

# Welcome to #WCETWebcast

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*September 12, 2019*

*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.*



SEPTEMBER 12

# Retaining Women in Online Programs

# Welcome!

*Use the question box for questions and information exchange.*

*Archive, PowerPoint, and resources available will be next week.*

*PowerPoint can be downloaded via the link in chat.*

*Follow the Twitter feed:  
#WCETWebcast.*



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# Overview

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**01**

Introductions

**02**

Overview about recruitment and retention strategies for women in online courses.

**03**

Moderated Conversation

**04**

Audience Q&A

**05**

Conclusion



# Questions from the Audience

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*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 at the end of the webcast.*



# Moderator and Lead Presenter

@TanyaSpilovoy

**Tanya Spilovoy**

*Director, Open Policy*

*WCET*



# Panelists



**Leah Hamann**

Dean of Instruction & Dir.  
of Extended Learning

United Tribes Technical  
College



**Whitney Kilgore**

Chief Academic Officer

iDesign



**Cali Morrison**

Associate Dean,  
Alternative Learning

American Public  
University System



**Patrice Torcivia Prusko**

Associate Director,  
Teaching and Learning  
Lab

Harvard University



# College Students by Gender

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- In the 1970's, men attended college in higher proportions than women- 58% to 42% respectively.
- This fall, women will comprise roughly 56% of all college students.

Males Full Time	Males Part Time	Females Full Time	Females Part Time
5,012,000	2,798,000	6,149,000	4,008,000

National Center for Education Statistics, 2019 projection. Nces.ed.gov

- By 2026, the Department estimates that 57% of college students will be women.





