



OCC Guidelines and Standards for Online and Hybrid-Online Learning

Version 1.1

Property of Ocean County College, Department of Elearning

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Additional Items

Adjunct Faculty Handbook (Found: http://www.ocean.edu/academics/faculty_handbooks.htm)

Form: Elearning Course Overload Authorization (Page 39)

Form: Elearning Excessive Absence Withdrawal (Page 40)



Welcome from Executive Director of Elearning

Welcome to Ocean Online College at Ocean County College!

Our goal is to create a very special environment for students who are beginning their higher education experience. We want to ensure that these students are fully prepared to continue on for whatever educational goals they have set.

To that end we are creating online articulation agreements with many 4-year institutions to make an easy transition of credits and admission process.

We are all about our students being successful and need you, our trusted advisors and instructors, to nurture and guide these students along this path.

We have a great support staff for both instructors and students. We are using a very robust Learning Management System with in-depth assessment capabilities. We have built the highest quality Master Courses and we hire only experienced and qualified subject-area instructors.

Please take time to read this Guide and to refer to it as you teach your classes. It is an invaluable resource for success in teaching at Ocean Online.

Please feel free to contact me at any time should you have any questions or concerns.

Pat Fenn

Executive Director E-learning



Welcome from Dean of Elearning Faculty

Welcome professors!

Welcome to the exciting teaching opportunities E-Learning offers at Ocean County College. Some of you may be old hands at E-Learning, but perhaps on other platforms at other schools. For others, online instruction itself may be a new experience. Some of you may have taught at a community college; others have been teaching at four year colleges or universities. In short, the backgrounds of our E-Learning faculty are as diverse as the backgrounds of students taking our courses.

We have developed this guide to speak to this diversity and anticipate and answer some questions you may have about our procedures and the expectations we have for effective, substantive online classes. As students often take multiple online courses, consistency among courses is very important. Students are most comfortable—and perform best—when they have a clear understanding of what is required of them and are easily able to navigate within a course. This is the primary reason that we emphasize procedures. Students should be able to adapt quickly from one course to the next.

Consistency of procedures and expectations will also make your teaching lives easier as you teach various courses in our programs. We are always open to suggestions for changes that will make the process of E-Learning a more rewarding experience for our students. After a brief introduction of the Administrators with whom you may be working, we present this Guide. Even if you are well-experienced in teaching online for other community colleges, please take the time to review the Guide for materials, policies, and procedures that may differ from your earlier teaching.

Sincerely,

Dr. Maysa Hayward

Dean of Elearning Faculty

OCC Civility Statement

Civility Statement

Ocean County College defines civility primarily as the demonstration of respect for others, basic courtesy, reciprocity (treating others as we wish to be treated), and behaviors that create a positive environment in which to learn and to work. The Trustees of the College and the College Administration set the tone for civil behavior through their professional conduct and through their leadership of the institution. All members of the college community create a positive environment characterized by considerate and principled conduct.

While no civility statement can guarantee considerate and principled conduct, the values set forth herewith represent institutional ideals and should serve as guide posts:

1. Respect for the work of all persons
2. Courteous discourse (oral, verbal, non-verbal and electronic)
3. Honest interactions and utterances
4. Fair and just treatment
5. Integrity and keeping promises
6. Commitment to the community college philosophy; Access, transfer, career preparation, workforce development, partnering, and community outreach.
7. Open professional communications
8. Diversity, professional communications
9. Free expression of views without meanness or a desire to do harm.
10. Tolerance of differing points of view
11. Zero tolerance for any forms of cyber stalking, cyber bullying, or cyber sexual harassment (see the Attorney General's letter)
12. A culture of honor that enhances our student' ethical and moral development and clearly communicates and consistently adheres to the definitions of and sanctions for academic dishonesty.

Qualifications for Online Instruction

Full Time OCC Faculty and Current Adjuncts

Minimum Faculty Qualifications to teach courses in OCC Distance Education include:

1. Prior successful teaching experience at the college level,
2. Prior successful teaching experience with either web enhanced, face-to-face or completely online courses with a proven track record that includes favorable student and departmental evaluations. Faculty members can also be recommended to teach Distance Education courses by the appropriate Dean.

IN LIEU of meeting the 1st and 2nd requirements, instructors can successfully complete OCC's Online Instructor Certificate Training Course

New Distance Education Adjuncts

Minimum Faculty Qualifications to teach courses in OCC Distance Education include:

1. Have a minimum of two years teaching completely online courses in their discipline,
2. Have experience teaching in Pearson Learning Studio/eCollege and or other comparable LMS. Must have demonstrated competency in these tools (screenshots and portfolios of created courses are encouraged),
3. Be able to supply at least two references attesting to their mastery of the online environment,
4. Have at least a master's degree in their area of study,
5. Have a proven track record of being a dynamic communicator and facilitator, being student centered, and using creative pedagogical and technological development techniques in the online teaching and learning environments,
6. Be granted approval by Executive Director of Elearning

Qualifications for Teaching of Large Enrollment Online Classes (currently in pilot for Adjuncts only)

In addition to above qualifications:

- a. Exception: Proven track record of successful teaching in large-instruction environment
- b. Be granted approval by Executive Director of Elearning

Online Instructor “Pool” Status Explained

Ocean Online College maintains a pool of vetted, qualified, and hired instructors to staff the growing demands of online students. Once an applicant is hired to serve as an Adjunct Online Instructor, they are placed into this “pool” and can be called up on to teach as needed.

Hiring by OCC as an Adjunct Online Instructor does not guarantee that a teaching assignment will be made. Rather it is an indication that you are part of a pool of adjuncts and may be called upon to teach courses you are qualified to teach as the need arises.

Teaching Assignment Process Explained

Once you are hired you are placed into the “Pool” of vetted, qualified adjuncts. This pool serves as the starting place for the Teaching Assignment Process.

