# Webinar Series on Online Education

## Adventist University of Africa

## Nairobi, Kenya

# Welcome!

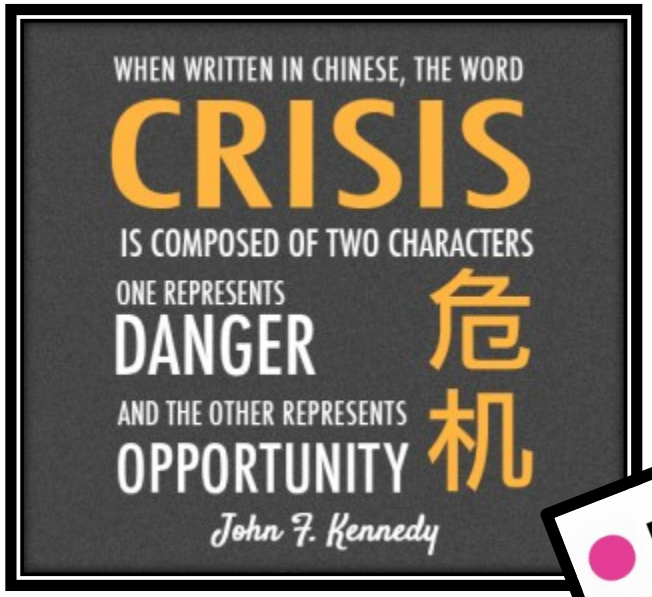
# Karibu!



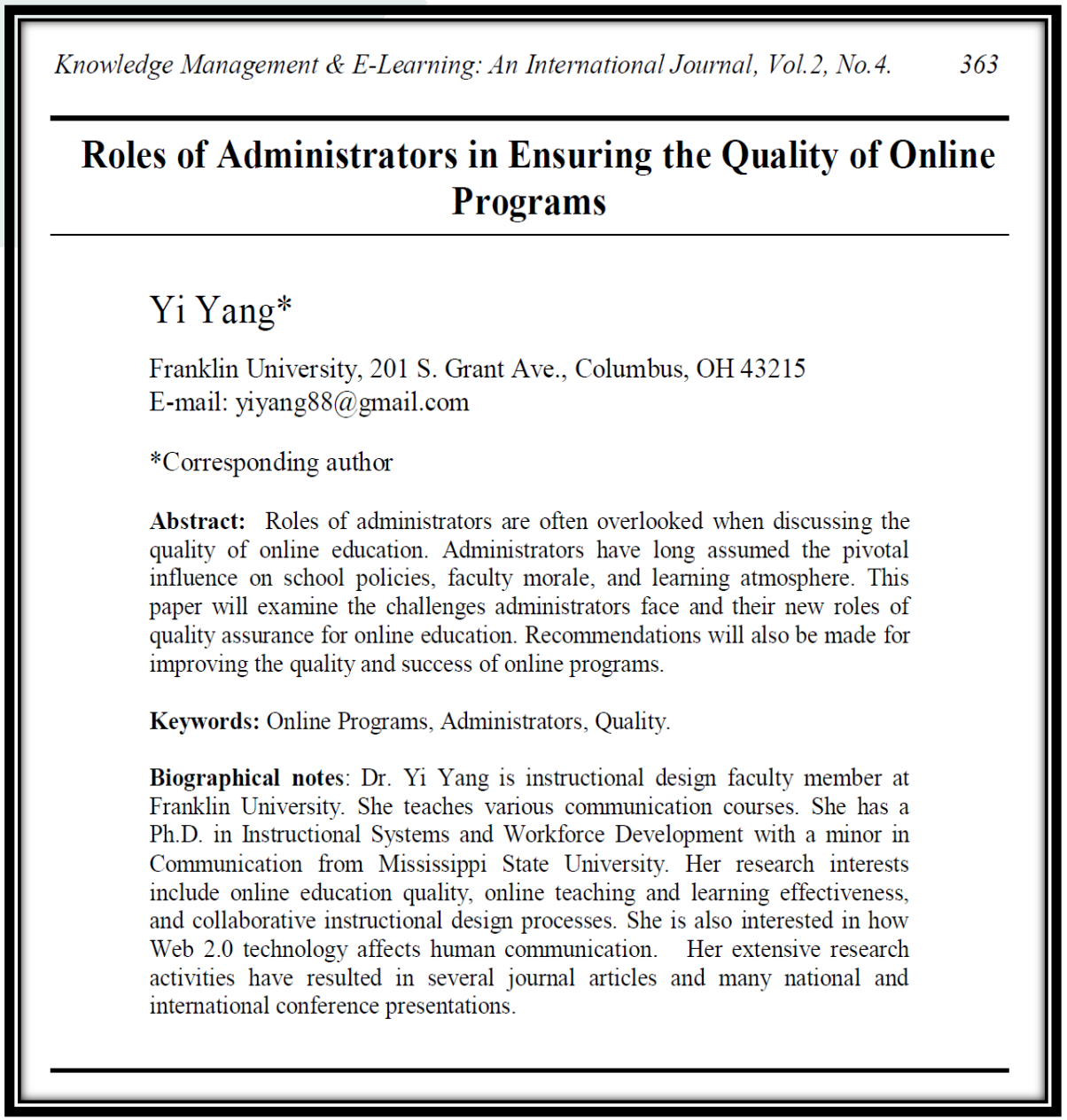
# Making the Administrative Case for Online Learning: *Five Keys*

