



THE UNIVERSITY OF RHODE ISLAND

Developing an Online Program from Certificate to Masters: A Collaborative Approach

Nancy Eaton, Director of Data Science

Program Director:

Nancy Eaton, Director of Data Science

The URI Online Team:

Jill Firtell, Program Development
Joannah Portman-Daley, Online Education
Jenn McWeeney, Student Support

Summer 2021 launch:

Online Graduate Certificate in Data
Science

Planned Spring 2023 launch:

Online Master's in Data Science

Seed Funding Grant

Provide initial funds in a block grant to support with training, course development and additional costs.

Program Director Perspective:

Recognize the time and effort of program planning and administration

Foster faculty engagement in online program and course development

Program Development

Concept Development

Support with the formative stages of program and course concept development, facilitating discussions to create a clear and differentiated approach.

Curriculum Process

Support throughout the program and course proposal curriculum process from departmental review through Faculty Senate.

Program Director Perspective:

Highly collaborative discussion and decision-making process

Key decisions (e.g, idea of certificate first then masters)

Course Design

Faculty participate as a team through the course design process

Instructional designers support the development of engaging online courses

Quality Matters Review of all courses

Program Director Perspective:

Faculty develop online course design and teaching skills

Faculty collaboratively design a cohesive program and student experience

Marketing

Market Research

Gather job market data and assess need and marketability of program.

Marketing Plan

Identify potential students, careers, and strategies to create a marketing strategy.

Marketing Services

Create a program website. Tailor marketing campaign. Apply data to adjust marketing approach.

Program Director Perspective:

Collaborative development of marketing strategy

Student inquiries informed adjustments in marketing and communication

Student Support

Fielding Student Inquiries & Hosting Informational Webinars

Coordination through Admissions & Enrollment

Supporting students navigate through the program

Program Director Perspective:

Coordination of student communication

Provide valuable source of information generated through student conversation

Revenue Share

Strategic Reinvestment

Funds disbursed directly to the college/department; not through the general fund.

Shared Services

Supports the various centralized services described today.

URI operations

Small portion to support Grad School or general education courses.

Program Director Perspective:

Colleges and departments are able to direct their funds as they need.

Value the sense of partnership

Revisions and improvements

Ongoing coordination with Program Director

Ongoing Faculty Support

Program and Course changes based on feedback

Program Director Perspective:

Ongoing support

Changes