Welcome to #WCETWebcast

February 16, 2017

• The webcast will begin shortly.

• There is no audio being broadcast at this time.

• An archive of this webcast will be available on the WCET website next week.
Understanding & Implementing an Education Content Strategy

February 16
Welcome!

• Use the question box for questions and information exchange.

• Archive, PowerPoint, and Resources available next week.

• PowerPoint can be downloaded in the handouts pane.

• Follow the Twitter feed: #WCETwebcast.

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Overview

- Introductions
- Panel Stories
- Moderated Discussion
- Audience Q&A
- Conclusion
Questions from the Audience

• If you have a question during the presentation, please add your questions to the question box.

• We will monitor the question box and have time for Q&A in the last part of the webcast.
Moderator

**Nick White**

- Director, Competency Based Learning Solutions
- Capella University
What is a content strategy?

An institution-wide plan and approach focused on the procurement and delivery of course materials to achieve goals such as affordability, inclusive access, or retention.
The Industry

-$29$ Billion
Publishing Industry in 2015

-$17.1$ Billion
Textbooks & Scholarly Books

-$9.82$ Billion
College Store Sales

$< 50\%$
Students contributing to bookstore revenue

$5.3\%$
Courses are using Open Educational Resources (OER)

http://nces.ed.gov/FastFacts/display.asp?id=76
http://www.onlinelearningsurvey.com/oer.html
Impact on the Student

218% Tuition increase since 1983

73% Average textbook cost increase since 2006

$650-1,200 Annual textbook expense

82% Students think digital is the future

65% Students didn’t buy materials due to cost

56% Courses have digital availability

http://nces.ed.gov/FastFacts/display.asp?id=76
# Presenters

<table>
<thead>
<tr>
<th>Andrea Dunn</th>
<th>Jeff Gallant</th>
<th>Kerry Pigman</th>
<th>David Shulman</th>
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<tbody>
<tr>
<td>• Associate Vice President, Electronic Course Materials</td>
<td>• Program Manager, Affordable Learning Georgia</td>
<td>• President &amp; COO</td>
<td>• Campus President for Broward College Online – Florida’s Global Campus</td>
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<td>• American Public University</td>
<td>• Georgia Board of Regents</td>
<td>• Ed Map</td>
<td>• Broward College</td>
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Poll question #1

Where are you in your content strategy

A. Education Content strategy, what’s that?
B. We know where we want to go with course materials on an institution-wide basis and by when.
C. We have developed a strategy and have a plan for the next X years (2 year/5 year, etc).
D. We have launched a pilot.
E. We have successfully implemented a strategy at scale.
Stories from our panelists: content curation has real impact

Jeff Gallant
Andrea Dunn
Kerry Pigman
David Shulman
Poll question #2

Who is leading or should be leading course materials strategy at your institution?

A. Finance/Administration
B. Academics
C. Library
D. IT
E. Other
Moderated Conversation

Andrea Dunn

Jeff Gallant

Kerry Pigman

David Shulman
Topics voted on by registrants:

• Goals and outcomes (cost savings, completion, etc).
• Finding and using OER.
• Student responses to digital.
• Stakeholder buy-in.
• Where to get started.
• Successes and Lessons learned.
• We tried it, and we succeeded or we tried it and failed, and here’s why.
• Regulations impacted us in the following ways.
• The students have been impacted by...
• The “Inclusive Access” trend – including course materials in tuition/course fee.
• Helping faculty navigate content options.
And the top three..

Percent of Respondents

- Regulations impacted us in the following...
- Stakeholder buy in.
- The students have been impacted by...
- The “Inclusive Access” trend – including...
- Where to get started.
- Goals and outcomes (cost savings, ...)
- We tried it, and we succeeded or we tried...
- Student responses to digital.
- Finding and using OER.
- Successes and Lessons learned.
- Helping faculty navigate content options.

[Bar chart showing percentages for each category]
Questions from the Audience
Contact Information

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Visit WCET’s New Website to learn about our Focus Areas, Initiatives, Events, Membership and Sponsorship: [http://wcet.wiche.edu/](http://wcet.wiche.edu/)

Join WCET: learn more about the benefits of joining our community: [http://wcet.wiche.edu/join-wcet](http://wcet.wiche.edu/join-wcet)
Additional Information and Resources

Access to the resources discussed during this webcast, including the archive, will be available next week.

http://wcet.wiche.edu/connect/webcasts
Learn More and Stay Connected

WCET Leadership Summit: Essential Institutional Capacities to Lead Innovation
June 14-15
Salt Lake City, UT

WCET Annual Meeting
October 25-27
Denver, CO
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