HOW TO PUT YOUR PROGRAMS ONLINE

UDOnline

A How-to Guide for Developing Online Programs in the Wiley/UD Partnership

#1 DETERMINE MARKET POTENTIAL

The first step in the process for any program is to make sure it is viable in the online format. To get started, contact UD Graduate & Professional Education (contact details below) to start the discussion.

- UD Graduate & Professional Education will facilitate a discovery session between UD and Wiley to learn how the program aligns with UD's strategy for online program growth.
- Wiley will then conduct the appropriate market research.
- Upon completion, you will receive a full report of the program's online market potential, labor outlook, enrollment projections and recommendations for consideration.

#2 SEEK PROGRAM APPROVAL

Before a program can be developed for the online format, the University of Delaware must officially approve it. The procedure varies according to whether the program is completely new or being adapted from an on-ground program.

- New online programs must have approval from the faculty senate, the dean of the college, and the department chair.
- Existing on-ground programs that will be adapted to the online format need approval from the dean of the college and the department chair. Any modifications to the curriculum will require the approval of the faculty senate.

#3 MARKET THE PROGRAM

Marketing your program effectively and early is key to its success. As a best practice, your program's marketing and communications should be live in the market six to eight months before the first students begin classes.

- Your faculty members will participate in a series of interviews about the program, providing detailed information that will inform marketing materials and positioning.
- Using the information provided during the interviews and research, Wiley will then create a unique marketing strategy and content for the program.

#4 DEVELOP THE COURSES

Wiley's team of instructional designers and learning technologists will provide examples of learning experiences, and help your faculty create a high-quality, engaging and rigorous learning experience that is designed for the online format. These experts in online learning will provide support for course development as well as teaching and course revision.

#5 PREPARE FOR NEW STUDENTS

Preparing for new online students is similar to preparing for new students on campus. Wiley will work with you and the relevant departments to ensure administrative functions are established and that students have a smooth transition to the University.

Tasks include:

- Personal welcomes for students
- Orientation course enrollment
- Online learning management system student support