The Dean of Elearning Faculty gathers information from a myriad of sources when determining teaching assignments. Such sources include but are not limited to:

- Faculty Qualifications
- Prior Teaching Experience
- Student Reaction Form Data
- Faculty Evaluations

A draft of the assignments for a given semester is developed, several months in advance of the semester. The Dean of Elearning Faculty collaborates with each School’s Dean to utilize faculty effectively and appropriately.

Once the final assignments are made, Elearning sends Confirmation Emails to each instructor, informing you of the assignment and asking that you confirm acceptance of or deny the assignment in an email to the Elearning Department.

Once you confirm the assignment, your name is entered into the Datatel System.

Instructors gain access to their courses 60 days prior to the start of the term.

Note: Newly hired instructors are typically given only one online course assignment in their first semester teaching online.

Email Addresses Explained

As an Online Instructor at Ocean County College, you will have two (2) email addresses.

JSmith@ocean.edu

The “@ocean.edu” address is your primary email address.

To access your email account, please use this link: <http://mail.ocean.edu>

Username: first initial last name@ocean.edu Example: jsmith@ocean.edu

Password: Last 6 Digits of Social Security Number

John_Smith@portal.ocean.edu

The “@portal.ocean.edu” address is your secondary email address. This email is associated with our campus portal “Ocean Cruiser.” All campus alerts will be sent to this address such as campus closings and other announcements.

All official emails from the College and Elearning will be sent to this address.

You will use your portal username and password to access both your online classes and your portal email.

To access your email account, please go to www.ocean.edu and click on Ocean Cruiser at the top of the page.

Username: firstname_lastname Example: john_smith

Password: 7 Digit Employee ID



We encourage all instructors to auto-redirect their portal email to their @ocean.edu email. In doing this, you will only have to routinely check one email system.

To do this, please follow these steps:

1. Log in to Ocean Cruiser (Portal) with Portal Credentials
2. At the top right, click on the **Email** icon (it's an envelope)
3. From the left navigation menu, click **Filters**
4. Click **Forwarding Filter**
5. Enter your @ocean.edu address into the box, and check the box next to **Forwarding Enabled**
6. Click Save

Class Email

Ocean Online utilizes Pearson Learning Studio as the Learning Management System for all online courses. Each class has a compartmentalized email system built right into the class. All emails with students, about a particular class, should be contained in this area. Instructors should not routinely utilize either the @ocean.edu or their @portal.ocean.edu addresses to communicate with students about classes.

Portal & Online Course Access Explained

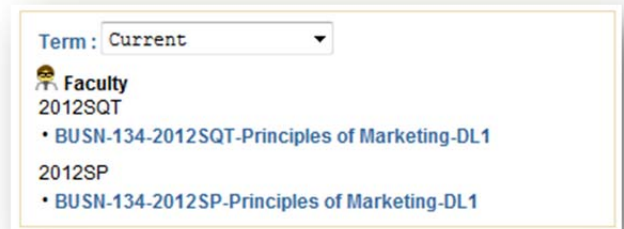
Accessing your online class at Ocean Online requires you to log in through our Ocean Cruiser Portal.

You will receive your portal username and password credentials from the OCC Elearning Department following hiring and account creation.

To access the portal, visit www.ocean.edu and click on **Ocean Cruiser** at the top of the page. (Note: you may want to bookmark this page for future reference)

Log in by entering your username and password into the fields on the right hand side.

Once you are logged in, you will see your assigned classes on the left hand side of the screen.



Simply click on the link to be taken to the learning management system-Pearson Learning Studio. There is a single-sign on enabled so no other logging in is required.



Please be sure to disable your pop-up blocker or else the new window containing the learning management system will not be able to open.

Online Instructor Certificate Training Course

Purpose

All OCC online instructors are required to complete the Online Instructor Certificate Training course prior to teaching online. The course is offered throughout the year and takes four (4) weeks to complete. You will not be eligible for a course assignment until you have successfully completed the course and earned a certificate.

Content

The content of the Online Instructor Certificate Training Course will prepare you for teaching at OCC and familiarize you with the Pearson Learning Studio / eCollege learning management system.

1- Preparing for Online Instruction
2-Using Course Tools
3-Designing Your Online Course
4-Developing Your Online Course
5- Instructing Your Online Course
6-Multimedia & Web 2.0 Tools
Certificate
Feedback
Optional: Video Tutorials
Optional: Additional Functions
Appendix: Pearson LearningStudio Resourc

How do I get into this course?

Following your official hiring and account creation, you will be assigned the next available session of the training course.

Certificate

Once you have successfully completed the training course, you will be issue a certificate and you will eligible to receive an online teaching assignment.



Elearning Faculty Expectations

Before the Start of the Term:

Ensure the following are visible to students in the course learning management system, at least 48 hours prior to the first day of the term:

- A current, complete, and accurate class syllabus to students.
- Office hour information, response time expectations, and other means of communication to students.
- An accurate e-mail address.
- An accurate phone number.
- A welcoming initial-class announcement that tells students to view the Student Orientation Tutorial, where to find materials, how to begin, and asks students to introduce themselves during the first week.
- Course goals & objectives.
- Required text and other required course materials.
- A course schedule that reflects assignment due dates, testing periods, and a regular consistent timeline of when grading will be completed.

During the Term:

During the instruction of a course, instructors shall:

- Plan and conduct meaningful learning activities which are aligned with course objectives.
- Electronically acknowledge all student questions within 24-48 hrs.
- Substantively respond to all student questions within 72 hours.
- Engage in appropriate discussions, through Discussion Boards and via email on a regular, consistent, and reliable basis.
- Grade students' work in a regular, consistent, and appropriate timeline and make that timeline available to students.
- Provide regular informative feedback on assignments beyond, simple numerical or letter grades, in order to ensure that students understand their strengths and deficiencies.
- Notify students, in advance, in the event of an absence and with sufficient information to ensure that students may continue their learning during the absence.
- Ensure that the scheduling of content delivery and assessments reflect a sensitivity to, and consideration of, federally mandated financial aid bookstore delivery regulations and Late Registration.