# College Students by Modality

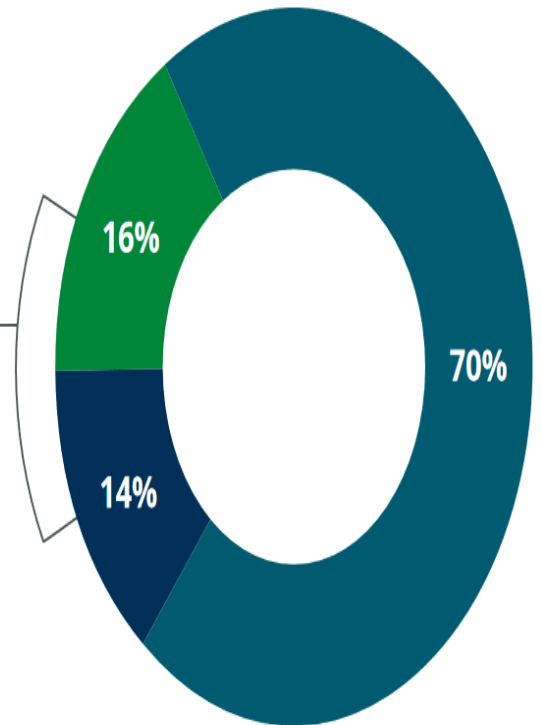


PROPORTION OF STUDENTS TAKING DISTANCE EDUCATION COURSES | 2015

**30%** of all students in higher education are now taking at least one distance course.

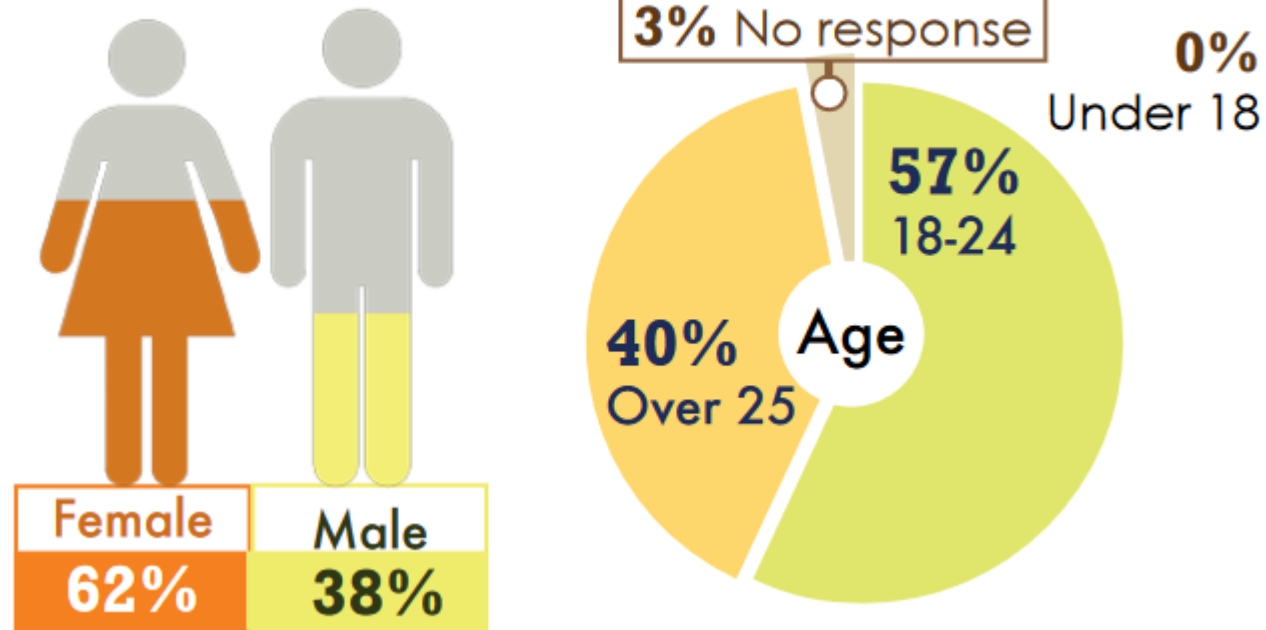
Distance learners are **split almost evenly** between students who are exclusively “distance” and those who take some courses in person.

- Not enrolled in any distance education courses
- Some but not all distance education courses
- Exclusively in distance education courses



# Online Students by Gender

## ONLINE STUDENTS: **GENDER & AGE**



Instructional Technology Council, National eLearning Survey of Community Colleges Infographic, 2019



# Women in Online Programs: The Marketing Myth





# My Interest in & Research on Women in Online Programs

Worked at a Tribal College

- Many students were parents.
- The majority were female.
- UTTC has campus housing, an elementary school, a daycare.
- I allowed mothers to bring baby to class if needed.
- Families were part of the academic culture.

# My Interest in and Research on Women in Online Programs

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## Online Faculty

### Academic Dean at a college

- Around 80% students took at least one online course
- Retention and completion.
- Parenting/working adults.

### Director of Distance Education for North Dakota University System

### Doctoral Student and Mother

“Motherhood and the Pursuit of Higher Education: A Phenomenological Study of College Student Mothers Completing Online Bachelors Degree Programs” 2013.

We educate  
*Anywhere*

Table 2

*Reasons for Choosing Online Education*

<b>Name</b>	<b>Busy Work/Life Schedule</b>	<b>More Time with Kids</b>	<b>Older Than Other Students</b>	<b>Geographic Location / Academic Program</b>	<b>Online Suits Learning Style</b>
Angela	X	X		X	
Beth	X	X	X	X	
Cammie	X	X			X
Dawn	X	X	X	X	
Ellen	X	X	X		
Jenna	X	X	X		X
Leah	X	X	X		
Mary	X	X			
Nina	X	X			X
Sara	X	X	X		
Sherrie	X	X		X	
Summer	X	X			

Spilovoy, 2013



# The Challenges

- “For Many women participating in distance education, the third shift of student life occurs late at night or early in the morning, after the day’s paid work and household/family work.” (Kramarae, 2001, p. 33).
- Childcare.
- Working.
- Household responsibilities.
- Eldercare.
- Financial challenges.





# Juggling Multiple Roles

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Women's strong motivation to complete their degrees, their engagement in learning communities, and their appreciation for the convenience of an online degree-completion opportunity facilitated persistence for women in online degree programs. (Muller, 2008)



# What Factors Are Essential to The Success, Retention, and Completion Rates of Student Mothers?

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The participants described their strategies for self-motivation and persistence; these strategies included:

- A. Using small achievements to lead to bigger achievements, #smallwins.
- B. Engaging in self-motivating self-talk.
- C. Setting self-imposed rewards.
- D. Prioritizing.



