



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!

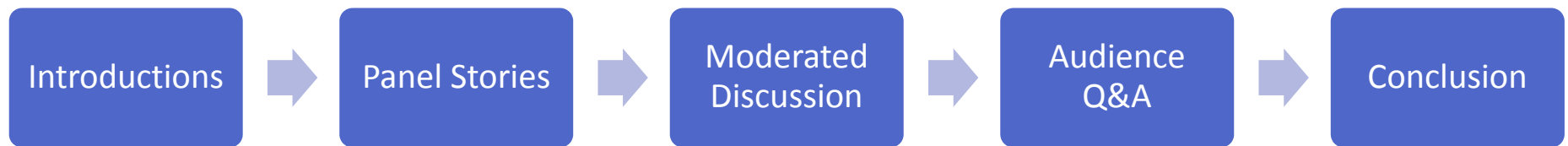
- *Use the question box for questions and information exchange.*
- *Archive, PowerPoint, and Resources available next week.*
- *PowerPoint can be downloaded in the handouts pane.*
- *Follow the Twitter feed: #WCETwebcast.*



Megan Raymond
Assistant Director, Programs
& Sponsorship
WCET

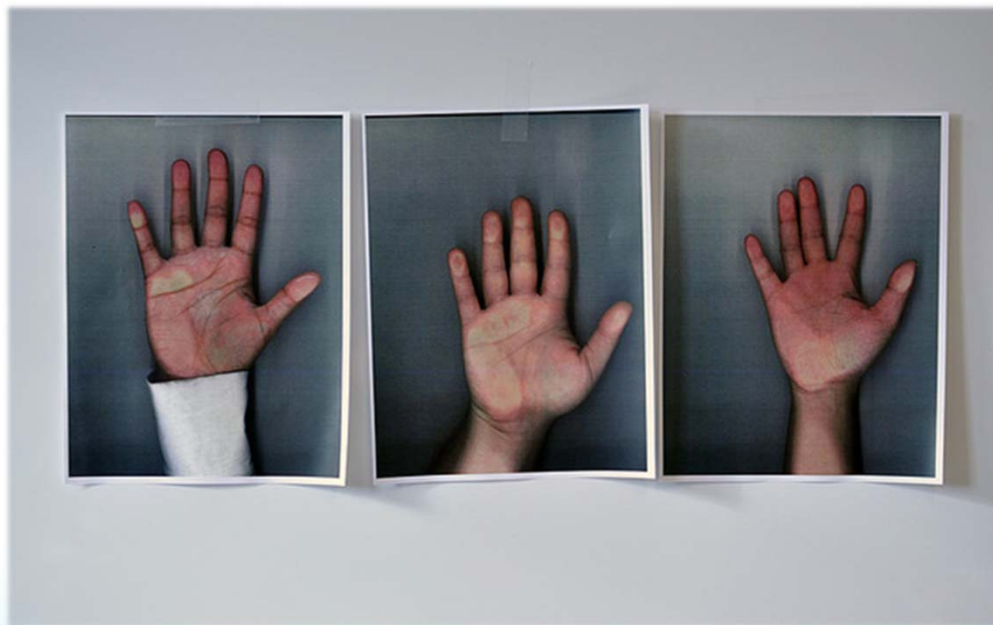
mraymond@wiche.edu
@meraymond

Overview



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)

IBIS World, Book Publishing Market Research Report | NAICS 51113 | Feb 2016

<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>

<http://www.edtechmagazine.com/higher/article/2017/01/demand-digital-courseware-higher-supply-survey-says>

Presenters

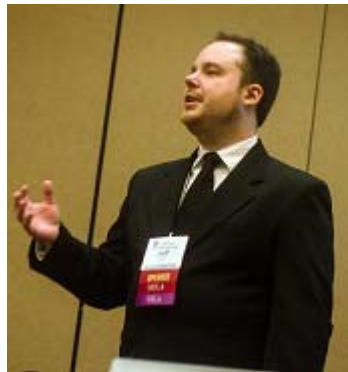
Andrea Dunn

- Associate Vice President, Electronic Course Materials
- American Public University



Jeff Gallant

- Program Manager, Affordable Learning Georgia
- Georgia Board of Regents



Kerry Pigman

- President & COO
- Ed Map



David Shulman

- Campus President for Broward College Online – Florida's Global Campus
- Broward College