Additional Considerations:

Things to be mindful of:

- All graded assignments should be available to students until after the census date deadline so that any late registrants would not miss the opportunity to complete the assignment.
 - Clarify to late registrants the responsibilities of completing all catch-up work.
- Follow announced procedures for census, withdrawals, final class rosters, and final grade submission.
- Utilize a multi-pronged approach to avoiding plagiarism issues:
 - Familiarize your students with what plagiarism actually is,
 - Enforce the OCC Plagiarism Policy,
 - Dictate acceptable sources that students may utilize such as peer-reviewed journal articles,
 - Use the TurnItIn features within your course's drop box,
 - And distinguish between unintended errors in documentation and calculated dishonesty.
- You may remind or reinforce, to students, the availability of the online tutoring SmartThinking system.

Federal Financial Aid Attendance Policy

Last Date of Attendance Policy for Unofficial Withdrawals:

Since Ocean County College is not required to take attendance by its accreditation body or by other outside entities, if a student fails to officially withdraw from a term prior to the withdrawal deadline date, a student's last date of attendance for the purpose of calculating the return of Federal financial aid funds will be determined as the date at which the student last attended an academically-related activity (documentation must be available). An academically-related activity is defined as:

1. Submitting an academic assignment OR
2. Taking an exam OR
3. Participating in an online class discussion

If no documentation is available to determine a last date of attendance, as per Federal regulations the Financial Aid office will use the 50 percent point of the term as the date on which the Return of Title IV funds calculation will be based.

The college has a policy (Students Withdrawal General Requirements #5142) which only permits students to withdraw from a course and receive a "W" for that coursework up through the withdrawal deadline date. Students are not permitted to withdraw from courses after the withdrawal deadline date.

Dropping, Adding, and Withdrawing from your Online Courses

Prior to the First day of the Semester:

Drop

You may drop a course and will receive a full tuition refund. The Course will not appear on your transcript. No permission is required. EXCEPTION: You may not drop developmental English (ENGL 091/ ENGL 095) unless you are dropping all of your courses.

This applies to all Ocean County College students.

Add

You may add a course to your existing schedule as long as you have completed any necessary prerequisite(s) and there is an available seat. You may do this through your Ocean Cruiser. If you are in developmental courses, you will need to work with your E-learning advisor (elearning ADV@ocean.edu) to add a course. This will be in effect until all developmental courses are completed.

This applies to all Ocean County College students.

First day of the Semester through Attendance Census Date (See Academic Calendar for Specific Dates)

*Please note that if you are a financial aid student or a veteran, you should consult the appropriate office before dropping courses as a change to your schedule might affect your eligibility.

Drop

You may drop a course without permission and you will receive a 50% tuition refund. If you are adding a course at the same time, there is no loss of the 50% refund. The dropped course will not appear on your transcript. EXCEPTION: You may not drop developmental English (ENGL 091/ ENGL 095) unless you are dropping all of your courses.

How to drop:

On campus students taking DL courses- Prior to the close of business on the attendance census date, fill out an Add/Drop form and take it to the Registration and Records office in Building #9 on campus.

Students who are taking their entire degree online, non-degree DL students, and visiting DL students – Prior to the close of business on the attendance census date, fax a letter requesting you be dropped from specific courses to the Registration and Records Office. This letter must

be signed by the student and include the student's I.D. number, address, telephone number, and email address; term, course number, section, course title, of all courses which you would like to be dropped from.

FAX 732.864.3849
ATTN: Course drop.

First day of the Semester through Attendance Census Date *(See Academic Calendar for Specific Dates)*

Add

You may add a course for the first seven days of the semester without seeking consent. You will not be able to do this through Ocean Cruiser. If you are taking your entire degree online, you should contact your E-learning advisor via email at elearningADV@ocean.edu and request that you be added to the course. Any other student taking DL courses must contact OCC's Registration and Records office or the Advising office either by phone or walk-in.

From the eighth day of classes through the attendance census date you need the instructor's consent to add a class. If you are taking your entire degree online, you will send an email to your E-learning advisor at elearningADV@ocean.edu requesting that the class be added to your schedule, along with an email from the professor of said class granting permission for you to be added to their course. The E-learning advisor will contact you and perform the necessary class addition. Any other student taking DL courses must contact OCC's Registration and Records office or the Advising office either by phone or walk-in.

Up To and Including Withdrawal Deadline *(See Academic Calendar for Specific Dates)*

*Please note that if you are a financial aid student or a veteran, you should consult the appropriate office before dropping courses as a change to your schedule might affect your eligibility.

Email your instructor for your "Last Date of Attendance". Fax a letter along with your instructors email, requesting you be withdrawn from specific courses to the Registration and Records Office before the Withdrawal Deadline. This letter must be signed by the student and include the student's I.D. number, address, telephone number, and email address; term, course number, section, course title of all course which you would like to be withdrawn from.

This applies to students who are taking their entire degree online and DL students.

Courses from which you are withdrawn will appear as a "W" on your transcript.

FAX 732.864.3849
ATTN: Course withdrawal

After Withdrawal Deadline until the End of the Semester (See Academic Calendar for Specific Dates)

*Please note that if you are a financial aid student or a veteran, you should consult the appropriate office before dropping courses as a change to your schedule might affect your eligibility.

You cannot withdraw from a course or change your course section for any reason. Your course and your earned grade will appear on your transcripts.

