



# Opportunities and Challenges of Online Education in Creative Disciplines



**ICFAD**

INTERNATIONAL COUNCIL OF FINE ARTS DEANS

A MULTI-NATIONAL ALLIANCE  
OF EXECUTIVE ARTS ADMINISTRATORS



*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

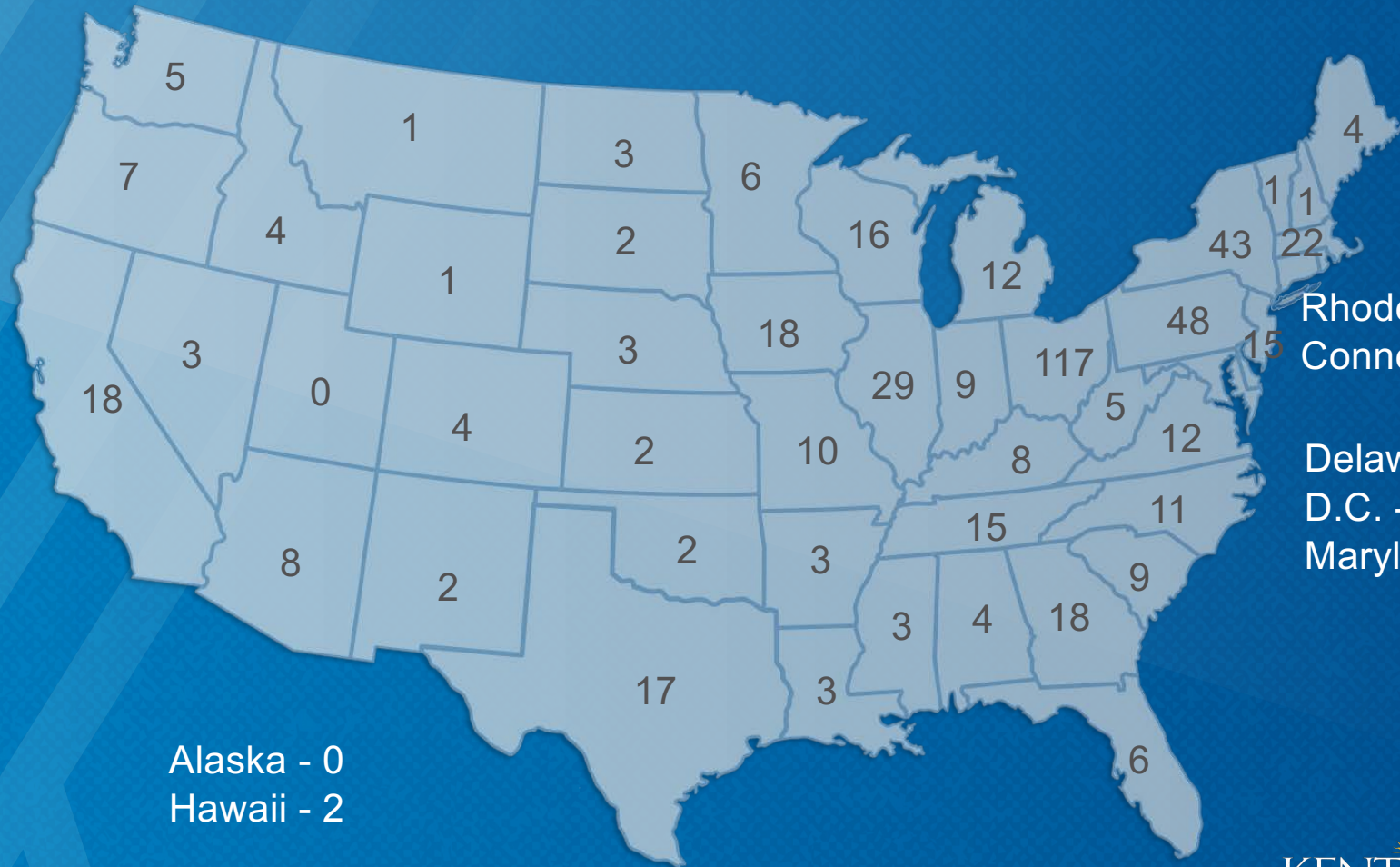
Presented by

Jay Dorfman, PhD

Associate Professor & Coordinator of Music Education

Hugh A. Glouser School of Music





Alaska - 0  
Hawaii - 2

Rhode Island - 1  
Connecticut - 17

Delaware - 2  
D.C. - 2  
Maryland - 14



# 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

**KENT STATE**  
UNIVERSITY



## 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**

**KENT STATE**  
UNIVERSITY



## Amy Wells, New Jersey

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.