DELBERT W. BAKER, PHD
VICE CHANCELLOR, AUA

# Crisis: A Time of Danger and Possibility





*Knowledge Management & E-Learning: An International Journal, Vol.2, No.4.* 363

**Roles of Administrators in Ensuring the Quality of Online Programs**

Yi Yang*

Franklin University, 201 S. Grant Ave., Columbus, OH 43215
E-mail: yiyang88@gmail.com

*Corresponding author

**Abstract:** Roles of administrators are often overlooked when discussing the quality of online education. Administrators have long assumed the pivotal influence on school policies, faculty morale, and learning atmosphere. This paper will examine the challenges administrators face and their new roles of quality assurance for online education. Recommendations will also be made for improving the quality and success of online programs.

**Keywords:** Online Programs, Administrators, Quality.

**Biographical notes**: Dr. Yi Yang is instructional design faculty member at Franklin University. She teaches various communication courses. She has a Ph.D. in Instructional Systems and Workforce Development with a minor in Communication from Mississippi State University. Her research interests include online education quality, online teaching and learning effectiveness, and collaborative instructional design processes. She is also interested in how Web 2.0 technology affects human communication. Her extensive research activities have resulted in several journal articles and many national and international conference presentations.

# Making the Case for Online Education to Administrators

- https://www.projectpals.com/project-based-learning-blog/how-to-obtain-administrative-buy-in-for-school-technology
- https://medium.com/@way2colleges/why-is-online-education-important-fb3620e2e36d
- https://ctl.wiley.com/academic-administrators-can-improve-online-learning-faculty-experience/
- https://ctl.wiley.com/academic-administrators-can-improve-online-learning-administrator-experience/
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Adventist University of Africa
2006
Making the Administrative Case for Online Learning:
Five Keys

# U. N. I. F. Y. for Online Education: Five Keys (UNIFY)

1. **U** = Understand
2. **N** = Negotiate
3. **I** = Initiative/Intelligence
4. **F** = Facilitate
5. **Y** = Yield

# 1. Understand of the Global Leadership/ICT Climate (VUCA)

# The VUCA World

**VUCA World** is described as- New, exciting and challenging opportunities: mixed with turbulence in terms of client expectations, emerging competition, and greater complexity all across the acquisition and delivery of services





Coined by the U.S Army in late 1990, to illustrate the environment in the world, post-Cold War. Now, applied by business leaders to describe the turbulent and rapidly changing business environment

