ADDRESSING STUDENTS' PREFERENCES TOWARDS ONLINE LEARNING: THE ROLE OF AN ONLINE CAMPUS WITHIN A MULTI-CAMPUS COLLEGE SYSTEM

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INTERNATIONAL CONFERENCE THE FUTURE OF EDUCATION
•FLORENCE, ITALY•

INTRODUCTION

OVERVIEW

- Online education has experienced steady growth during the last decade and a more accentuated one over the previous three years [6]. Online education, its outcomes, impact, and validity are among the most researched topics in higher education, both as interest of individual researchers or as a topic selected by graduate students pursuing master's and doctoral degrees [1, 2, 3]. In the last two decades, several metanalyses have validated this practice. The flexibility, convenience, and focus on individualized education afforded by online eLearning make it the ideal modality for students to pursue a higher education credential as they juggle multiple responsibilities. TCC Connect Campus (CN Campus) is the online campus of Tarrant County College (TCC) in Fort Worth, Texas, established eight years ago in 2014 [4]; the college serves a student population of almost 100,000 every semester. The campus offers 37 fully online degrees in Business, Information Technology, and Office Technology via eLearning, weekend college, and accelerated schedules.

TCC | Tarrant County College
Connect Campus

HIGHLIGHTS: TCC CONNECT CAMPUS

Sixth campus of Tarrant County College District

Strategic plan/Vision 2015

Non-traditional approach, non-traditional students

Established in 14 months

29,000+ student enrollments, 350 faculty

TCC CONNECT CAMPUS OFFERINGS

eLearning

- **37** fully online and certificate programs
- **350+** online courses

Weekend College

- **800+** enrollment each semester
- hybrid and synchronous accelerated

Student Services

| Online Advising | Remote Proctoring | Online Tutor 24/7 | Online Writing Center |

THE ONLINE CAMPUS OF TARRANT COUNTY COLLEGE

- 100% online campus
- Widens access to higher education
- Flexibility, learning styles, completion, accelerated studies
- Resource for the College
- Partners in academics
- Partners in online advising
- Partners in learning remote teaching
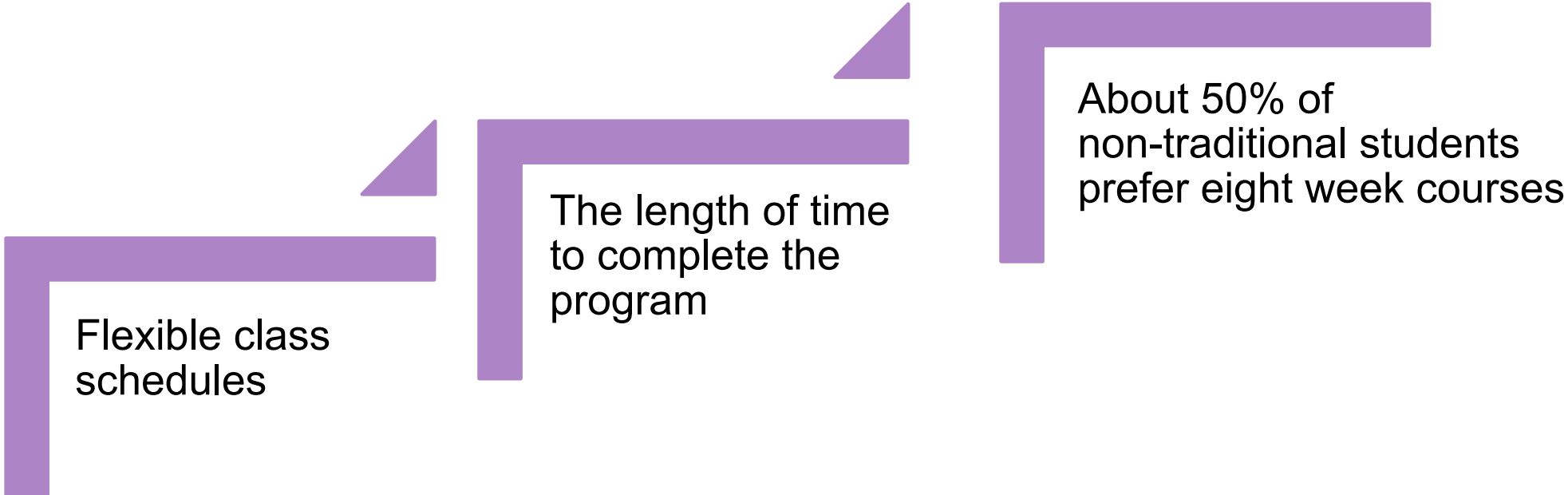
EXPERT AND COMMITTED FACULTY

- 22 dedicated FT faculty members
- 400+ adjuncts
  "True adjuncts"
      Full-time Faculty from the 5 other campuses
- Must meet all credentialing and accreditation standards
- Proven track record of Online Learning
- Participate in the Online Learning Certification process

OPERATING AN ONLINE CAMPUS

FLEXIBLE AND ACCELERATED LEARNING OPTIONS

Non-traditional students are seeking flexible accelerated learning options that propels them to a successful position in their workplace or moves them into a dream career.