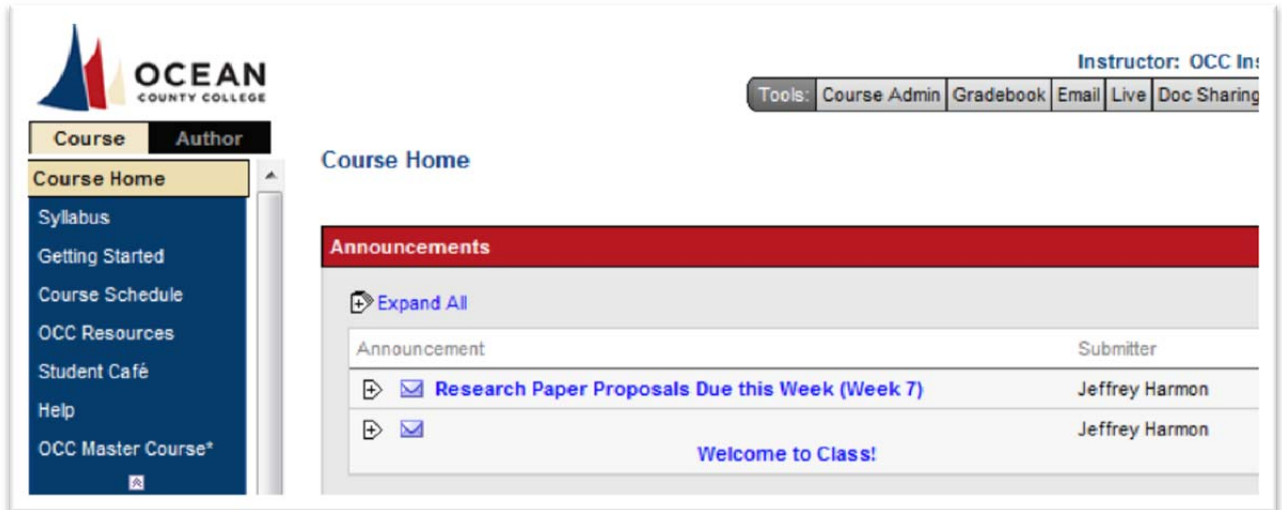
You cannot add a course or change your course section for any reason.

This applies to all Ocean County College students.

How To Obtain Last Date of Attendance

Follow these procedures to obtain your student's Last Date of Attendance:

1. Log in to your course



OCEAN COUNTY COLLEGE

Instructor: OCC In:

Tools: Course Admin Gradebook Email Live Doc Sharing

Course Author

Course Home

Syllabus

Getting Started

Course Schedule

OCC Resources

Student Café

Help

OCC Master Course*

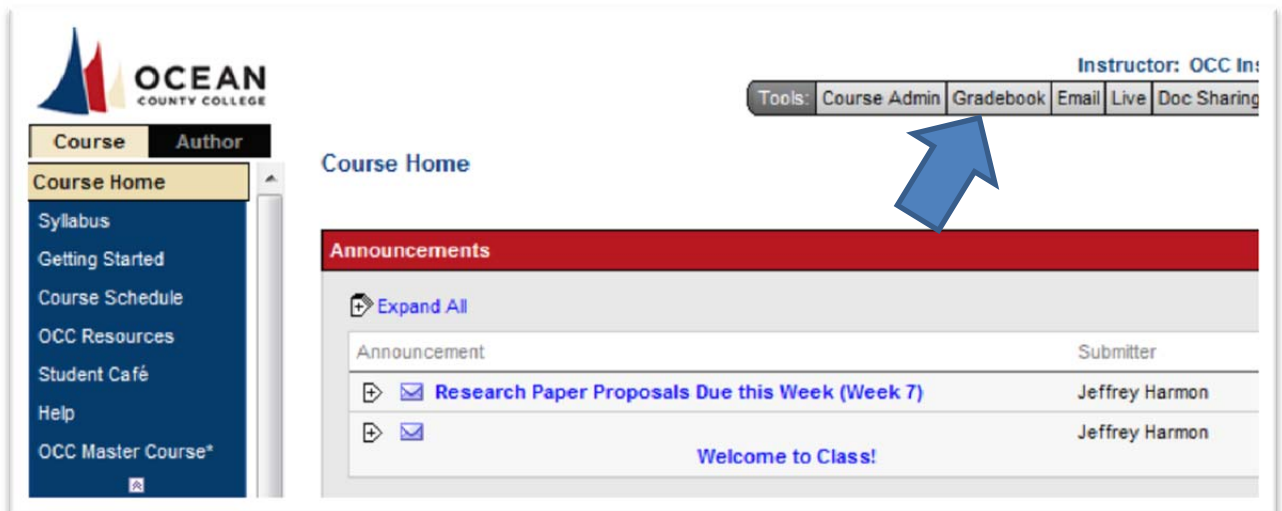
Course Home

Announcements

Expand All

Announcement	Submitter
✉ Research Paper Proposals Due this Week (Week 7)	Jeffrey Harmon
✉ Welcome to Class!	Jeffrey Harmon

2. Click on "Gradebook"



OCEAN COUNTY COLLEGE

Instructor: OCC In:

Tools: Course Admin Gradebook Email Live Doc Sharing

Course Author

Course Home

Syllabus

Getting Started

Course Schedule

OCC Resources

Student Café

Help

OCC Master Course*

Course Home

Announcements

Expand All

Announcement	Submitter
✉ Research Paper Proposals Due this Week (Week 7)	Jeffrey Harmon
✉ Welcome to Class!	Jeffrey Harmon

3. Select “User Activity”

The screenshot shows the Ocean County College Gradebook interface. On the left is a navigation menu with options like Course Home, Syllabus, Getting Started, Course Schedule, OCC Resources, Student Café, Help, and OCC Master Course*. The main content area is titled 'Gradebook' and contains buttons for 'View Gradebook', 'User Activity', and 'Setup Gradebook'. A blue arrow points to the 'User Activity' button. Below these buttons are dropdown menus for 'Select Gradebook' (set to 'Grades To Date') and 'Sort By' (set to 'Last Name'), each with a 'Go' button. A 'Display: 40 rows per page' option is also visible. Below the controls is a table titled 'Grades To Date' with columns for Student, Course Points To Date, and Co.

Student	Course Points To Date	Co
Adam, Stephanie	20/20	
Battista, Lisa	0/20	

4. In the “Select User Activity View” dropdown menu select “View by Date” and press “Go”

The screenshot shows the Ocean County College User Activity interface. The 'User Activity' button is highlighted with a blue arrow. Below the buttons are dropdown menus for 'Select User Activity view' (set to 'View by Date') and a 'Go' button. A timestamp indicates 'User Activity is current as of 11/9/2011 1:59 AM (GMT-05:00) Eastern Time'. Below the controls is a table titled 'User Activity Summary' with columns for Course Home, Unit 1 through Unit 7, and a final column for 7. The table shows activity for Harmon, Jeffrey and Instructor, OCC.

