

2011 PROFESSOR.COM REPORT

The Future of Online Education



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Their Words

When given a soapbox, what do leading educators and experts have to say about the future of online education?

Over a few weeks in early 2011, Professor.com conducted a survey of educators and related education experts to collect their views and opinions of the future of online education.

This section features their unedited thoughts and responses.

Have a look at what the people in the trenches of education really think the future of online education is.

Anne Emerick, www.NoWorkSpanish.com

"Because we live in a rapidly changing world, people now need education or training throughout their lives. No longer can we gleefully shout, ""Hallelujah, I am done!"" while throwing our graduation caps in the air. And because we need to continue to learn things, online education is here to stay, whether it be as simple as following an online tutorial or as advanced as getting a degree from an online university.

Education has to fit into people's lives. A brilliant, funny professor 1500 miles away is only useful, if someone can bring his lecture to you at a time that you are available to hear it.. Making education and knowledge accessible to people is the great need and future of education."

Richard A. Singer Jr. Asst. Professor. International College of the Cayman Islands - www.EmbracingthePresent.com

"I believe the future of online education is unlimited as long as we continue to work hard to make it meet higher education standards and receive accreditation by reputable organizations. Online

education is extremely beneficial to learners if it is monitored and technology is used as efficiently as possible.”

Denise Beeson, Bay Sierra Financial, Inc. Santa Rosa, CA 95404 - www.denisebeeson.com

"1. It is a cost effective tool for educational institutions as well as for the student! 2. Requires a computer literate, mature and motivated student to follow through with the requirements of an online class.”

John Evans, LE Tech Consulting LLC - www.letechconsulting.com

"Education is taking a rapid shift toward online services. Business and Government entities are using online education to get out information fast and effectively. The Las Vegas Metropolitan Police Department uses online education to get out legal updates, annual training, mandatory training issues and any update that they need to get out to the nearly 5000 staff. By doing this it allows for all individuals to receive the information in a short period of time, allows verification that the training was received, and provides a record for accountability that they received the training. Once the student completes the course they are checking and stating that they have retained and received the information.

Some of the problems that I see for online training and education is that it is not taken as serious as information provided in a classroom setting. Some of the tactics used to curb this is by administering a comprehension test. However when the online material is presented in masses, there is no way to confirm that the KBT is their responses and not the groups. I also see that it becomes rather bland over time and does not include some of the key elements for adult learning. Since different people have different learning styles, it is not very effective for teaching some adults.

The future of online education is promising for those who want to reach a large number of people in a shorter period of time. It is effective for people with time limitations, and those who have access to the technology required receiving it. Businesses are always looking for ways to make shortcuts and save money. Online training will save the costs of training staff in conferences, lectures and send them out of state to receive education. I foresee that this will be a marketing tool used by many instructors in the future.

If more information is requested please let me know, and thank you for your time."

Debbie Mancini-Wilson Harmony Publications, Llc. - www.colormyworld.info

“Online education is an important tool for early learners as well as the seasoned curious mind, those who need to fulfill continuing education requirements, and those whose goal it is to further their education in fields which are either new to them or more specifically define their path.”

Julie Braun, Super Interns - www.SuperInterns.com

"Amazing! Every subject can be covered online which potentially makes going to a physical college or university obsolete...except for getting the social skills and face-to-face experience that only a college or university can provide.

Colleges and universities need to wake up to creating amazing experiences that can't be created online. Unique learning and think tanks, hands on experience, etc."

Sunny Lurie, PhD., Fast Focus Careers - www.FastFocusCareers.com

"Online education will to continue to grow. It's a very important method for busy employees to continue their life long education-- a necessity to remain competitive in the workplace.

Most fields and industries provide certification programs online and course work via the Internet. With so many technological advances we will continue to see much more education online. From local colleges to large universities. From small businesses to major corporations that require employees to learn the latest developments in their field. "

Melanie West, The Right Side of Learning - www.therightsideoflearning.com

"I see on-line education as a natural progression. But, it will require having us re-think our understanding of human interaction.

Currently, we perceive that the classroom environment is providing socialization and personal interactions. But, this does not necessarily translate into a 'safe' learning environment for all learners. In group situations, many students withhold questions out of fear of the 'groups' reaction. Other students will simply not have the opportunity to ask all of their questions because the group, as a whole, does not have the time. So, ironically, for many students on-line education allows for a more intimate experience the teacher, allowing for personalized instruction and opportunities to accelerate and/or slow down materials to meet the student's exact learning needs.

