

# UCLA Online Training Suggestions for e-Learning



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# Training Background

- One of the original Shipley Facilitators at Hughes Aircraft
- Generic training at Hughes
- Taught Managing and Writing Courses for 19 years
- Focused-DD 21 Training.

# UCLA Extension Program

- Started in 1917
- Largest extension program in the US
- Averages about 10,000 students a year
- Quarterly system
- Technical Writing Certificate or degree elective.

# Online Training

- UCLA started 1995
- 1500 Instructors-197 Online instructors
- Class Size limited to 15-usually drops to under 10
- 11 minimum students
- Uses Blackboard Computer Program

# Blackboard Control Panel

- Content Areas
- Course Tools
- Tasks
- Course Options
- User Management
- Assessment
- Support

# Blackboard Content Areas

- Course Information
  - Syllabus
- Course Documents
  - RFPs
  - Discussion Topics
  - Examples
- Assignments –shown by week.
- Books
- External Links

# Blackboard Course Tools

- Announcements
  - First page upon entering Blackboard
  - Used on a weekly basis
- Course Calendar- shows assignments due dates
- Staff Information-Instructor's bio
- Digital Drop Box-completed assignments.

# Blackboard Tasks

- Discussion Boards
  - One for students
  - One for entire class
- Send E-Mail-can use to send an email to one or all students.

# Weekly Training Process

- Monday: Post discussion topics and assignments
- Wednesday: Interactive chat session
- Wednesday: Interactive “Office Hour”
- Monday: Pull completed assignments from the Digital Drop Box
- Wednesday: Return graded assignments with complete comments from previous week.

# Student Demographics

- Majority have college degrees
- Ages range from 25 to 45
- All over the world
- No Aerospace
- Most have jobs
- Even split over self/company financing.

# Course Development

- 5 to 10 times more work involved developing an Online course.
- Plan 10 to 20 hours a week for 8 week course
- Review and modify course upon completion
- Amount of content [?].

# Course Content

## Round One

### PROPOSAL EXPERIENCE AND EXPECTATIONS-The Dilemma

- Student experience ranges across the scale
- Writing course most difficult
- First plan was to split managing and writing into two courses
- Taught Managing and course went well.

# Course Content

## Round Two

Taught Writing last year with disastrous results.

- Drop out rate was over 40%
- Either too much content or not enough
  - Outlining
  - Strategy
- Unique group of students
  - Plagiarism
  - Hostile-aggressive attitude

# Course Content Round Three

- Currently have
  - Split courses into Fundamentals of Proposal Writing and Advanced Proposal Applications
  - Fundamental: Process, format, writing, graphics
  - Advanced: Strategy, ghosting, management
  - Teach Fundamentals in Spring.

# Instructor Observations

- Although Blackboard allows interaction, most students are not interested
- Majority of students more interested in a grade than learning content
- Plagiarism rules
- Classroom control challenges
- Norma Twitney makes it worthwhile.

# Conclusions

- Advantages of Online Learning:
  - Cost
  - Anytime training
  - Logistics
  - Standardization
- Disadvantage: Lacks Social Presence
- Applications
  - Fundamentals
  - Approved proposal process
  - Approved styles
  - Active voice

# Social Presence

- Concept used to determine the Quality of Communications
- Can Likert Scale the quality of communications
  - Class Room Training=10
    - Non verbal cues such as facial expressions, tone inflection, and face to face participation
- The goal of the On-line instructor is be aware of the low Social Presence of computer-mediated communications and to compensate for it.