	Course Home	1	2	3	4	5	6	7
Harmon, Jeffrey	78	131	0	0	0	0	0	0
Instructor, OCC	0	0	0	0	0	0	0	0

- Identify the last date the student has anything but a zero. This indicates the last day they participated in the class.

OCEAN COUNTY COLLEGE

Principles of Marketing

Instructor: OCC Instructor, Jeffrey Harmon, OCCScorm OCCS

Tools: Course Admin Gradebook Email Live Doc Sharing Dropbox Journal Weblogography Tech Support

User Activity

View Gradebook User Activity Setup Gradebook


Select User Activity view: View by Date Go

[Export View](#)

The student activity reported below is divided into days which are measured from 12:00 AM to 11:59 PM in the time zone where the activity is calculated (GMT-07:00). In your time zone, (GMT-05:00) Eastern Time (US & Canada), these days are measured from 2:00 AM to 1:59 AM.

User Activity is current as of 11/9/2011 1:59 AM (GMT-05:00) Eastern Time (US & Canada). Times are displayed in minutes.

Activity By Date		11/2	11/3	11/4	11/5	11/6	11/7	11/8	Total
From:	11/2/2011								
To:	11/9/2011								
Harmon, Jeffrey		0	0	45	0	0	72	0	117
Instructor: OCC		0	0	0	0	0	0	0	0



Final Class Roster Procedure

OCC engages in the Final Class Roster procedure prior to the Census date. This procedure requires you to submit your Final Class Roster for your online course(s). The Elearning Department will notify you of this requirement each semester, via email, and containing specific instructions. Here is an overview of the procedure.

FCL Procedure

Prior to the Census Date, Elearning will forward the Final Class Roster Memo, a document containing procedures and a timeline, to you via your Portal Email address. (Note: It is important to be sure that you have auto-redirected this email to your @ocean.edu address)

Shortly following this Memo email, you will receive an automated email from FCLAlerts@ocean.edu. This email will contain the names of students you should withdraw, vis a vis the Final Class Roster Procedure, the Last Dates of Attendance for those students, and the W or W2 code (explained in Memo) for each. Student names contained on this email appear because they failed to complete one of the following Federal Financial Aid Attendance requirements:

1. Submitting an academic assignment OR
2. Taking an exam OR
3. Participating in an online class discussion

Once you receive these emails, you will follow the instructions in the Memo to complete and submit your Final Class Rosters. This action will be done electronically, through the Ocean Cruiser Portal.

Final Grade Submission Procedure

Grades are officially due 72 hours following the last day of class.

1. Complete these steps in order to officially submit your grades:
2. Be sure you are ready to provide final grades to an entire class. Partial grading of a class won't be accepted. Once you enter grades, they are official, and will be available to the students possibly as soon as the next morning.
3. First, log into Ocean Cruiser. Next, click the WebAdvisor tab at top of the screen. Then, click "Faculty" to the left under the WebAdvisor tab. Since you will already be logged in from your initial login into Ocean Cruiser, you will not need to log into WebAdvisor separately. [NOTE: Entering grades in your class's "Gradebook" in Cruiser does not transfer them to WebAdvisor and is not official grade submission]
4. Click on "Enter Grades" under "Faculty Information." This will take you directly to the Grading page.
5. Select the semester or term you are looking to grade from the drop down menu, and click "submit."
6. Select the course you wish to grade by clicking the circle next to the course, and then clicking "submit."
7. Enter each student's grade using the drop down menu. (If you have a student in your class who is not listed on this roster, the student has either been withdrawn or never registered to begin with. Contact Registration and Records with questions about a particular student.)
8. Verify that your grades are correct, and print the web page for your records.
9. Click "submit." If there were any students overlooked, you will get a notice of "Incomplete grading roster." Should this happen, enter the missing grades, then click submit again.
10. You will then see the Grading Confirmation Form. Click "ok" to complete submission of grades for that section. You will then be taken back to your list of courses so that you may grade other sections you may be teaching. Once grading is completed, log out. If you feel you may have submitted a grade in error, see your department administrator to get a Change of Grade Form. You can't change verified grades online.

Remember you cannot issue a student a W at this point. GRADE CHOICES are:

A Excellent

B+ Very Good

B Good

C+ Above average

C Average

D Below average

F Failure

I Incomplete – Should be assigned only if the student has approached you for extra time on particular assignments, and you have agreed to allow it. Once the student has completed the work, you must submit a Change of Grade Form, converting the “I” to the appropriate earned grade. There is a deadline of 30 days into the next semester, after which all outstanding “I” grades will become “F” grades.

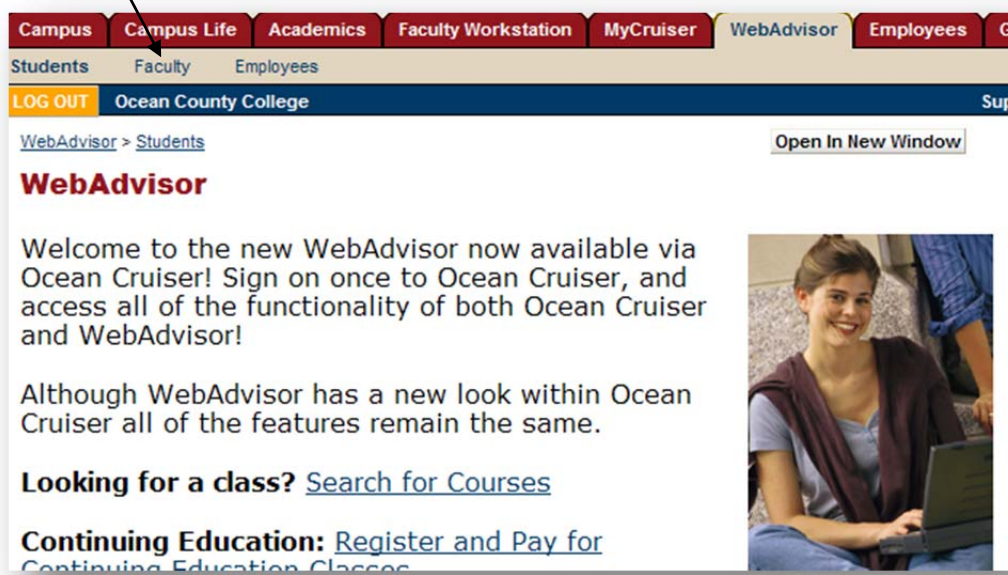
**P Pass* - Rarely, a course runs as pass/fail. This is not an appropriate grade unless the entire course is run as pass/fail.