Flexible class schedules

The length of time to complete the program

About 50% of non-traditional students prefer eight week courses

ANNUAL WORKPLAN

- Planning and growth

- Strategic, goals, activities, forecasting and scaffolding

- Progression tracked bi-monthly

TEACHING NON-TRADITIONAL OFFERINGS

Acceleration and Completion – Aligning with the Student Success Model

Continuous Quality Assurance

- 16 Wks. 100% online

- 8 Wks. 100% online

- 7 Wks. – Weekend College 25% F2F/75% online

- 5 Wks. – Summer 100% online

- 4 Wks. – Monthly Enrollments 100% online

- 3 Wks. – Maymester & Wintermester 100% online

Convenience, Flexibility and Accommodation

- Summer recruitment for students who attend universities

- Out-of-state students looking for a quality, affordable education

TCC CONNECT CAMPUS OPERATIONS

Semester	Number of Sections Offered	Enrollments
2022 Spring	1,148	30,348
2021 Fall	957	25,748
2021 Summer	342	8,696
2021 Spring	888	23,073
2020 Fall	886	23,518
2020 Summer	758	19,824
2020 Spring	952	23,812
2019 Fall	877	22,786
2019 Summer	700	18,101
2019 Spring	932	23,621
2018 Fall	779	20,503

ONLINE LEARNING AT TCC CONNECT CAMPUS

ONLINE INSTRUCTOR CERTIFICATION

An Online Instructor Certification process certifies online instructors based on two approaches:

- Faculty new to online teaching
- Experienced faculty through prior online teaching experience; whether with TCC or another institution.
  - Faculty is now certified rather than courses
  - Experienced faculty can be certified in one business day

eLearning Best Practices

eLearning Tools

Pedagogical Strategies

Faculty Mentor Course Showcase
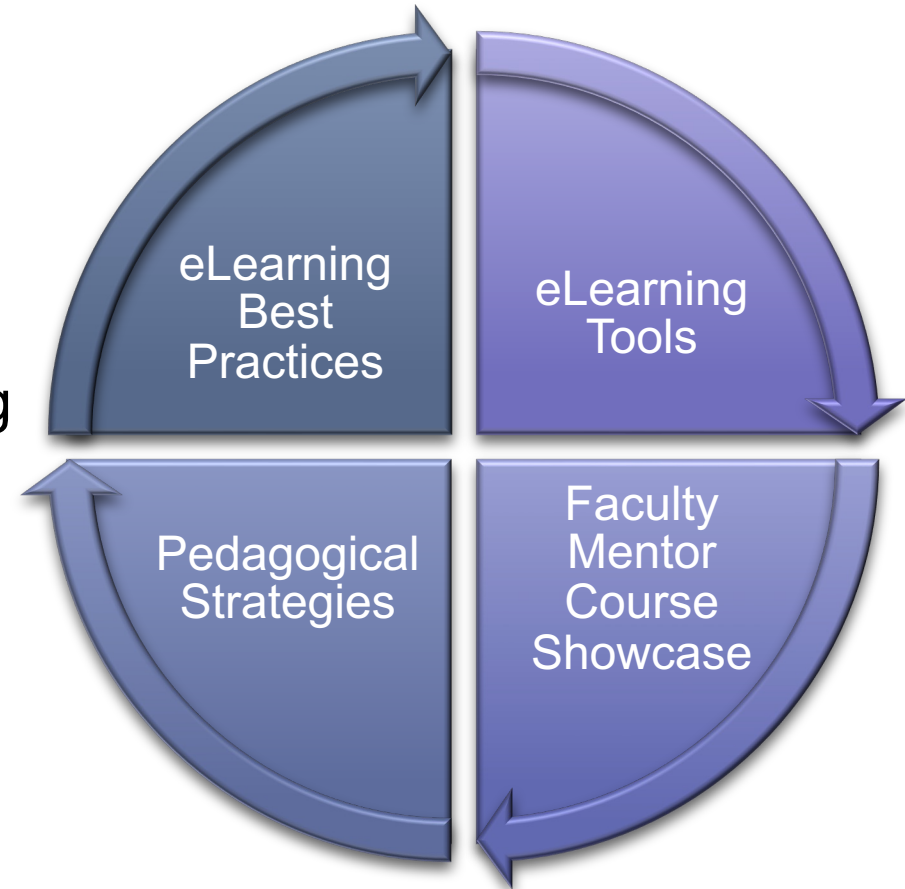
ONLINE INSTRUCTOR CERTIFICATION