A photograph of a four-piece band performing in a room with lockers in the background. The band consists of a keyboardist, a guitarist, a female singer, and another guitarist. They are surrounded by music stands, microphones, and speakers. The image is overlaid with a blue geometric pattern and a semi-transparent blue filter.

# Unique offerings



# Aspirations

**KENT STATE**  
UNIVERSITY

# Thank You!

[jdorfma2@kent.edu](mailto:jdorfma2@kent.edu)

[Kent.edu/music](http://Kent.edu/music)





*Opportunities and  
Challenges of Online  
Education in Creative  
Disciplines*

# Rutgers Arts Online



**Ruqqayya Maudoodi**  
*Director*

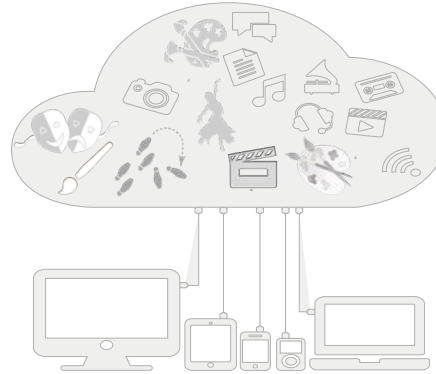
**Richard Metzger**  
*Technical Director*





*Opportunities and  
Challenges of Online  
Education in Creative  
Disciplines*

## WHO ARE WE?



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.

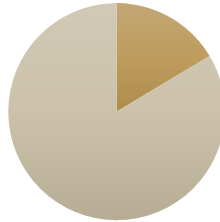
# BY THE NUMBERS

## Academic Year 2019



*Opportunities and  
Challenges of Online  
Education in Creative  
Disciplines*

**\$1.6+**  
**Expenses**  
**\$8.2+**  
**Revenue**



**40**  
**Elective Courses**



**54**  
**Instructors**



**186**  
**Sections**



**9,189+**  
**Undergraduates**



# TRENDS AND PROJECTIONS



*Opportunities and  
Challenges of Online  
Education in Creative  
Disciplines*

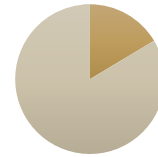
**13%**  
**Growth Rate**  
**Per annum for last**  
**3 years**



