



# Courseware Standardization at Oregon Health & Science University

An Evaluation of Project Selection Criteria

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# Components of Today's Presentation

- ◆ OHSU & Standardized Courseware
- ◆ What are Courseware Tools
- ◆ Challenges Associated with On-Line Learning
- ◆ Project Selection Strategy
- ◆ OHSU's ITG and Project Selection
- ◆ Courseware Requirements
- ◆ Analysis of Products Available
- ◆ Project Challenges
- ◆ Conclusion



# OHSU & Standardized Courseware

## ◆ OHSU

- 11,000 employees
- 4 Schools
- 96,000 square miles with 6 campus sites

## ◆ Current State

- eCollege, Blackboard, Questionmark
- Support challenge
- Perceived lack of technology capability

## ◆ Desired Future State

- Technology Leader
- Pooled Resources



# What are Courseware Tools?

- ◆ Tools to facilitate design, delivery and management of courses
  - Computer based training
  - Web based training
  - Technology based instruction



# Challenges Associated with On-Line Learning

- ◆ 50% of on-line learners drop out
  - Poor instructional design
  - Technical incompatibility
  - Lack of motivation
  - Improper support



# Project Selection Strategy

## ◆ Critical Criteria

- Realism, Capability, Flexibility, Ease of Use, Cost, Ability to Modify

## ◆ Non-numeric models

- Sacred Cow, Operating or Competitive Strategy, Product line Extension, Comparative Benefit model

## ◆ Number Models

- Payback period, Average rate of return, IRR



# Project Selection Strategy (continued)

- ◆ Quality and Type of Measurement
  - Subjective/Objective
  - Quantitative/Qualitative
  - Reliability
- ◆ Awareness is the Key
- ◆ Responsibility for decision lies with people  
not process