R Audit - Should only be assigned if the student initially registered to audit the course.

Pictures of what you will see when navigating online grading:

Log into Ocean Cruiser. Click on WebAdvisor

Click Faculty.



Click Enter Grades

WebAdvisor > Faculty > Open in New Window

Grading

* = Required

Select a Term to filter your class list

Term *

2010S10 - 2010 Summer Ten Week

2010SS5 - 2010 Summer Second Five Wk

SUBMIT

SUBMITTED, it is **OFFICIAL** and GRADE form being submitted to the

Select the correct term from the drop-down menu to access the courses you are teaching for that term. Once the term is selected you will see the listing of your courses. Select button to the left of your course to open that grading section. A list of all students will appear. To the right of each student is the drop-down menu to select the grade.

ID	Name	Email	Final Grade
	Banyacsky, Steven J	steven_banyacsky@occ mailcruser.com	

Guidelines for Instructing a Master Course

This guide will inform you of Elearning@OCC's guidelines for instructing a Master Course online. A "Master Course" is a pre-built course, complete with content, activities, requirements, and assessments. Elearning@OCC utilizes the Master Course format to achieve the following objectives:

- Ensure alignment between course objectives and course content,
- Ensure appropriate assessment and evaluation of student performance relative to course objectives,
- Provide consistency across multiple sections of a course,
- Provide high-quality, vetted & approved content to all students.

How will I know if I am instructing a Master Course?

Identifying a master course is a very easy process. When you look at the name of your course, it will read:

Principles of Marketing DL1 (MC-Last Name)

If your course does not have the parenthetical notation: "(MC-Last Name)" then it is not a Master Course.

What does instructing a Master Course mean for me?

Instructing a Master Course is exactly the same as instructing any other course online. The only difference is that, the content, requirements, and assessments have been professionally developed for you. Your first order of business will be to review the course and familiarize yourself with all of the requirements. You may want to begin your preparations by following the checklist found at the end of this document.

What can I do with the Master Course?

Within the Master Course itself, you may do a number of things to add your own flavor or panache. You may add any type of content or requirement that you wish. You may add YouTube, web links, Web 2.0, or other multimedia content. You may add literature, articles, or other types of ancillary readings. You may (in fact you must) customize the syllabus with your own information. You may communicate with students freely, grade their work as you see fit, support their learning with any and all means at your disposal. At times you may notice placeholders within a Master Course that seem to be empty. An example might be a discussion board topic that has a note to the instructor such as this:

“Dear Instructor, please insert a current-event type article or discussion topic that correlates to this week’s chapter and lecture content. Please choose something from the media within the last 6 months.”

These types of placeholders are intended to enable you to bring current events into the classroom. Remember, you may add more of these types of requirements to the existing content at any time.

What am I prohibited from doing?

The process utilized during Master Course development is geared towards ensuring that each and every one of the course components is developed for a specific purpose. As such, you are prohibited from **deleting any of the original Master Course**. You may not delete or change content, activities, requirements, or assessments. You may not delete or change exams, tests, quizzes, projects, papers or other assessable requirements. You may not delete or change discussion topics or specific questions. In essence you are prohibited from altering any of the original Master Course content. To do so would violate the faith and credibility that OCC has placed on the quality of the content and it’s correlation to course objectives.

Preparation Checklist

Instructing a Master Course

- ✓ Review each course component and familiarize yourself with the layout.
- ✓ Update the syllabus to include your contact information.
- ✓ Ensure the gradebook is set up appropriately.
- ✓ Provide your biography or other “welcome” message in accordance with the course structure.
- ✓ Update any “placeholder” items within the course.
- ✓ Add any content you wish to existing course content.
- ✓ Email your students with information about important dates, specific course-related issues, and what is due in the first week.

Elearning Assessment at OCC

WAC/WIC

(Policy # 7110)

Writing Across the Curriculum requires certain courses, identified as Writing Intensive Courses to conduct a 1200 (minimum) word qualitative assessment with the course.

Assessment results should be sent to elearningassessment@ocean.edu.

The dean will examine student essays for the following features:

- Appropriateness/relevance of the assignment.
- Selection of representative A/B, C, D/F papers.
- Quality of faculty responses to their student's essays.

Course Level Assessment

(Policy # 7165)

Each Spring semester, a series of selected courses are required to participate in Course Level Assessment. The Elearning Department, in conjunction with appropriate entities on campus, will deploy the assessment instruments to each selected course.

General Education Skills Test

Each Spring semester, a series of selected courses are required to participate in the General Education Skills Test. The Elearning Department, in conjunction with appropriate entities on campus, will deploy the assessment instruments to each selected course.

Learning Objectives Manager (LOM)

**See Using LOM in your Online Course*

Surveys

(Policy # 3125)

The Elearning Department will deploy required surveys to students according to the chart below:

Survey Title	When Administered	Administered To Whom
Student Survey on Distance Learning	Every fall and spring semester during the 13 th – 14 th week	All students in all online sections
Student Reaction Form (Evaluation of Faculty)	Every fall and spring semester during the 15 th week	All students in all f2f & online sections

Using Learning Objectives Manager (LOM) in Your Online Course

What is Learning Objectives Manager (LOM)?