While on-line education may initially feel less 'warm and fuzzy' as our current educational setting, for many children they will find on-line education a deeply meaningful, personal journey.

So, fear not the future. Rather, let's collective brainstorm ways to find ways to embrace new ways of learnings, problem-solving obstacles as we go along. The funny thing is, the people who should REALLY be answering this question are our children.

The most important questions to ask?:

""Is this working for you?""

""Do you feel yourself learning this way?""

""What can we do to make learning joyful for you?""

The answers to these questions will motivate and inspire children to engage in the learning process in a deep, meaningful way, guiding us toward developing a successful educational model to meet the needs of tomorrow."

Rob Mann, PRTM – www.prtm.com

Student-centric with an ever-expanding array of rich media content. Virtual Learning modules encompassing classes, online libraries, personalized devices, virtual learning communities/activities, interactive friends/families/teachers supporting learning, appropriate eCommerce with commercial sponsorship.

Caitlin Muir, CollegePlus! - www.collegeplus.org

"As Millennials and the upcoming generations become more digital, online education is going to skyrocket. In a world of individualism and personalization, online education offers the ultimate of both for students. College on your time, on your terms.

Millennials love the idea because it allows them to live their life and pursue their passions. Gen-X and older generations pursue online education because it fits around their work schedule and what they must pursue. For younger generations, it will just make sense.

I think that in the upcoming years, the education shift will increase towards online education. The economic crisis has proven that college is not as affordable as everyone would like it to be. Online education is far cheaper than attending a brick-and-mortar university."

Abby Marks Beale, Rev It Up Reading - www.RevItUpReading.com

“More and more, people are looking for flexibility in their learning. And whether or not they like learning online, it will be the ticket to living the life they want AND going to school. Just take a look at the trends with colleges offering more and more online options and more textbooks available as ebooks. I personally hope that the online courses grow into more than just read this and do that. It should ideally be a place where people can interact with each other AND the instructor with learning activities that are more than just reading on-screen.”

Michael Smith - www.PrincipalsPage.com/theBlog

“Education in the future may take the best parts of our present bricks and mortar system, while incorporating aspects of online learning.”

Luke Macias, SpeedyPrep - www.speedyprep.com

"Online Higher Education is continually evolving. Students have access to a plethora of options which has never been available before. Flexibility is imperative to providing students what they need in higher education. Students want to control their environment in every aspect of their life and that includes education.

The future of online higher education will see an emphasis on ACE accredited courses as well as standardized testing such as CLEP, DSST, AP, etc. Students are realizing more and more that the first two years of college is simply a review of high school. They are becoming more interested in using dual credit or credit by exam to bypass the general education classes that eat up 2 years of their time and tens of thousands of dollars.

What is going to be the biggest hurdle for online education companies and universities is how to create online courses, which are interactive and bring classes to life. For the basic subjects like English, Math, History, etc students can just test out with the knowledge they already possess. But if you are talking about Statistics, Accounting, or any other class which students are less familiar with, companies will need to find a way of setting their program and courses apart and maintaining a student's interest throughout the course.

The accountability that students receive on campus is the hardest thing to imitate in an online setting. It's imperative that companies discover how to create a sense of accountability and responsibility amongst online students. "

Larry Lawton, www.Lawton911.com

“Online education will fade to a degree because interaction with people is the most important part of education. As a man who sees thousands of parents with children who are addicted to the computer they are getting more and more frustrated with online issues.”

Dedra Thornton, Simply D'Vas, Inc. - www.sparkpeople.com/mypage.asp

"The future is wide open to allow for a multitude of modes for different learning styles and interests. I have used various sites and applications that have enhanced a lesson or helped to redeliver a lesson in a way that allows for students to use their creativity and skills learned from computer games to complete academic tasks. The Internet is always changing and evolving and has so many variations of useful information and tasks that make us useful to all. I am excited about the possibilities that will arise from this such tools as Garage Band, social media sites for

interaction beyond the brick and mortar and a host of other sites to help students and educators, learn and share information.“

Derrick Hayes, WOE Enterprises - www.derrickhayes.com

"Online education is the now thing. Every thought, word, and quote can be posted through social media to the world in seconds and teach the world.