## VUCA Prime

Countering the VUCA World and offering a remedial solution to each of the components of VUCA

| | | | |
|---|---|---|---|
| **Vision:** Take Actions, Probe changes | PRIME | V | **Volatile:** Fast Change without a clear predictable trend or pattern |
| **Understanding:** Wider, Different perspective | | U | **Uncertain:** Frequently disruptive changes, Unpredictability, Unknown Outcomes |
| **Clarity:** Focus, Flexible, Creative | | C | **Complex:** Multifaceted effects, Interdependent causes |
| **Agility:** Decision making, Innovation | | A | **Ambiguous:** Misrepresentation, little clarity about what is 'real' and 'true' |

**Cultivate:** the process of trying to acquire or develop a quality, skill; improvement, bettering, education, training, refinement and understanding.

**Awareness:** knowing, concerned, informed about a fact(s), key situation or important development.

**ICT** (Information and Communication Technologies): all devices, networking components, applications and systems that combined allow people and organizations (i.e., businesses, nonprofit, governments and criminal enterprises) to interact in the digital world.

# Cultivate Awareness of *Overall Online Education*:

## E-Learning, ICT, ODEL Cyberspace Power

**E-Learning:** A electronic learning system based on formalized use of networked educational teaching methods in/out of classroom with help of electronic resources.

**Cyberspace:** describes widespread, interconnected global digital technology; a notional environment in which communication over computer networks occurs.

**Power:** knowing, concerned, informed about a fact(s), situation or development.

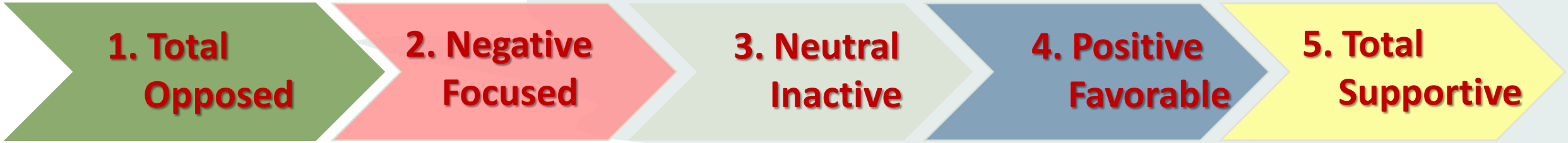
**ODeL** (Open, Distance and e-Learning): ODeL campus(es) was established to facilitate all academic units, faculties to offer their programs.

# 2. Negotiate the Period, Place, People, Provisions and Protagonists

# Five Empowerment Questions (5 Ps)

1. **Period**—is this the time for OE advancement?
2. **Place**—is the organization ready for action?
3. **People**—are people ready for change action?
4. **Provisions**—is there expertise, resources, will?
5. **Protagonists**—can you handle the opposition?

# Institutional Factors (Mindset)




# Administrative Factors (Receptiveness)

# 3. Intelligence Ready; Initiative Capacity

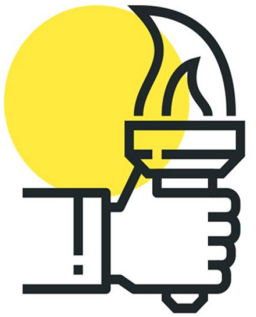
# Five Intelligences (COPES) to "Make the Case"

1. CI: Corporate Cultural Intelligence (feel)
2. OI: Online Intelligence (ICT/OE/RET, etc.)
3. PI: Partnership Intelligence (synergy)
4. EI: Emotional Intelligence (relatable)
5. SI: Spiritual Intelligence (providence)

# Power of Taking the Initiative















# 4. Facilitate Focused Action with a Doable Plan

# HOW TO EASILY CREATE A KILLER PITCH

## WHAT IS AN ELEVATOR PITCH?

An elevator pitch is a brief summary of your business designed to quickly convey the key elements of your business to investors and get them interested.

The goal of your elevator pitch is to convey your message and get the investor interested in **60 SECONDS OR LESS**

## WHY ELEVATOR PITCHES ARE IMPORTANT

Investors are too busy to invest time thoroughly reviewing all companies they come across. So, if you can't convey your business quickly and effectively, you won't receive funding.

