clarity
CONSULTANTS

MOVING BEYOND TRIAGE

Building a strategy for a future of effective online learning.

How instructional design can help higher education move from reactive *to proactive* digital learning experience.

# Finding the Opportunity in Online Learning

Online college courses have been a growth opportunity for colleges and universities for some time. The onset of the COVID-19 pandemic has required universities to ramp up much quicker than they had planned.

Practices that were tolerated in the short-term won't necessarily carry over into a long-range learning plan.

Institutions must move quickly if they are to maintain enrollment and provide students with a positive learning experience under trying circumstances.

Why The Rush To Move Courses Online?
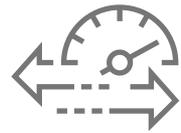
Students pay a great deal for their college education. They and often their parents, rightfully expect to get value for their money. If educators can't demonstrate the ROI provided by online classes, many students will simply skip a year.

While a gap year may have advantages for students, universities can't afford a year-long gap in revenue. They must preserve enrollment if they are to survive.

THE ONLINE ADVANTAGE

Online classes can help universities offset any downturns in enrollment. Without geographic limitations, students can be recruited from all over – even students who would have been unable to afford room and board. Class sizes can also be increased to make up for lost in-person enrollment and revenue, but teachers must be given the support needed to teach effectively online.

The educational experience must be as good if not better than in-person classes.

Which Delivery Method Is Best?

Synchronous, asynchronous and hybrid each have unique uses, pros, and cons.

SYNCHRONOUS

Most natural to teachers.

Allows for real-time interaction.

Good for classes with frequently changing content.

Helpful for new students just learning the college experience.

Simplest to implement on short notice.

ASYNCHRONOUS

Flexibility to take classes at preferred time.

Need to be self-motivated to keep up.

Helpful for students with family or work obligations.

Complex lessons can be paused and repeated.

Course material can be edited for length or clarity.

HYBRID

Best of both worlds.

Lectures can be asynchronous, group projects conducted via live video.

Synchronous lectures can be recorded for later viewing.

Chats can be part of class engagement.

Bulk of classwork can be asynchronous with scheduled synchronous classes.

What Challenges Does Online Learning Bring?

In a classroom setting, all students are on an approximately level playing field. They have equal access to instructors. There is robust broadband available. On campus they are undistracted by children, pets, or others. They are in a mostly safe and comfortable environment. They can interact directly with teachers who can detect when they are confused or falling behind.

TEACHERS HAVE LESS CONTROL IN AN ONLINE ENVIRONMENT.

They cannot watch students take exams, making it difficult to maintain academic integrity. Solutions developed to address this concern, such as video monitoring or eye-movement tracking are invasive and ableist.

STUDENTS DON'T ALWAYS HAVE EQUITABLE ACCESS.

Student home conditions can vary widely. They may not have reliable Wi-Fi access or a workspace where they can study and engage undisturbed. Students can have varying levels of comfort with technologies or learning disabilities that are not easily accommodated remotely.

Effective online learning strategies consider the needs of both students and teachers.

How can You Design an Amazing Online Course?

Online courses require a different approach than in-person learning. Teachers may compete for attention with distractions learners face. In asynchronous classes, instructors can't tell when students' attention is wandering. Getting creative with how content is delivered can make a difference.

HOW CAN YOU MAKE LEARNING ENGAGING AND INTERACTIVE?

- Add snippets of video or audio content for variety.
- Include polls or quizzes for engagement.
- Create short, focused videos for ease of learning.
- Use interactive elements to elevate the learning experience.
- Avoid content-heavy PowerPoint decks
- Assign summaries or essays to ensure students understand material.
- Schedule one-on-one video meetings with each student.

WHAT COMMON OBSTACLES AND COMPLAINTS MAY YOU ENCOUNTER?

- Teachers may be great in a classroom environment but struggle with remote learning.
- Instructors don't understand what is entailed in creating an asynchronous or hybrid course.
- Simply shifting in-person classes to online is not enough.
- Students may be sharing bandwidth or devices with family members.
- Students can be distracted or have difficulty accessing materials
- Differentiate college learning from online diploma mills

Clarity Consultants can help you provide an exceptional educational experience while preserving and even growing revenue!

What Does Clarity Offer Colleges and Universities?

Clarity Consultants has 27 years expertise in instructional design. We provide both content developers and instructional designers and can adapt, customize, and scale our services to your needs.

HOW DO WE GET STARTED WORKING WITH CLARITY?

Clarity will conduct an assessment of available resources (H5P for interactivity, Learning Management System (LMS), textbook publisher resources, etc.) We get agreement and buy-in from the subject matter expert, designer, and all stakeholders. If your resources are limited, Clarity can develop a solution to fill the gaps.

WHAT SERVICES DO YOU PROVIDE?

Everything required to convert classroom learning to online education including, coaching educators in various synchronous learning options, interactive eLearning courses, instructional videos, asynchronous learning solutions and support, and LMS tracking and support.

HOW LONG DOES IT TAKE TO CONVERT A COURSE?

The answer varies depending on your needs. We have created a full 42 total contact hours online course in as little as five weeks; however, our typical timeframe is three months.

WHAT IS TYPICALLY THE HARDEST PART FOR OUR COLLEGE IF WE HIRE CLARITY CONSULTANTS?

Typically, it's paring down the content from the instructor. It takes time to convert the content to the online course.

CAN YOU MATCH THE DESIGN AESTHETICS OF OUR CURRENT COURSES?

Absolutely. Yes, everything is customizable.

CAN CLARITY MANAGE THESE PROJECTS FOR US?

Yes, we can take care of all the details. Ongoing communication is a critical part of the project's success.

HOW ARE THESE TYPES OF PROJECTS BILLED?

We can price projects on an hourly basis, hourly with a cap, or fixed fee.

Clarity has a 98% successful project completion rate -- almost double the industry average of 54%.

About Clarity Consultants

Clarity is trusted by some of the most respected and discerning learning institutions in the country. Our professionals help educators be proactive, rather than reactive, in an increasingly virtual world. We match educators with consultants who understand all aspects of academia and can will ask the right questions to determine the best approach.

CONTACT US TO GET STARTED:

💻 www.clarityconsultants.com 📞 1-800-330-6558

Resources:

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