**10,384+**  
**AY 20 Projected Enrollment**



**10,000,000+**  
**AY 20 Projected Revenue**



# DIVISION HISTORY



*Opportunities and  
Challenges of Online  
Education in Creative  
Disciplines*



**Founded with single music course  
In 2007**



**Arts Online Division established  
By 2010**



**Renamed Rutgers Arts Online  
In 2016**



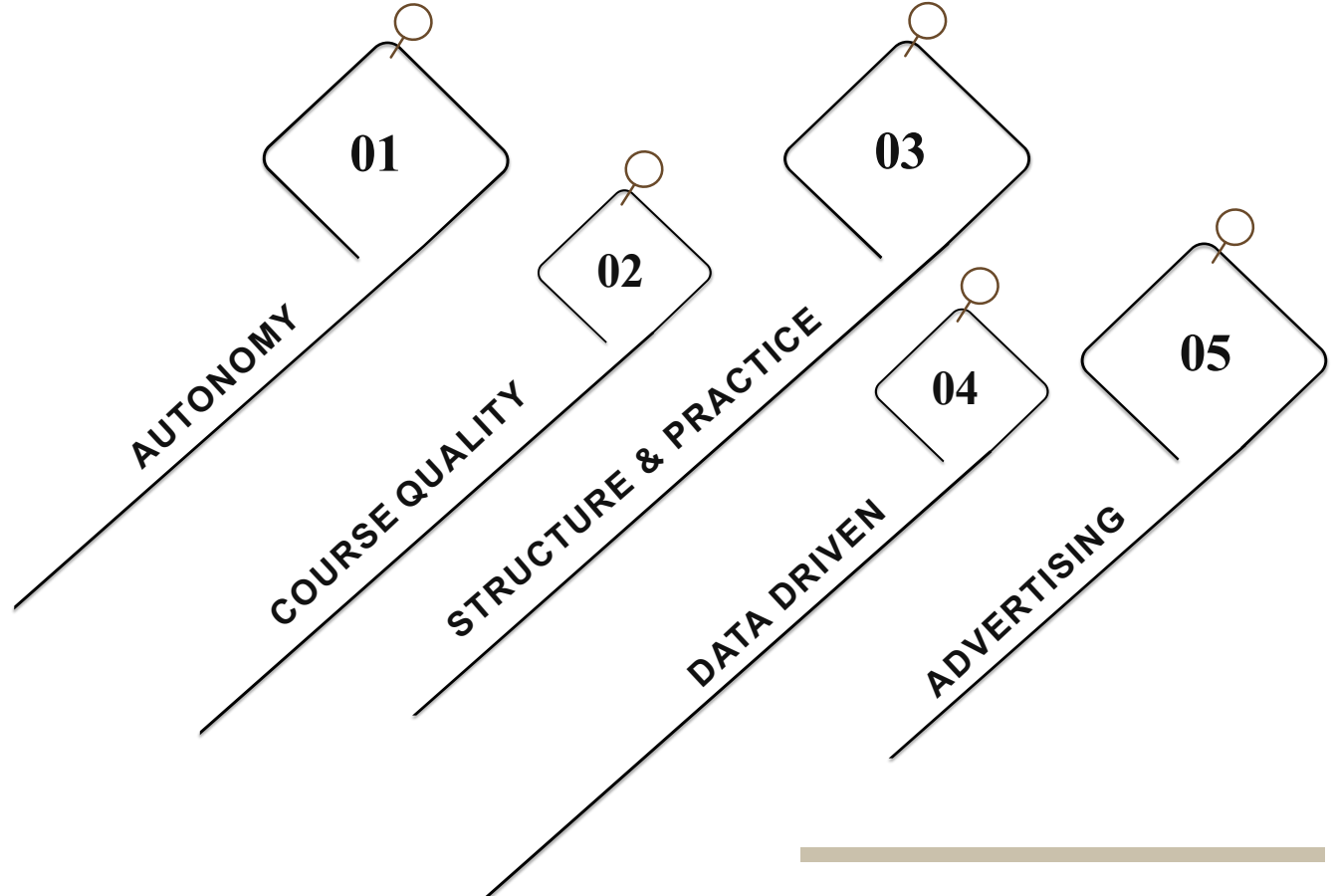
**Courses offered in  
art & design, dance, filmmaking, music,  
theater and interdisciplinary**