If you can't convey your story and gain their interest in 60 seconds, they'll move on to the next opportunity.

## A GREAT ELEVATOR PITCH FORMULA:

### COMPARING YOURSELF TO ANOTHER SUCCESSFUL VENTURE

One way to concisely explain your business to others is to compare it to another successful business they know and to show how you're different.

## Making the Case for Change

## ADMIN PROPOSAL PRESENTATION TIPS

1. Inclusive ICT approach/plan
2. Solutions answering problems
3. Resource possible suggestion
4. Reach out for assistance/help
5. Keep evaluations ongoing

## THE SIMPLE ELEVATOR PITCH TEMPLATE

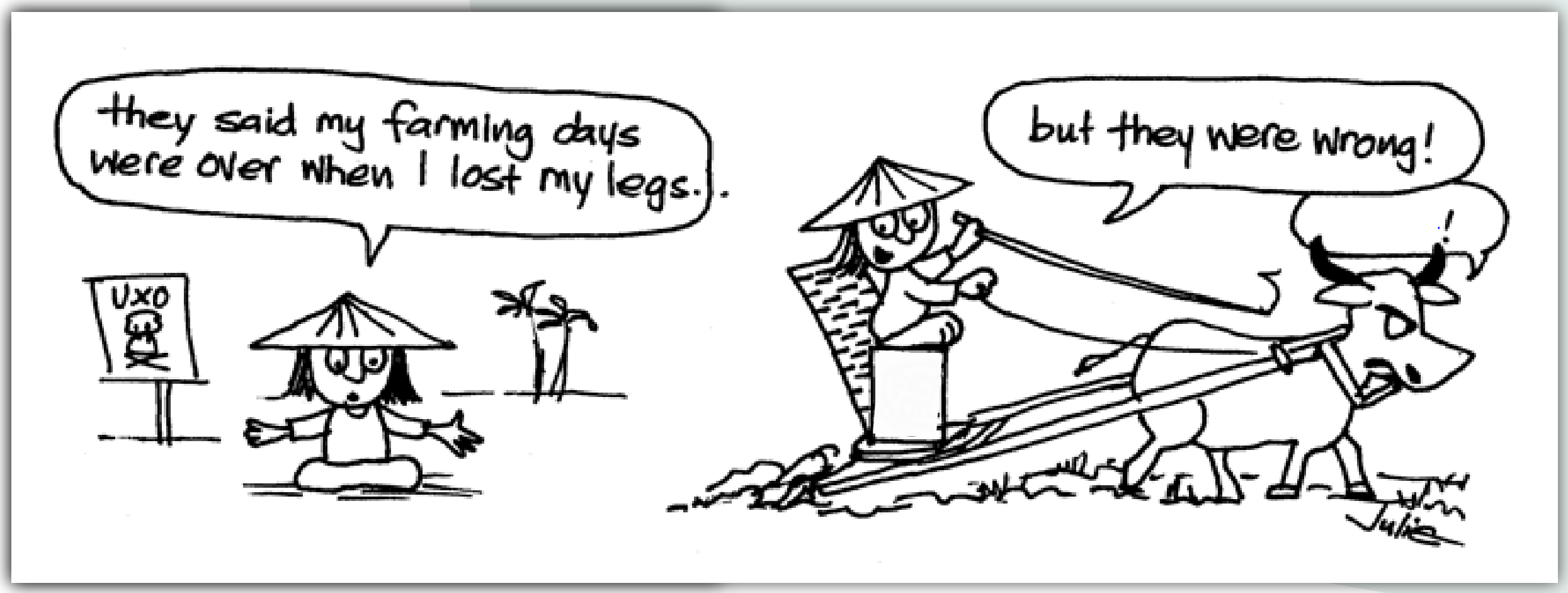
Answer the following questions:

- What does your company do?
- Who are your customers?
- What key benefits do you offer your customers?
- Why is your company better than competitors?
- What information gives your firm more credibility?
- Is there a clear and clean business sector that your company fits?