## What Factors Are Essential to The Success, Retention, and Completion Rates of Student Mothers? Cont.

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The participants described their strategies for self-motivation and persistence; these strategies included:


E. Self-advocacy.

F. Support networks.

G. Focus on being good role models for their children.



# What's Next for the Field?



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# Emerging Progress: Women in College

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<https://youtu.be/3uQXXOfOiCA>

- **Achieving the Dream: Community College Women Succeed Program** ~Meredith Archer Hatch
- **Institute for Women's Policy Research**  
Gender wage gap, Parents in College  
Free College for Parenting Students
- **Open Educational Resources: Equity and Efficacy Research**  
Large-scale study by Colvard, Watson, & Park  
Improve end-of-course grades for Pell recipients, part-time students, and historically underserved populations  
John Hilton III, Open Education Fellows
- **Women and Mothering Support Groups at Colleges and Universities**
- **WCET Annual Meeting Session**  
10:30 am - 11:15 am on Thursday, November 7



# Questions for the Panelists

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You were a mom in college starting in your undergraduate career, what kept you going back again to achieve the next level?



# Questions for the Panelists

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Tell me about what it took for you to successfully complete your coursework and persist in your studies. What support system did you create and what experiences led to the need for this type of support?



# Questions for the Panelists

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Tell me about dealing with mom guilt -- how do you maintain your studies and still be involved in your kids' lives?



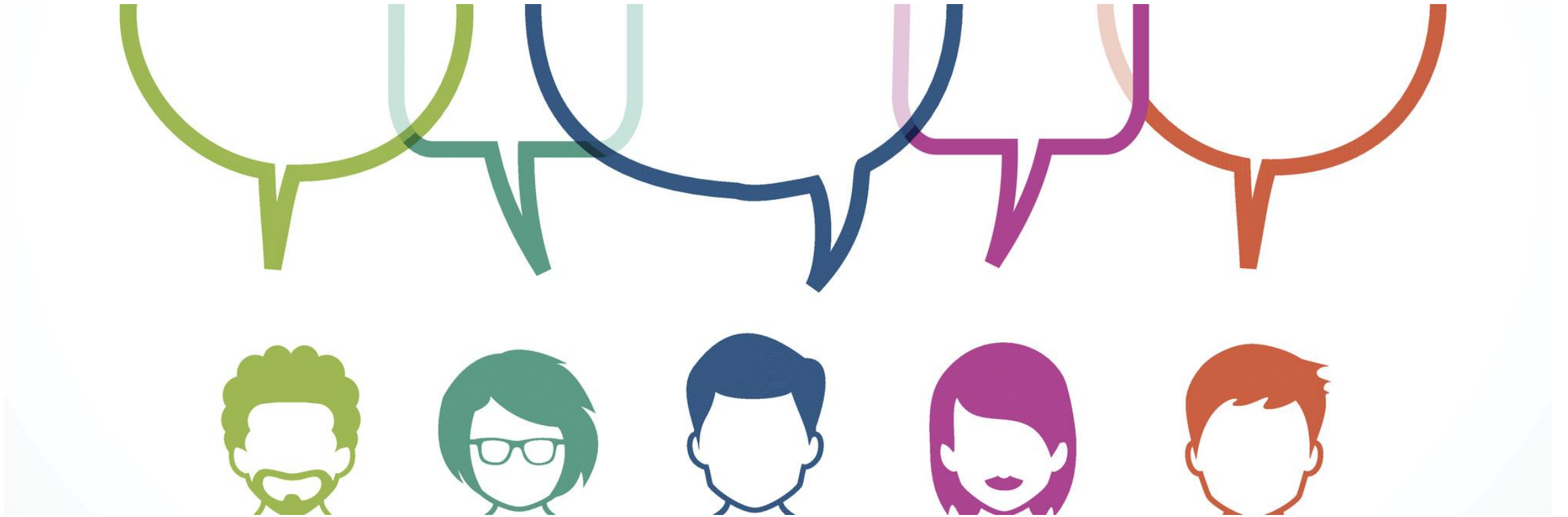
# Questions for the Panelists

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What tips and strategies do you use to help women in online programs succeed?







# Questions from the Audience

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# Contact Information

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# Join us for #WCET19

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<https://wcet.wiche.edu/events/annual-meeting>





## 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>**



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