Learning Objectives Manager (LOM) is part of the Pearson Learning Studio/eCollege learning management system that OCC utilizes for all online courses. LOM is a comprehensive approach to Course Objectives Assessment in online courses. LOM (which is only visible to instructors) allows the instructor to assess their students' proficiency related to the official course objectives.

Who designed LOM?

The Master Course Developer, who built your course, designed the assessment framework and deployed LOM within that course. LOM is updated as course objectives are revised.

How does LOM work?

The Master Course Developer constructed a rubric, based on the official course objectives, which contains proficiency levels and criteria statements. That rubric was imported into the Pearson Learning Studio/eCollege LMS (learning management system). The Master Course Developer then associated or tagged each piece of the course with the relevant course objectives. Content and learning activities were tagged as either "Presented" (for static content like lectures or videos) or "Assessed" (for interactive assessable items such as discussion boards or projects).

Here is an example rubric that is being used in one online course:

BUSN 134 (Sample)	Proficiency Level			
	Minimal	Basic	Proficient	Advanced
Course Objective				
Define marketing and describe how it has	Student is unable to articulate the definition	Student articulates a partial definition of	Student articulates the proper definition of	Student articulates the proper definition of

evolved in the United States.	of marketing.	marketing that is incomplete.	marketing according to the American Association of Marketing.	marketing, cites the AMA source, and correlates it with their own personal or professional experiences.
Explain the marketing concept and its importance in marketing.	Student is unable to describe the evolution of marketing in the United States	Student describes the evolution of marketing in the United States by recalling historical marketing campaigns in their lifetime.	Student describes the evolution of marketing in the United States by citing historical marketing campaigns evidence of research and compares and contrasts these with more recent campaigns.	Student describes the evolution of marketing in the United States by citing historical marketing campaigns evidence of research and compares and contrasts these with more recent campaigns. Student goes on to cite pros, cons, and a change in the social context of historical and recent campaigns.

Here is an example of course objectives being tagged to various course components:

Course Level		
BUSN 134.01:	Define marketing and describe how it has evolved in the United States.	
↳ Unit 1 : Unit 1 Lecture		Presented
↳ Unit 1 : Unit 1 Readings & Resources		Presented
↳ Unit 1 : Unit 1 Discussion		Assessed : 50%
↳ Unit 1 : Unit 1 Assignment		Assessed : 50%
↳ Linked Content/Tasks: 4	Presented: 2	Assessed: 2 (100%)
BUSN 134.02:	Explain the marketing concept and its importance in marketing.	
↳ Unit 1 : Unit 1 Lecture		Presented
↳ Unit 1 : Unit 1 Readings & Resources		Presented
↳ Unit 1 : Unit 1 Discussion		Assessed : 50%
↳ Unit 1 : Unit 1 Assignment		Assessed : 50%
↳ Linked Content/Tasks: 4	Presented: 2	Assessed: 2 (100%)

How do I use LOM?

Inside each Master Course, under the “Course Home” unit, there will be an item entitled “Learning Outcomes.” This area is only visible to instructors. From this area you will be able to view the full course objectives alignment with your course’s content. You will be able to see the weightings of assessments. Additionally, this area will show you a heat grid of your student’s proficiency levels.

Here is a sample report looking at the “Details by Outcome” (Note: some portions of LOM use the word “Outcome” to mean “Objective.”)

Details by Outcome						
Details by Student						
ID	Description	# of Students 1	# of Students 2	# of Students 3	# of Students 4	Times Presented / Times Assessed
COMM 154.01	Organize, write, research and develop brief talks with clarity and confidence in a conversational style	8	8	0	0	8 / 10
COMM 154.02	Identify and define basic communication theories, principles, and key terms regarding speech delivery and evaluation	9	8	0	0	8 / 7
COMM 154.03	Speak and participate in public dialogue in a civil, ethical manner	5	10	1	0	10 / 8
COMM 154.04	Participate in a persuasive debate and recognize logical arrangement of evidence vs. inaccurate reasoning	0	0	0	0	1 / 1

Here is a sample report showing “Details by Student”

Details by Outcome					Export Assessment Summary
Details by Student					
Name	COMM 154.01	COMM 154.02	COMM 154.03	COMM 154.04	
A [REDACTED]	2.2/4	2/4	2/4	*	
[REDACTED]	*	*	*	*	
C [REDACTED]	1.93/4	1.33/4	1.5/4	*	
D [REDACTED]	1.97/4	1.33/4	1.5/4	*	
E [REDACTED]	1.8/4	2/4	*	*	
F [REDACTED]	*	*	*	*	
G [REDACTED]	2/4	1.67/4	1.5/4	*	
H [REDACTED]	2/4	1.5/4	2/4	*	
I [REDACTED]	1/4	1.67/4	2/4	*	

The gradebook tool looks a little bit different in a LOM-enabled course than a non LOM-enabled course.

The screenshot displays the gradebook interface. On the left, the 'Learning Outcomes' section shows a progress bar for 'Analyze how external ...' at 2/4, with a 'View Rubric' button and a dropdown menu for 'BUSN 134.03 x 1 (100.00%)' set to '2 (Basic)'. Below this are two expandable sections: 'Identify the major con...' and 'Discuss the social, psy...'. The main area is divided into two parts. The top part contains 'Numeric Grade' (a text input field), 'Letter Grade' (a dropdown menu), and 'Weighted Average' (a text input field). To the right of these are 'Earned: 0 %' and 'Possible: 3.75 %'. Below this is a large text area for comments. The bottom part is titled 'Assignment Details' and shows a list of topics, with 'Marketing and Social Media' selected, displaying '4 responses by Erica'. The assignment question is: 'Do you see any disadvantages for companies that are moving their marketing efforts to social media applications such as Facebook or Twitter? What are those disadvantages? Have you ever been contacted by a company after mentioning them on your own social media site? How did you feel about that interaction as a consumer of both social media and that company's products or services?'. A 'Mark selected as:' dropdown is at the bottom.

The gradebook contains both the standard grading tools (points and comments) as well as an interactive series of drop-down menus for you to assess your students course objective proficiency related to the particular assignment you are grading. From this screen, you may also view the full rubric to familiarize yourself with the relevant criteria statements.