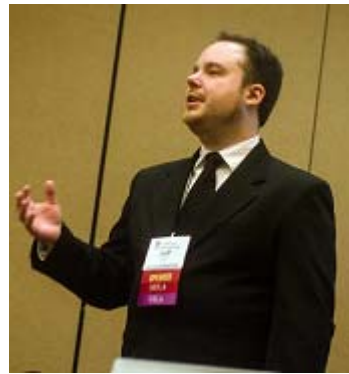
Poll question #1

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



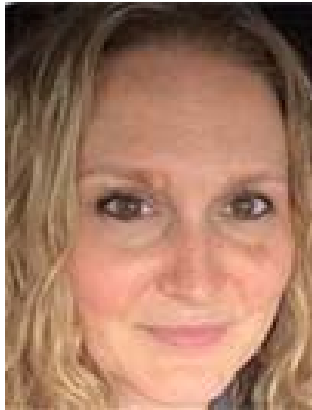
**David
Shulman**



**Kerry
Pigman**



**Andrea
Dunn**





Poll question #2

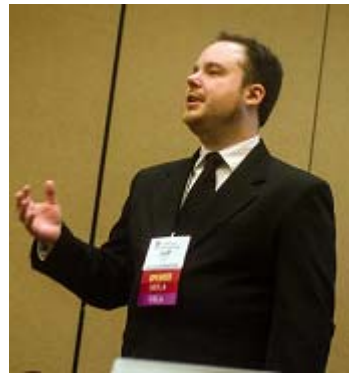
Who is leading or should be leading course materials strategy at your institution?