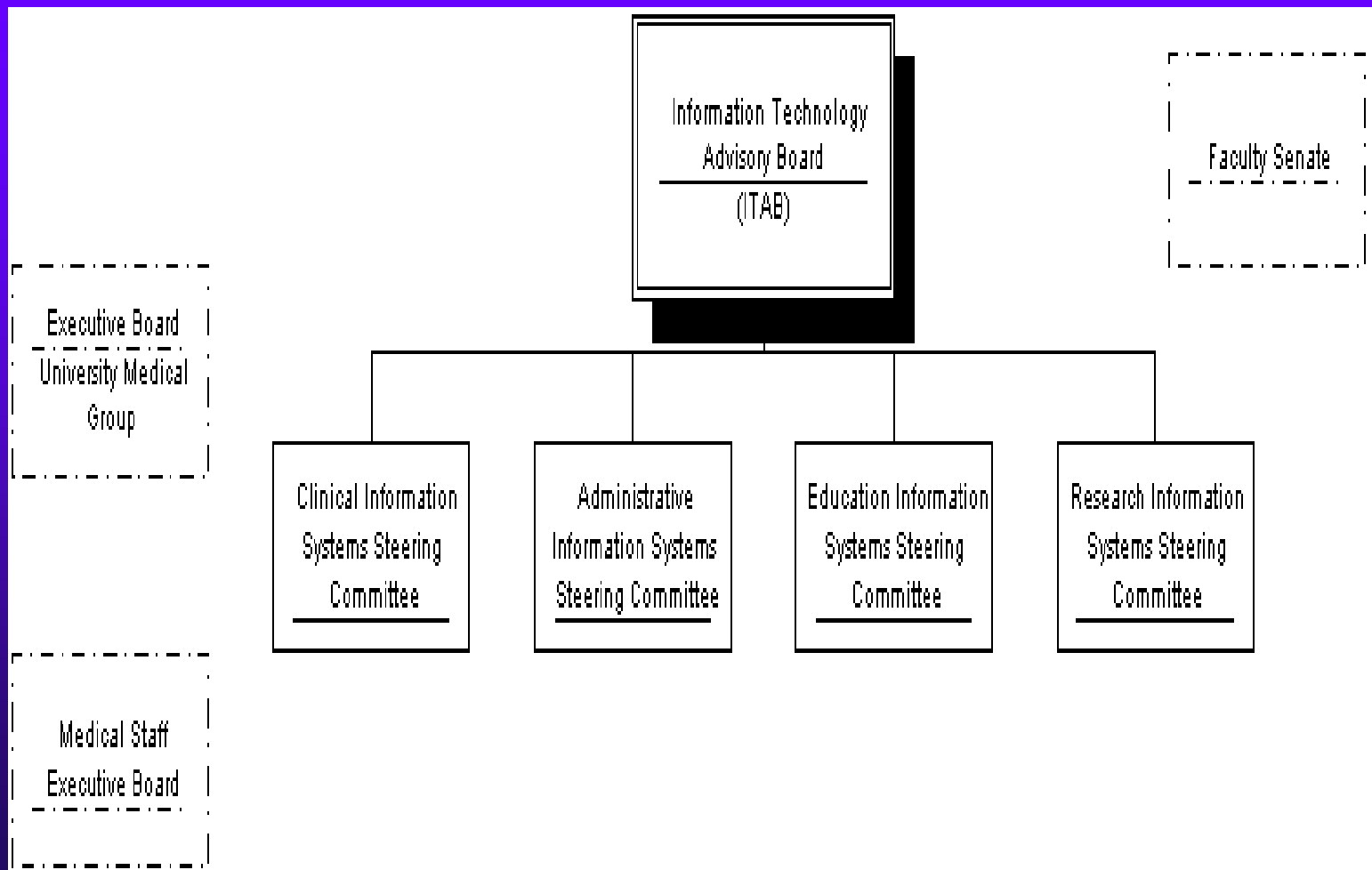


# OHSU's ITG and Project Selection Model

- ◆ Information Technology Group
  - 300 employees
  - Users drive project selection
  - 5 Steering committees
  - Cross functional review group



# Project Selection Methods





# Courseware Requirements at OHSU

- ◆ Faculty, Staff and Students
  - Detailed survey in May 1999
  - Information user e-survey Spring 2002
  - Dedicated sub-committee (EISSC)
  - Open forums
  - Product demonstrations
  - List of users
  - Identification of potential early adopters



# Analysis of products available

- ◆ In use at OHSU
  - eCollege
  - Blackboard
  - Others
- ◆ Under further consideration
  - WebCt
- ◆ Those that should also be considered but which information is limited or unavailable
  - Oracle Training Administration & i-learning

# Functional/Technical Requirements Matrix



<b><u>FEATURE</u></b>	<b><u>WebCT</u></b>	<b><u>BlackBoard</u></b>	<b><u>eCollege</u></b>
<b>Web Browsing, Asynchronous and Synchronous Sharing</b>			
<b>Web Accessible</b>	WebCT has optimized accessibility for the following assistive technologies: Screen reader software: JAWS 4; Browser: Internet Explorer 5.5 SP2; Operating system: Windows 2000. Both Chat and Whiteboard are navigable by keyboard. New color scheme provides high contrast between background and foreground elements. The high contrast color scheme can be the default or overridden by users. Screen readers can use invisible navigation links.	Text Only Version Available	Meets and Exceeds Section 508 Standards for accessibility
<b>Bookmarks</b>	Software keeps track, on a per-student basis, of the most recently visited page of content. When the student returns to a course the software can place that student back at that same position and in the same context in order to allow a quick return to learning. Version 2 and up have a bookmark tool that allow users to add bookmarks.	Yes	The Weblibliography feature allows an instructor to tap into external resources on the web and bring those resources back to the online classroom. Beyond this rudimentary function, the Weblibliography can be a student-driven exercise in analysis and critical thinking. Instructors can first require their students to search the web for applicable sites to the course and evaluate that site as to its viability in relationship to the course and individual assignments.



# Project Challenges

- ◆ Support and Training
- ◆ Development of Policies
- ◆ How will success be measured?



# Conclusion/Recommendations

- ◆ Confirmation of Funding
- ◆ Dedicated Implementation Team
- ◆ Continue to involve end users
- ◆ Develop production support system