---

# COMPONENTS OF SUCCESS

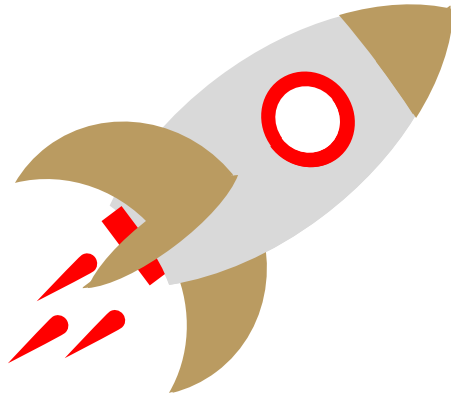


*Opportunities and  
Challenges of Online  
Education in Creative  
Disciplines*





*Opportunities and  
Challenges of Online  
Education in Creative  
Disciplines*



# 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
-



*Opportunities and  
Challenges of Online  
Education in Creative  
Disciplines*



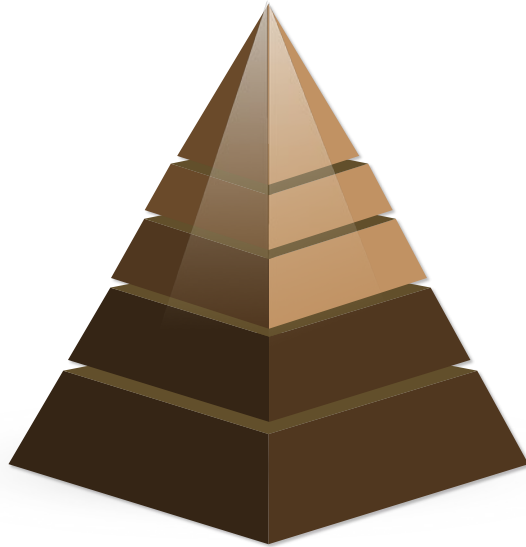
## 2. COURSE QUALITY

- 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



*Opportunities and  
Challenges of Online  
Education in Creative  
Disciplines*



- “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.
-





*Opportunities and  
Challenges of Online  
Education in Creative  
Disciplines*



- 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



*Opportunities and  
Challenges of Online  
Education in Creative  
Disciplines*



- 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.



*Opportunities and  
Challenges of Online  
Education in Creative  
Disciplines*



**ANYWHERE.  
ANYTIME.  
ONLINE.**

[masongross.rutgers.edu/arts-online](https://masongross.rutgers.edu/arts-online)



# Print Media

Adverts in the school newspaper (and their social media extensions) run at the start of registration and drop/add.



**STRENGTHEN YOUR CORE**

MEET SAS CORE CURRICULUM WITH ONLINE CLASSES

DANCE IN ISTANBUL | HISTORY OF BROADWAY DANCE | INTRO TO MUSIC  
INTRO TO MUSIC THEORY | THEATER HISTORY I

**NO PROCTORTRACK FEE**

**rutgers  
arts  
online**

**ANYWHERE.  
ANYTIME.  
ONLINE.**

[www.masongross.rutgers.edu/arts-online](http://www.masongross.rutgers.edu/arts-online)

**RUTGERS**  
Mason Gross School  
of the Arts

# Online Advertisement

Division has its own social media platforms and offers online course samples.



A screenshot of a tweet from Rutgers Arts Online (@RUartsonline). The tweet text reads: "Take the online course, Performing Solo, with this talented and very funny guy, Raymon McAnnally. [masongross.rutgers.edu/arts-online/th...](https://masongross.rutgers.edu/arts-online/th...) Rutgers University Rutgers University—New...". Below the text is a video player showing a scene from the TV show Modern Family with guest star Raymond McAnally. The video title is "MODERN FAMILY Guest Star Raymond McAnally" and the description says "This is 'MODERN FAMILY Guest Star Raymond McAnally' by Raymond McAnally on Vimeo, the home for high quality ...". The video player includes a play button icon and a link to vimeo.com. At the bottom of the tweet, it shows the time "10:38 AM · May 3, 2019" and the platform "Facebook". The tweet interface includes a back arrow, a reply icon, a retweet icon, a heart icon, and a share icon.

← **Tweet**

 **Rutgers Arts Online**  
@RUartsonline

Take the online course, Performing Solo, with this talented and very funny guy, Raymon McAnnally.  
[masongross.rutgers.edu/arts-online/th...](https://masongross.rutgers.edu/arts-online/th...)  
Rutgers University Rutgers University—New...