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



Moderated Conversation

Jeff Gallant



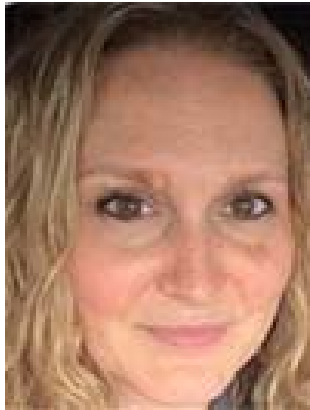
**David
Shulman**

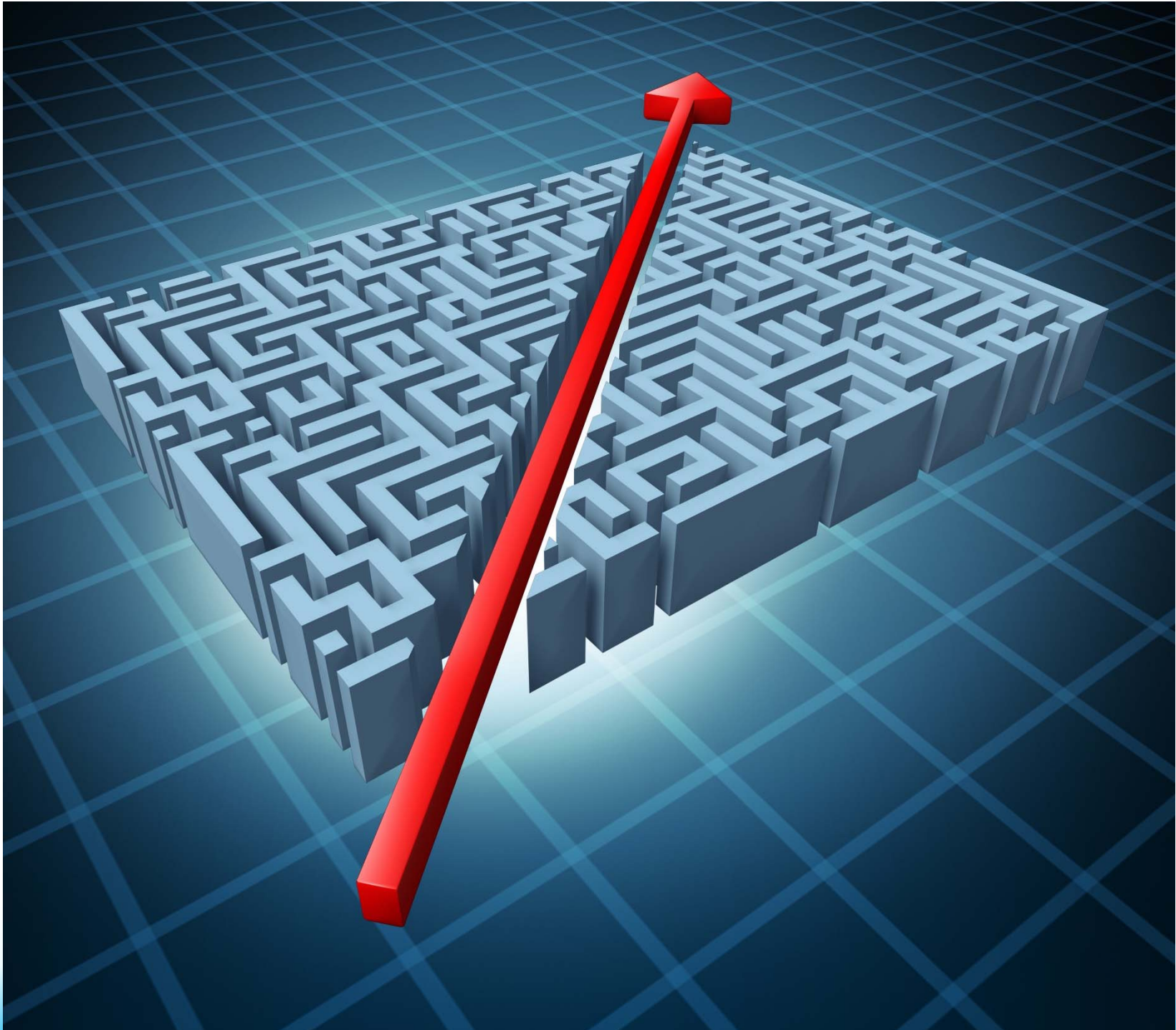


**Kerry
Pigman**



**Andrea
Dunn**

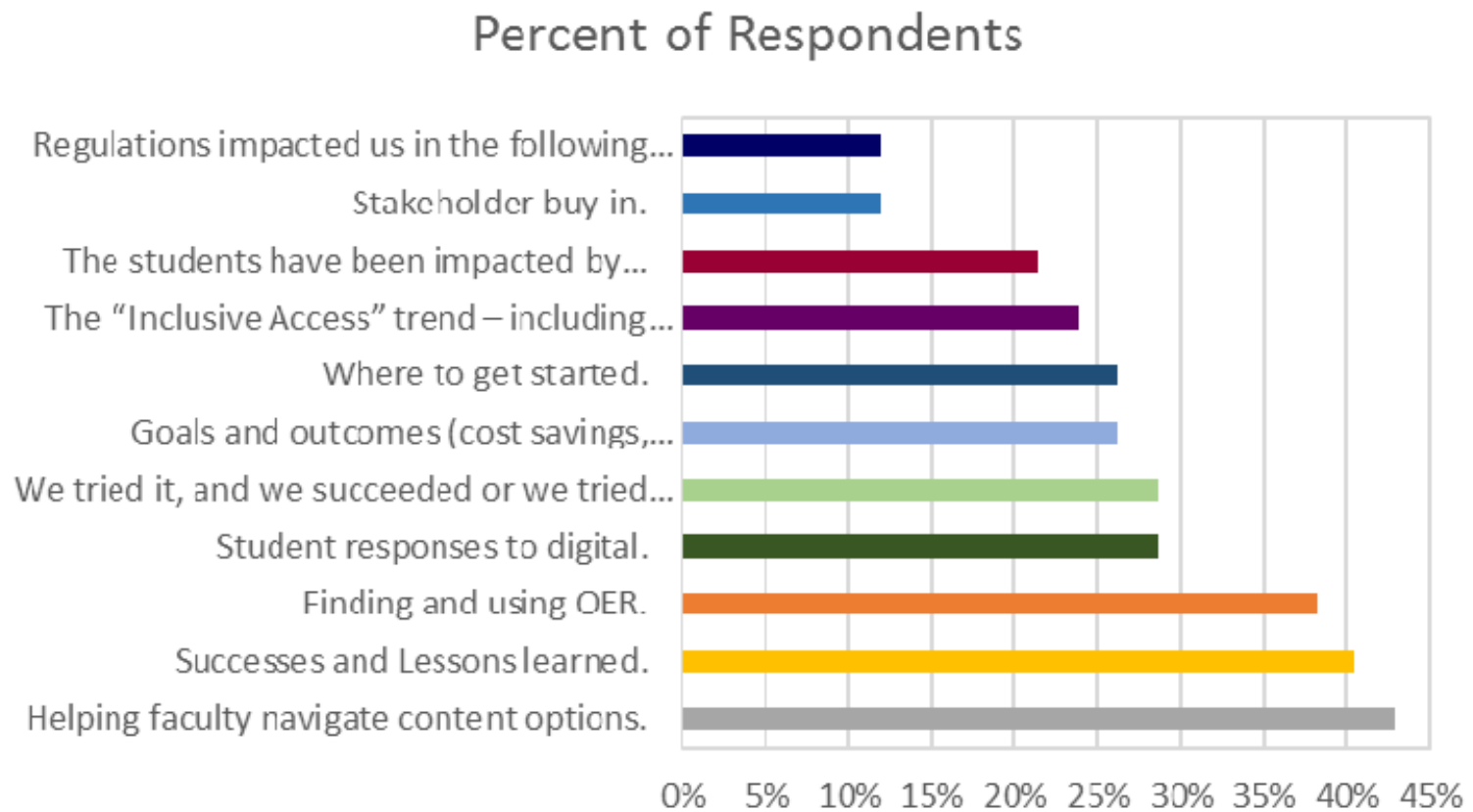




Topics voted on by registrants:

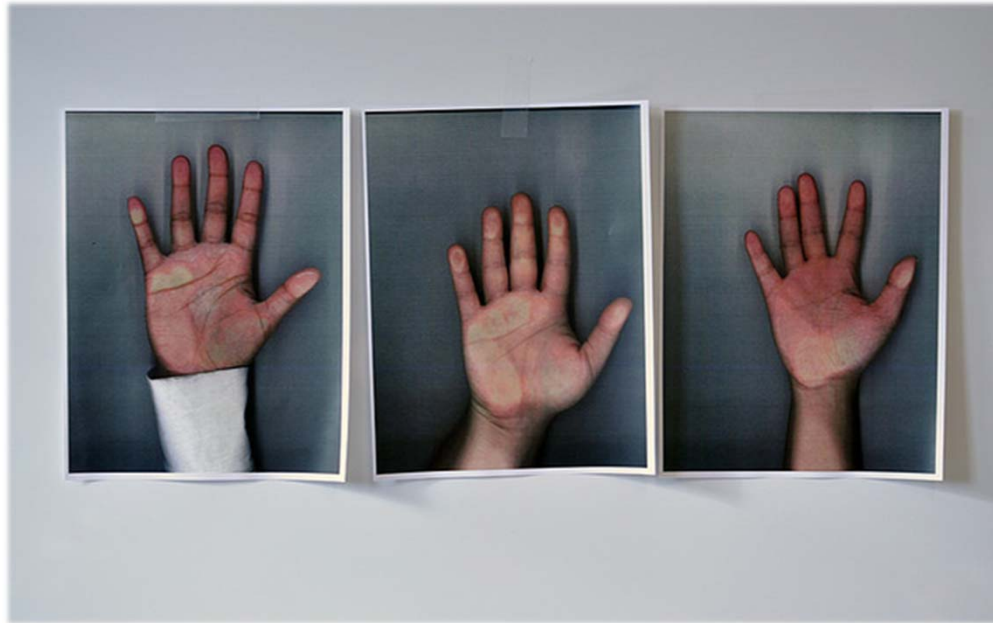
- Goals and outcomes (cost savings, completion, etc).
- Finding and using OER.
- Student responses to digital.
- Stakeholder buy-in.
- Where to get started.
- Successes and Lessons learned.
- We tried it, and we succeeded or we tried it and failed, and here's why.
- Regulations impacted us in the following 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..





Questions from the Audience





Contact Information

Andrea Dunn Adunn@apus.edu

Jeff Gallant Jeff.Gallant@usg.edu

Kerry Pigman Kpigman@edmap.com

David Shulman Dshulman@broward.edu

Nick White Nick.White@capella.edu

Learn More and Stay Connected

Focus Areas ▼

Initiatives ▼

Events ▼

Get Involved ▼

Visit WCET's New Website to learn about our Focus Areas, Initiatives, Events, Membership and Sponsorship: <http://wcet.wiche.edu/>

Join WCET: learn more about the benefits of joining our community: <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

Thank you Supporting Members for your commitment to WCET and e-Learning

- *Colorado State University*
- *Cooley LLP*
- *Lone Star College System*
- *Michigan State University*
- *University of Missouri - Columbia/Mizzou Online*
- *University of North Texas*

Thank you WCET Annual Sponsors

- *Blackboard*
- *MaxKnowledge*
- *Realizeit*
- *Wiley Education Services*
- *Civitas Learning*
- *VitalSource*
- *Ed Map*
- *Carolina Distance Learning*
- *Ilos videos*
- *Pearson Learning Solutions*
- *Soomo Learning*
- *Straighterline*
- *Drexel University*
- *RankU*
- *Schoology*
- *Smart Sparrow*
- *MediaSite*

Learn about Sponsorship Opportunities: <http://wcet.wiche.edu/get-involved/sponsorship>