Opportunities and Challenges of Online Education in Creative Disciplines
PANELISTS

Jay Dorfman
- Associate Professor-Coordinator of Music Education, Kent State University, School of Music – World’s largest online MM program in music education.

Ruqqayya Maudoodi
- Director of Rutgers Online, Mason Gross School of the Arts, Rutgers University – Anywhere, Anytime, Online

Richard Metzger
- Technical Director of Rutgers Online, Mason Gross School of the Arts, Rutgers University

Chuck O’Connor
- Dean, Hixson-Lied College of Fine and Performing Arts, University of Nebraska-Lincoln
Making an Impact:
Online Graduate Music Education

Presented by
Jay Dorfman, PhD
Associate Professor & Coordinator of Music Education
Hugh A. Glauser School of Music
Helping teachers develop critical thinking
Katie Lemoine,  
Rhode Island

The courses in the MMME Program at Kent State University have allowed me to improve my teaching in the 21st-century classroom by providing me with quality resources that challenged my critical thinking skills and fostered alternatively genius ideas from experienced professors and peers. This program has helped me see my students with more potential than ever before since learning these new ideas. I have significantly grown as a music educator and feel more confident. My students and I have had a positive shift in enthusiasm through new activities stemming from the ideas I have implemented from these classes.
Addressing culturally-responsive pedagogy
Ashley Yarbrough, Texas

As an older student...I was skeptical about how much an online program would have to offer. The courses were very interesting, and I was able to interact with both instructors and fellow students...I gained more information to support my music program and learned new ways to teach my students. As an elementary music teacher, the courses that benefited my students the most were Music for World Cultures, America's Music, and Technology for Music Teaching. [The courses] helped in developing new assessments and validating my content area with administration.
Promoting diversity, equity, and inclusion
I have learned so many new things that I find it hard to express concisely the impact it has had in my classroom...I have been able to take what I've learned directly to my students, sharing new facts and skills with them. However, I think it has been the rethinking of big ideas that has impacted me the most....such as how to bring research into my classroom, how to guide my students to self-directed learning experiences, and how to create a fair and equitable space for all of my learners. I know that I have grown as an educator, and am better able to serve my students through my experiences with the online MMME program.
Promoting rigorous learning in a modern platform
Rebecca Roach, Virginia

The Kent State University MMME program has given me a deeper insight and appreciation of both my art and my students. While continuing to teach middle school band, I am able to use my new and refined skills in real-time enhancing the music education of my students. Each course has exceeded my expectations in regard to rigor, convenience, and accessibility to faculty. I am confident that the skills I have learned in this program will continue to make a positive impact on my teaching and my students’ musical learning.
Unique offerings
Aspirations
Thank You!
jdorfma2@kent.edu
Kent.edu/music
Rutgers Arts Online

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Ruqqayya Maudoodi
Director

Richard Metzger
Technical Director
We are a 100% online division offering visual and performing arts courses which serve undergraduates from the general population at Rutgers but also visiting students from other institutions.
BY THE NUMBERS

Academic Year 2019

- 9,189+ Undergraduates
- $1.6+ Expenses
- $8.2+ Revenue
- 40 Elective Courses
- 54 Instructors
- 186 Sections
- 9,189+ Undergraduates
TRENDS AND PROJECTIONS

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- 13% Growth Rate Per annum for last 3 years
- 10,384+ AY 20 Projected Enrollment
- 10,000,000+ AY 20 Projected Revenue
DIVISION HISTORY

Founded with single music course
In 2007

Arts Online Division established
By 2010

Renamed Rutgers Arts Online
In 2016

Courses offered in
art & design, dance, filmmaking, music, theater and interdisciplinary
COMPONENTS OF SUCCESS

01 AUTONOMY
02 COURSE QUALITY
03 STRUCTURE & PRACTICE
04 DATA DRIVEN
05 ADVERTISING
1. DIVISION AUTONOMY

- We control scheduling, enrollment, budgeting, staffing/contracting/licensing, data-mining, archiving, policy and process.

- Works with all departments in developing new courses, university tech support group (TLT, the Office of Student Conduct, and deans of the different schools and the Office of Disabilities Services on student accommodation.

- Division reports to the associate dean the dean of Mason Gross
2. COURSE QUALITY

• Content – vetted by department, school, & division

• Universal Design – best presentation materials, familiarity of navigation for students and branding for the division offered on Canvas LMS.

• In-house Training – permits instructors to address many tech issues without burdening university tech support. Assures all course are and will remain ADA and authentication compliant.

• Proactive – developing tools to support students in avoiding inadvertent academic honesty issues such as plagiarism.
3. ORGANIZATIONAL STRUCTURE

- “Lean and Mean” Admin – small team guiding talented pool of instructors permits quick responses and decisions. Admin have overlapping skills: technical backgrounds, and credentials in arts disciplines.

- Instructor Pyramid – author creates the course, instructors are hired to teach additional sections. “Lead Instructors” prepare the courses each semester and guide instructors.

- Licensing – division and course authors are protected by license agreements which permits authors to use their materials but guarantees an interim version of a course if an instructor leaves.
Technical Support – technical director resolves many of the tech issues to reduce “down” time in courses.

Enrollment Management -- division manages enrollment and so avoid under-enrolled sections.

Faculty Support – proactive in supporting faculty through online Faculty Handbook. Faculty also supported by email updates, weekly checklists, and reminders. Access to admins is open, direct, and welcome.

Model avoids expense of multiple versions of a same course, assures all goals and outcomes are uniform, and affords ease of expansion (or contraction) in the number of sections which can be offered.
4. DATA DRIVEN DECISION MAKING

- Division uses registration roster, independent enrollment tracking documents made daily, student instructional rating surveys, and Canvas LMS course data for the following:
  - Enrollment predictions (budget, instructor assignments); identify demographics and trends (need for new courses), monitor grade distribution (academic rigor); and measure instructor performance (promotion).
5. ADVERTISING AND MARKETING

Logo
Used in business and teaching products, appears in print ads, online (social media platforms), and in non-traditional media.
Print Media
Adverts in the school newspaper (and their social media extensions) run at the start of registration and drop/add.
Online Advertisement
Division has its own social media platforms and offers online course samples.
Non-Traditional Media

Original videos are used on website and shown on jumbotron at Rutgers athletic events.
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Focus on Faculty

Networking, Recruitment and Distributing Knowledge
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Johnny Carson Center for Emerging Media Arts

- Story-making Across all Media
- Coding
- Cinematic Arts
- Gaming
- Experience Design
- Sonic Art
- Design
- Entrepreneurship
- Mixed-Reality
- Virtual Production
- Data and AI
- Sensory Media
Carson Center Advisory Council and Visiting Instructors
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Ashley Baccus-Clarke
Preeta Bansal
Tim Chang
Sean Stewart
Nonny de la Pena

Alex McDowell
Ross Warren
Maureen Fan
Ted Schilowitz

TED SCHILOWITZ
Futurist-in-Residence
Paramount Studios
Collaborative Conferencing

Oblong-Mezzanine Components
Collaborative Conferencing
Focus on Students
Networking, Recruitment and Distributing Knowledge

MOOCS and Certifications
MOOCS and Certifications

- Promote our expertise
- Share knowledge in the market place of ideas
- Partner with other universities in course delivery
- Provide certifications (three or four courses)
- Network Knowledge and Creative Activity

• IDENTIFY TALENT!
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