## PRACTICE MAKES PERFECT

Write down/type up your elevator pitch and practice delivering it. The more you practice, the more easily you will concisely recite it within 60 seconds and the more natural it will sound.

BusinessPlanTemplate.com


they said my farming days were over when I lost my legs.
UXO
but they were wrong!
!

# 5. Yield to Circumstantial Realities after Doing Your Best

# Benefits/Advantages of Online Education (7+7)

## Benefits

1. *Offers A Wide Range of Study Courses and Degree Programs*
2. *Makes Process of Pursuing A Course More Convenient, Flexible*
3. *Lowers the Total Costs of Studying*
4. *Provides Opportunity to Enjoy a Relaxing Learning Environment*
5. *Encourages Career Advancement*
6. *Improves Student's Technical Skills*
7. *Allows Shy Students to Interact Easily with Greater Concentration*

## Advantages

1. Upskilling is Becoming Increasingly Necessary
2. Self-Paced Learning
3. Online Learning Helps Us Stay Relevant
4. Information Change is More Easily Managed
5. E-Learning is Resource Efficient
6. Online Learning is Accessible to All
7. Online Learning is Mutually Beneficial for all Involved

https://www.ccaurora.edu/programs-classes/online-learning/benefits-online-education; https://digitalmarketinginstitute.com/en-us/blog/5-advantages-of-online-learning


"Always do your best.
What you plant now,
you will harvest later."
- Og Mandino


GOD PROVIDES
LEARNING TO TRUST IN GOD'S FAITHFULNESS



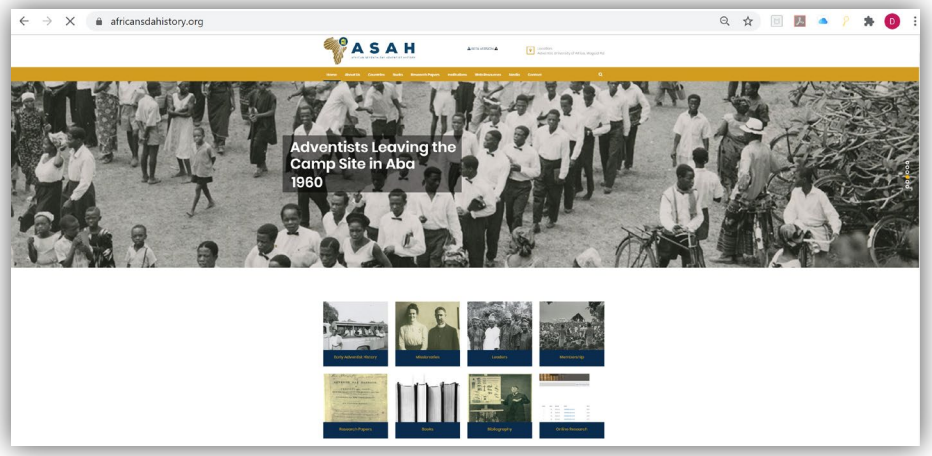
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Thank you. God bless.

# Announcements: Dr. Daniel Ganu, Dean, School of Postgraduates Studies

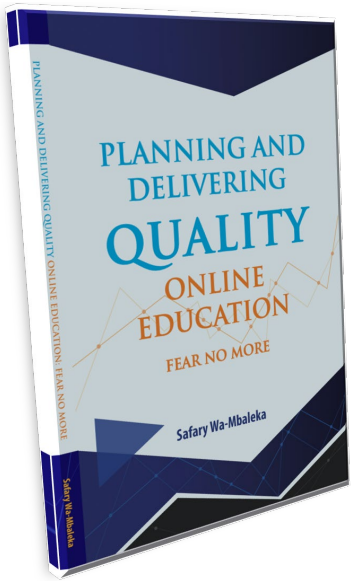
1. PDF Slides of *the Making the Case…* Presentation Available on: on www.africansdahistory.org




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Delbert W. Baker, PhD
Vice Chancellor
Adventist University of Africa
Nairobi, Kenya
BakerD@aua.ac.ke