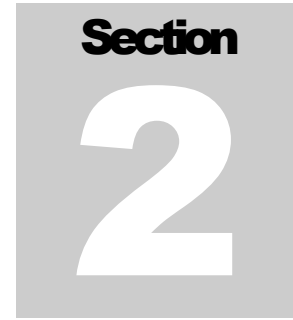
The world will be a better place if we all look inside each of us and pull out our greatness and turn it into courses.

We need and feed off each other. The greatest thing you can do it give so others receive. Education is a priceless gift that can't be measured.”

Jason Press, StudyPoint, Inc. – www.studypoint.com

“While "online education" has already begun connote ideas of distance learning, this evolving platform, offers significant opportunity to introduce new and exciting advancements in web based technologies as a supplement to the traditional face-to-face learning environment. There's no substitute for a fantastic teacher sitting down face-to-face across the table from a student offering personalized attention to help make the light bulb turn on in a particular subject. Online education creates supplementary tools to help further facilitate that experience. Adaptive online assessment tools can immediately meet students at their level of achievement and challenge them to improve. With robust problem banks, web technology will allow students struggling in a subject to focus on easier questions to build their confidence before pushing them forward toward more challenging ones.

For high performers this technology can consistently push them to exhibit strong potential in a subject by maintaining a steady stream of challenging questions. This adaptive approach allows the personalized attention of the one-to-one environment to carry forward outside of the face-to-face setting. Further, it allows for detailed progress reporting to the instructor. This reporting can highlight areas for improvement and allow a teacher or tutor to quickly focus session time thereby maximizing the efficacy of that precious face-to-face time. This focus enables the teacher or tutor to pick up where the computer leaves off ensuring students are poised to reach and exceed their potential. Online education need not be seen as a replacement for the traditional learning environment rather it should be seen as a set of tools that will allow students to excel and for tutors to maximize their effectiveness.”



About Professor.com

Everybody knows a lot about something... teach what you know!

Professor lets you build yourself your very own university, academy or training center in minutes, with no tech skills needed.

It's 100% completely turnkey, which means that anyone regardless of Web or tech skills can be teaching what they know, and profiting from it if they wish, in no time at all.

Built for small business owners, personal brands, government agencies, large corporations, and anyone with a subject-matter expertise who wants to take the knowledge and passion out of their head and put it on the Web.

Who is Behind Pffessor.com?

Josh Walsh

Josh is "the guy you call when something is hard to use." He is an award winning user experience designer, interaction designer and usability trainer. His work spans from 1 man startup companies to large applications for the Fortune 100 -- from elementary school students to the worlds leading surgeons. He currently serves as a founder and partner at Designing Interactive, a software development company in Cleveland, OH.

Dave Goerlich

Dave is a software craftsman with over 20 years of experience in a variety of industrial and business environments. He is a detail-oriented person with a solid background in database administration and agile software development. His passion is for furthering the craft of software development through improved processes and mentorship. Dave's primary role is as a partner at Designing Interactive, a software development company in Cleveland, OH. He is also a founder and active partner in University-HQ and Goerlich Solutions Group, both hosted application providers.

Jim Kukral

For almost 15-years, Jim Kukral has helped small businesses and large companies like Fedex, Sherwin Williams, Ernst & Young and Progressive Auto Insurance understand how to build successful new online businesses or energize and refresh existing ones. A graduate of The University of Akron with a BA in Public Relations and a minor in Sales & Marketing, Jim has spent time working with publicly traded firms and small businesses alike. Jim's work and experience in the Internet marketing industry has branded him as a leading thinker and thought-leader in the community. He currently serves as a Certified Adjunct Professor for The University of San Francisco online where he teaches thousands of students how to harness the power of online marketing. Jim is also the author of two new books to be published by Wiley Press. The first, called "Attention! This Book Will Make You Money". The second book, called "The Ultimate Pitch", is scheduled to be released in 2011. Today, Jim manages a successful Web business consulting firm (<http://www.thebizwebcoach.com>) where he helps businesses find ways to skyrocket their sales, leads and publicity through the power of online marketing. You can find out about all of Jim's work and projects by visiting <http://www.jimkukral.com>.