Please Note: The comment box adjacent to the numeric / letter grade area is visible to students. However the comment box next to the objectives is not.

This screenshot is identical to the one above, but with two red arrows pointing to specific comment boxes. One arrow points from the text 'COMMENTS HERE ARE NOT VISIBLE TO STUDENTS' in the 'Learning Outcomes' section to the 'COMMENTS HERE ARE VISIBLE TO STUDENTS' text in the main comment box. The other arrow points from the 'COMMENTS HERE ARE VISIBLE TO STUDENTS' text in the main comment box to the 'COMMENTS HERE ARE VISIBLE TO STUDENTS' text in the 'Assignment Details' section.

Is LOM the only assessment strategy utilized?

Ocean County Colleges utilizes many assessment methodologies. LOM (used only in online courses) is just one of those methods. OCC also utilizes key assessment instruments in 40 courses, student reaction forms, writing-across-the-curriculum, and much more.

Elearning Student Issue Resolution Process

In the course of instruction of an online course, you may encounter student issues. What follows are the appropriate processes to use in handling these situations.

Instructors are the front-line when handling student issues. Issues should not be escalated until you have attempted to resolve the issue. In cases where escalation is necessary, student issues should be escalated along these lines:

***All current contact information can be found in the *Contact Information* section of this document.**

Instructor Complaints/Content or Academic Issues

These types of issues should be submitted to the Dean of Elearning Faculty.

Access Issues

These issues should be submitted to the OCC Help Desk

Phone: 1-866-861-1122

Technical Issues

These issues should be submitted to the Pearson Help Desk

Phone: 1-888-955-6480

Online Instructor Support

General Support

Elearning Department Personnel can be contacted via email or by phone. Please see the Elearning Contact Info Page

OCC Help Desk

The OCC Help Desk can assist you with access and other issues with Ocean Cruiser.

Phone: 1-866-861-1122

Pearson Help Desk

The Main Pearson Help Desk can assist you with any technological or functional questions about your online course.

Phone: 1-888-955-6480

Pearson iSupport

iSupport can assist you, as an instructor, with pedagogical issues and questions related to your courses structure and design.

Phone: 866-874-8138

Email: isupport@occ.college.com

Hours: Monday-Friday, 800am-500pm (MT). Closed on weekends and holidays

Elearning Contact Information

Elearning Department Contact Information

Name/Role	Email	Phone
Patricia D. Fenn – Executive Director of Elearning	pfenn@ocean.edu	732-255-0400 Ext 2963
Maysa Hayward – Dean of Elearning Faculty	mhayward@ocean.edu	732-255-0400 Ext 2176
Jeff S. Harmon – Associate Director of Elearning	jharmon@ocean.edu	732-255-0400 Ext 2499
Cynthia Hammer – Administrative Assistant	chammer@ocean.edu	732-255-0400 Ext 2068

Course Design and Development Assistance

To facilitate with you course development, revisions, and other assistance, our OCC instructional designers are available to you at any time.

ID Name	Email	Phone
Marie Li	mli@ocean.edu	732-255-0400 Ext 2155
Julia Itani	jitani@ocean.edu	917-573-7238
Lauren Dix	ldix@ocean.edu	732-255-0400 Ext 2419




Course Overload Authorization Form

(For Faculty)

The form below is the official Course Overload Authorization form used at Ocean County College for faculty who wish to exceed the 25 student-cap in an online course.

Online instructors, wishing to utilize this form, should complete the *Required Information* section at the bottom of this document and email it to the Elearning Department Administrative Assistant Cynthia Hammer at chammer@ocean.edu for authorization & processing.

COURSE OVERLOAD AUTHORIZATION			
This is an authorization for the student named below to enroll in the specified course and section as an overload to the maximum class size.			
_____			_____
Print Student's Name			Date
_____	_____	_____	_____
Course No.	Section	Semester	Instructor's Signature
DI-45 (9/08) DISTRIBUTION: #1 ADMISSIONS AND RECORDS #2 DEPARTMENT DEAN #3 STUDENT			


Required Information

Student Name _____	Date _____
Course No. _____ Section _____ Semester _____	Instructor's Signature (Email Serves as Signature or if possible, sign & scan)

Elearning Excessive Absence Course Withdrawal Form (For Faculty)

The form below is the official Course Withdrawal Form used at Ocean County College for faculty to withdraw a student due to excessive absences.

Online instructors, wishing to utilize this form, should complete the *Required Information* section at the bottom of this document and email it to the Elearning Department Administrative Assistant Cynthia Hammer at chammer@ocean.edu for authorization & processing.

COURSE WITHDRAWAL NOTIFICATION		 OCEAN COUNTY COLLEGE College Drive, PO Box 2001 Toms River, New Jersey 08754-2001
Student Name _____		Student ID _____
<div style="background-color: #333; color: white; padding: 10px; border: 1px solid black;"> You have been withdrawn from the course identified at the right for excessive absences. A course grade of "W" will appear on your transcript. You will not receive credit for the course, and the "W" will not affect your grade-point average. If you have any questions, please contact your instructor immediately. </div>		Course Prefix/Number/Section _____
		Course Title _____
Dean's Signature _____	Date _____	Warning Notice Date _____
Student Name _____		Date Student Was Called _____
Address _____		Total Days Absent _____
City _____ State _____ Zip _____		Last Date Attended _____
		Instructor's Signature _____
<small> This form must be received by the Office of Registration and Records prior to the course withdrawal deadline. AA (Rev 10/2010) WHITE: Student YELLOW: Admissions & Records GOLD: Instructor PINK: Department Office </small>		

Required Information

Student Name _____ Dean's Signature _____ Date _____ Student Name _____ Address _____ _____ City _____ State _____ Zip _____	Student ID _____ Course Prefix/Number/Section _____ _____ Course Title _____ Warning Notice Date _____ Date Student Was Called _____ Total Days Absent _____ Last Date Attended _____ Instructor's Signature (Email Serves as Signature or if possible, sign & scan) _____
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