- Regular and Substantive Interaction training built into all modules *(Title IV of Higher Education Act, Final Ruling 9/2/2020)*
- Instructor Presence expectations
- Transitioning from face-to-face/emergency remote instruction to online instruction
- More robust Accessibility training
- Course design that introduces faculty to the Community of Inquiry Learning Theory
- ISTE Standards, Quality Matters Rubric
- Competency-based
- Expiration Dates/Recertification Requirements
    - 2 year certification lifespan to ensure knowledge of/compliance with current requirements and best practices
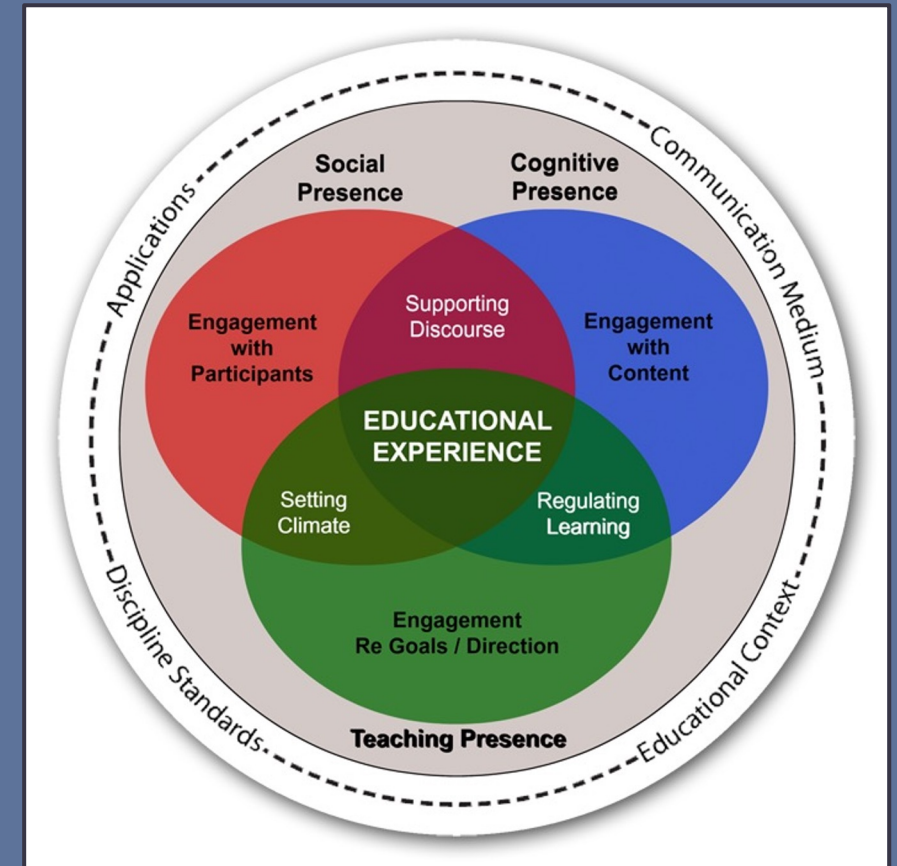
The community of inquiry. (n.d.). Retrieved November 15, 2021, from http://thecommunityofinquiry.org/coi.

STUDENT SUPPORT SERVICES

Student Advising and Support

- New Student Group Advisement NSGA
    - FTIC students
- New Student Orientation NSOR
- Transition to College Success Online Courses (STSC 0111)
- Online Advising
- Success Coaches
- Multicultural center
- Hispanic Educational Technology Service (HETS)

Success in College Strategy Sessions

- Notetaking
- Critical Thinking
- Time Management
- Technology Tips
- Study Skills

MEETING OUR STUDENTS WHERE THEY ARE

Academic Advising

- Traditional face-to-face advising services on campus and online

- Transcript and transfer assistance

- Degree Planning and Schedule Building

- Academic outreach and online workshops

- Retention and Recruitment

Tarrant County College
SUCCESS WITHIN REACH.