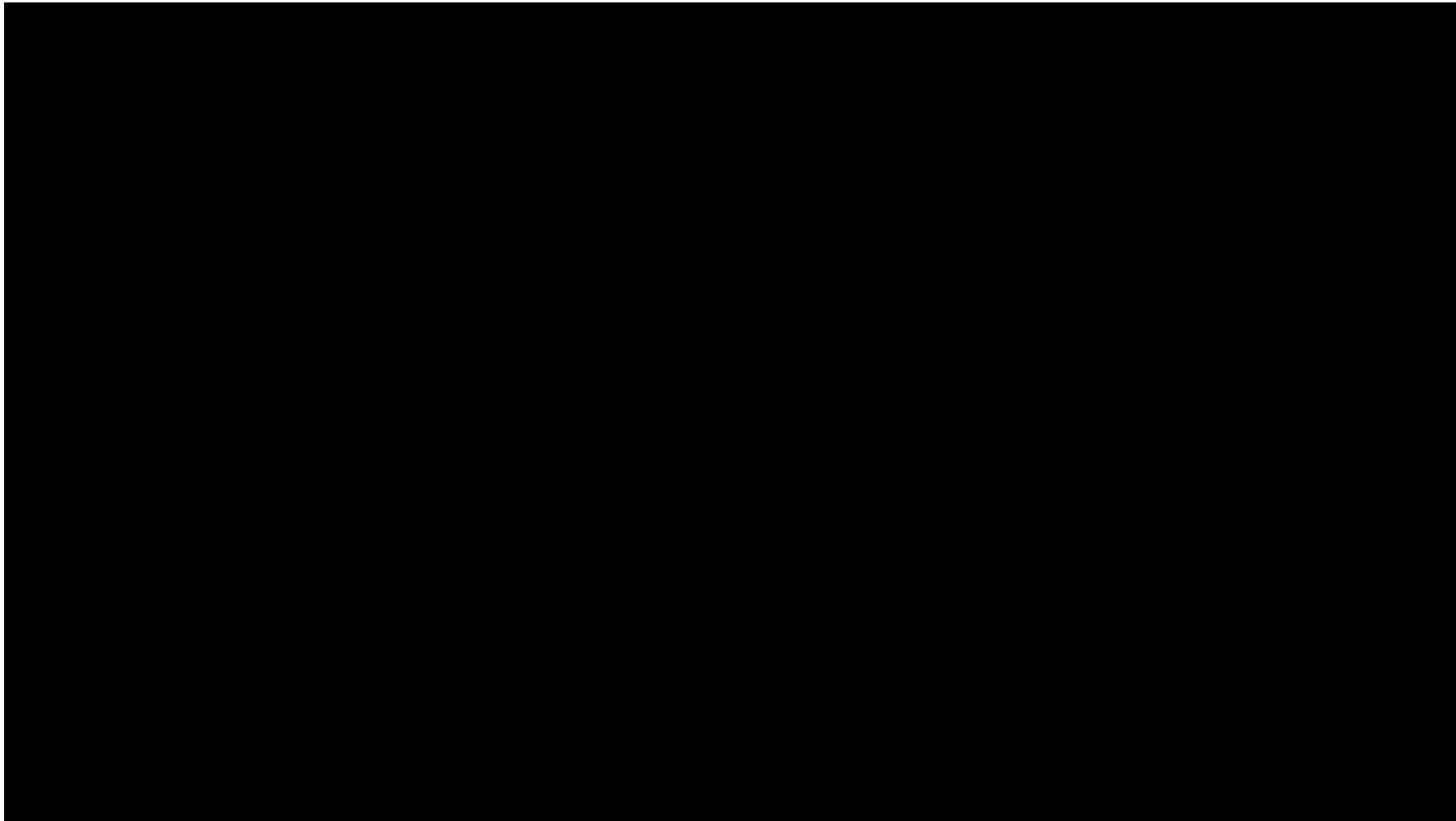
 MODERN FAMILY Guest Star Raymond McAnally  
This is "MODERN FAMILY Guest Star Raymond McAnally" by Raymond McAnally on Vimeo, the home for high quality ...  
[vimeo.com](https://vimeo.com)

