Draft marketing plan & budget
August 2011	Set up trust account for OWL financials

Outcomes, Benchmarks & Timelines (cont.)

(rev. March 2012)

Green = done

<u>Date</u>	<u>Task</u>	
By 8/31/11	Participating colleges commit \$10K/year for 3 years	
Sept/Oct 2011	OWL structure and officers identified	
	Finalize OWL identity package (logo, etc.)	
	Convene marketing representatives	
November '11	Conduct "concierge" training @ FLCC	All
	website content sent to Corning	
Oct.–Dec. '11	Convene Enrollment Management VPs or representatives	
	Convene Academic Vice Presidents	
December '11	Website template drafted	

Outcomes, Benchmarks & Timelines (cont.)

(rev. March 2012)

Green = done

<u>Date</u>	<u>Task</u>
February 2012	Draft press release
	Finalize marketing service provider agreement (Hobsons)
March 2012	Convene Financial Aid representatives
	Convene Registrars
	Website operational
April 2012	Press conference: Convene College presidents & SUNY Chancellor for official OWL roll-out and signing of articulation agreement (@ SUNY Showcases in WNY)
May 2012	Hobsons website operational
May-Aug. '12	Marketing
Aug.-Sept. '12	OWL full implementation (Fall 2012, Spring 2013)
January '13	Interim report to stakeholders



Current project...

- Small SUNY Instructional Innovation & Technology Grant (IITG) for
Early Intervention by Online Adult Students
with Career & Transfer Advisors



So why does this matter for advisors?

- Working adult students do well in online courses
- OWL = inter-institutional collaboration
- Shorter time to degree completion



So why does this matter for advisors?

- Reduced cost to student
(gas, lost work time, child care, etc.)
- Greater variety of GenEd courses
- Combine with F2F, hybrid, short-term courses



So why does this matter for advisors?

- Early engagement with career & transfer options
- Consistent (prototype?) with *Open SUNY* plan & goals

OWL Steering Committee & Concierges

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Questions / Comments