CHAT ONLINE
with an **ACADEMIC ADVISOR**

Online Academic Advising Schedule:

Monday - Friday 10am - 11pm
Saturday 1pm - 4pm
Sunday 5pm - 10pm

For more information visit www.tccd.edu/onlineadvising

Tarrant County College | *TCC Connect Campus* | tccd.edu

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19

STUDENTS' PREFERENCES

MODALITY PREFERENCE

Modality Preference
(All Online or all Face-to- Face)

Category	Percentage
No Preference	5%
All hybrid	11%
All face-to-face	27%
All online	28%
Combination of both	29%

Source: TCC Office of Institutional Intelligence & Research
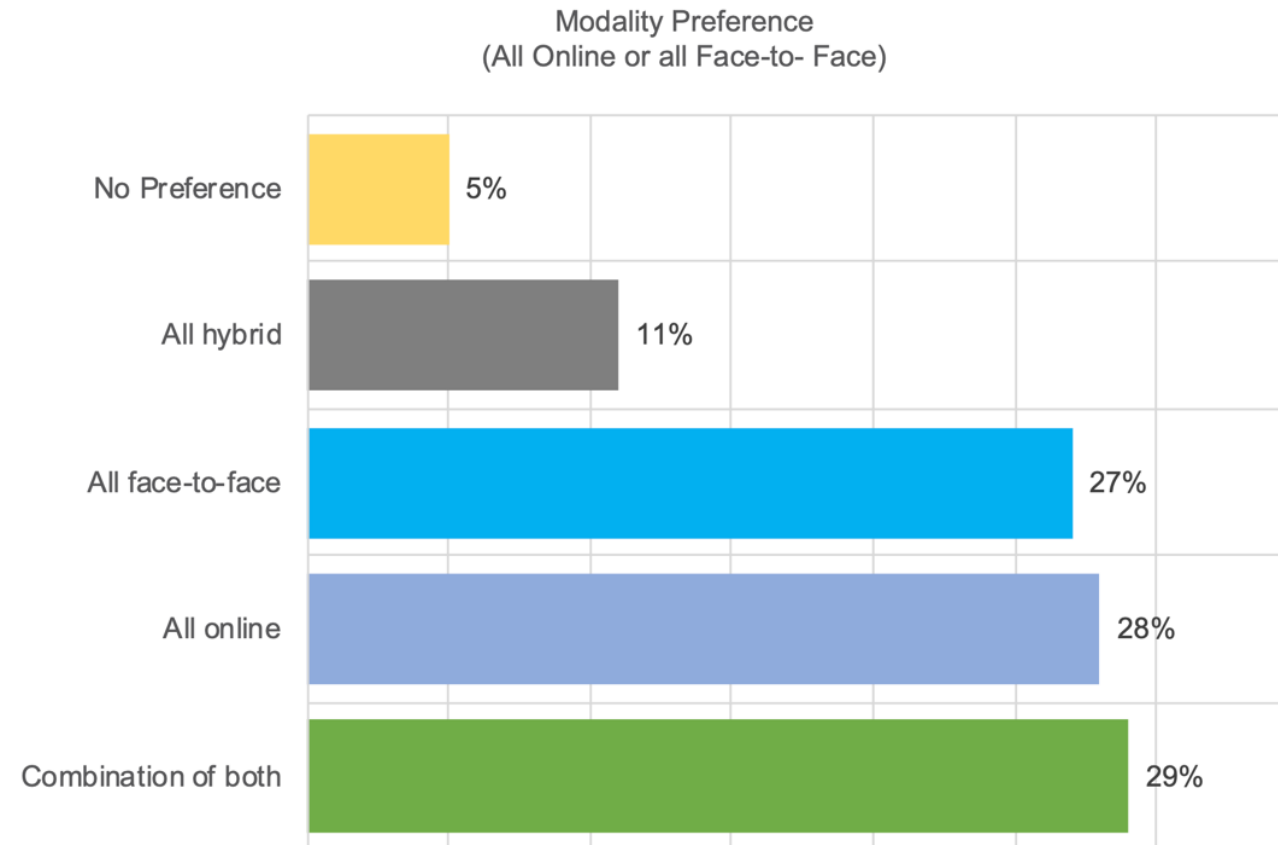
MODALITY PREFERENCE