10:38 AM · May 3, 2019 · Facebook

# Non-Traditional Media

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







# Opportunities and Challenges of Online Education in Creative Disciplines



**ICFAD**

INTERNATIONAL COUNCIL OF FINE ARTS DEANS

A MULTI-NATIONAL ALLIANCE  
OF EXECUTIVE ARTS ADMINISTRATORS





*Opportunities and  
Challenges of Online  
Education in Creative  
Disciplines*

# Focus on Faculty

Networking, Recruitment and Distributing  
Knowledge

# Johnny Carson Center for Emerging Media Arts



*Opportunities and  
Challenges of Online  
Education in Creative  
Disciplines*



# Johnny Carson Center for Emerging Media Arts

Story-making Across all Media

Design

Coding

Entrepreneurship

Cinematic Arts

Mixed-Reality

Gaming

Virtual Production

Experience Design

Data and AI

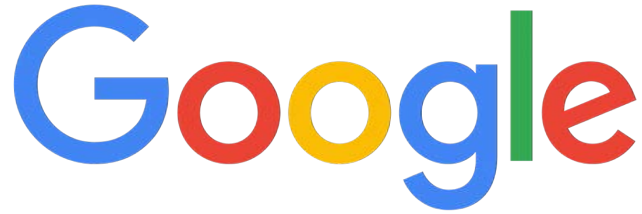
Sonic Art

Sensory Media



*Opportunities and  
Challenges of Online  
Education in Creative  
Disciplines*

# Carson Center Advisory Council and Visiting Instructors



*Opportunities and  
Challenges of Online  
Education in Creative  
Disciplines*

**SUNDANCE  
FILM FESTIVAL**



A VIACOM COMPANY



# Carson Center Advisory Council and Visiting Instructors



*Opportunities and  
Challenges of Online  
Education in Creative  
Disciplines*



Ashley Baccus-Clarke



Preeta Bansal



Tim Chang



Sean Stewart



Nonny de la Pena



Alex McDowell



Ross Warren



Behnaz Farahi



Maureen Fan



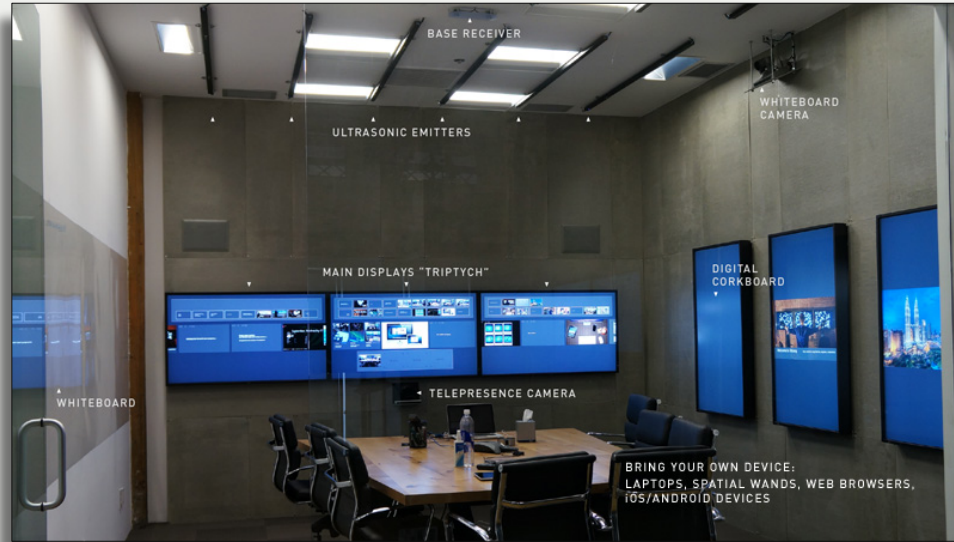
Ted Schilowitz

**TED SCHILOWITZ**  
Futurist-in-Residence  
Paramount Studios

# Collaborative Conferencing



*Opportunities and  
Challenges of Online  
Education in Creative  
Disciplines*



Oblong-Mezzanine Components

# Collaborative Conferencing



*Opportunities and  
Challenges of Online  
Education in Creative  
Disciplines*





*Opportunities and  
Challenges of Online  
Education in Creative  
Disciplines*

# Focus on Students

Networking, Recruitment and Distributing  
Knowledge

MOOCS and Certifications





*Opportunities and  
Challenges of Online  
Education in Creative  
Disciplines*

## 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!**



# Opportunities and Challenges of Online Education in Creative Disciplines



**ICFAD**

INTERNATIONAL COUNCIL OF FINE ARTS DEANS

A MULTI-NATIONAL ALLIANCE  
OF EXECUTIVE ARTS ADMINISTRATORS