Reasons why Online is ranked as the preferred modality by 28% of Students

■ Ranked 1st   ■ Ranked 2nd   ■ Ranked 3rd   ■ Not Ranked

	Time flexibility	More time at home for family	Learn better online	No commuting from home/work to school	Social Anxiety/Uncomfortable around others	Covid-19/other health risks being in-person
Not Ranked	10%	52%	55%	44%	77%	61%
Ranked 3rd	17%	12%	15%		11%	20%
Ranked 2nd	18%	24%	20%	23%	8%	9%
Ranked 1st	55%	12%	10%	8%		10%

Source: TCC Office of Institutional Intelligence & Research

22

TCC CONNECT CAMPUS ENROLLMENTS BY METHOD OF INSTRUCTION

Method of Instruction	Fall 2018	Fall 2019	Fall 2020	Fall 2021
eLearning / Online1	19,462	21,758	22,601	24,330
Weekend College / Hybrid	1,041	1,028	917	1,418
Campus Total	**20,503**	**22,786**	**23,518**	**25,748**

Method of Instruction	Spring 2019	Spring 2020	Spring 2021	Spring 2022
eLearning / Online	22,603	22,737	22,030	28,141
Weekend College / Hybrid	1,018	1,075	1,043	2,364
Campus Total	**23,621**	**23,812**	**23,073**	**30,505**

As of June 2022

Source: TCC Office of Institutional Intelligence & Research

ELEARNING ENROLLMENTS AND SUCCESS RATES

Semester	Enrollments	Passed with C or better		Received D or F		Retention Rate	
Spring 2022	28,141	21,154	75.2%	3,843	13.7%	25,008	89%
Fall 2021	24,330	18,579	76.3%	3,256	13.4%	21,845	90%
Spring 2021	22,030	15,886	72.1%	3,519	16.0%	19,410	88%
Fall 2020	22,601	16,253	71.9%	3,381	15.0%	19,641	87%
Spring 2020	22,737	16,777	73.8%	2,744	12.1%	19,537	86%
Fall 2019	21,758	15,074	69.3%	3,792	17.4%	18,877	87%
Spring 2019	22,603	16,084	71.2%	3,502	15.5%	19,598	87%
Fall 2018	19,462	13,350	68.6%	3,304	17.0%	16,658	86%

As of June 2022

Source: TCC Office of Institutional Intelligence & Research

WINTERMESTER ENROLLMENTS AND SUCCESS RATES

Year	Enrollments	Passed with C or better		Received D or F		Retention Rate	
2022	1,427	1,157	81.1%	132	9.3%	1,291	90%
2021	1,466	1,270	86.6%	113	7.7%	1,383	94%
2020	1,210	1,021	84.4%	68	5.6%	1,089	90%
2019	1,001	890	88.9%	69	6.9%	959	96%
2018	753	613	81.4%	63	8.4%	676	90%
2017	499	420	84.2%	36	7.2%	456	91%

As of June 2022

Source: TCC Office of Institutional Intelligence & Research

WEEKEND COLLEGE ENROLLMENTS AND SUCCESS RATES

Semester	Enrollments	Passed with C or better		Received D or F		Retention Rate	
Spring 2022	2,364	1,695	71.7%	420	17.8%	2,117	90%
Fall 2021	1,418	932	65.7%	332	23.4%	1,264	89%
Spring 2021	1,043	745	71.4%	181	17.4%	927	89%
Fall 2020	917	615	67.1%	204	22.2%	819	89%
Spring 2020	1,075	776	72.2%	163	15.2%	942	88%
Fall 2019	1,028	665	64.7%	200	19.5%	865	84%
Spring 2019	1,018	721	70.8%	164	16.1%	885	87%
Fall 2018	1,041	670	64.4%	213	20.5%	883	85%

As of June 2022

MONTHLY STARTS ENROLLMENTS AND SUCCESS RATES

Semester	Enrollments	Passed with C or better		Received D or F		Retention Rate	
Spring 2022	866	666	76.9%	133	15.3%	800	92%
Fall 2021	755	581	77.0%	115	15.2%	696	92%
Spring 2021	686	468	68.2%	131	19.1%	599	87%
Fall 2020	977	721	73.8%	142	14.5%	862	88%
Spring 2020	669	517	77.3%	87	13.0%	604	90%
Fall 2019	944	682	72.2%	169	17.9%	851	90%
Spring 2019	877	688	78.4%	135	15.4%	823	94%
Fall 2018	761	472	62.0%	174	22.9%	646	85%
Spring 2018	1,032	620	60.1%	264	25.6%	884	86%

As of June 2022

Source: TCC Office of Institutional Intelligence & Research

QUESTIONS

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