

Best practice in online education post COVID-19

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<https://online.vu.edu.au/>

Online Education in Australian Universities



- 43 Universities in Australia
- All 43 offer accredited online courses
- Universities use either the Blackboard, Canvas, Moodle or D2L learning management system (LMS)

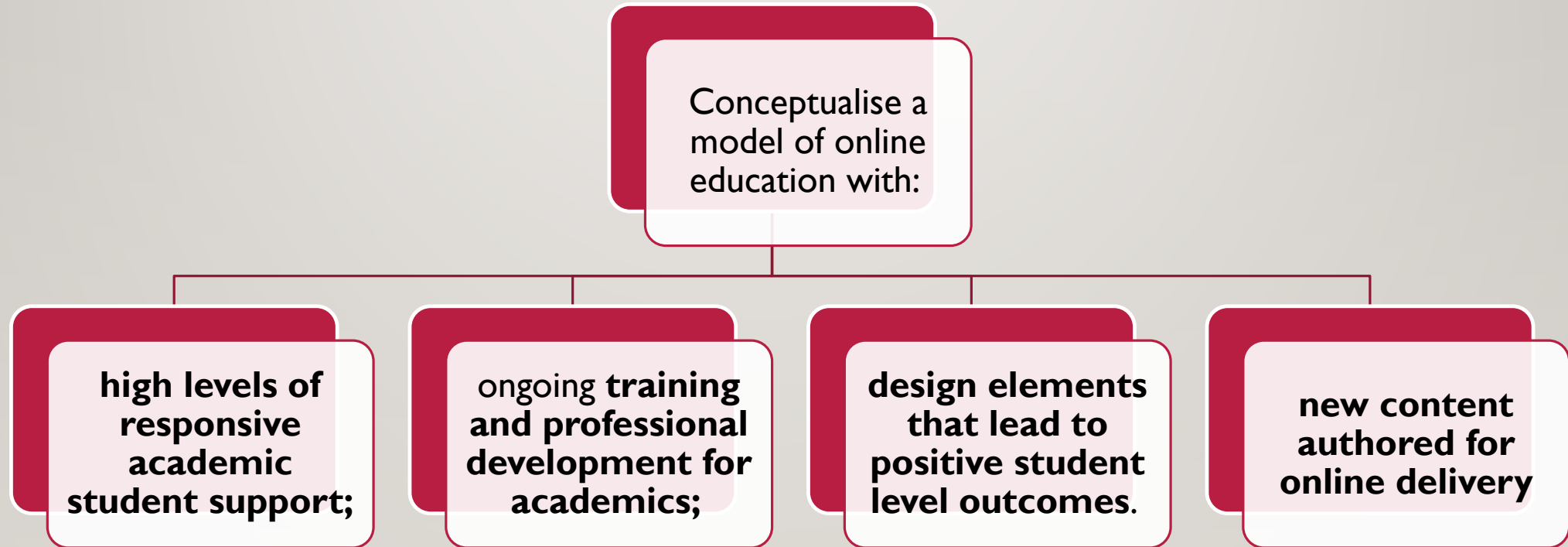
Global-scale issues in online education (pre & post COVID-19)

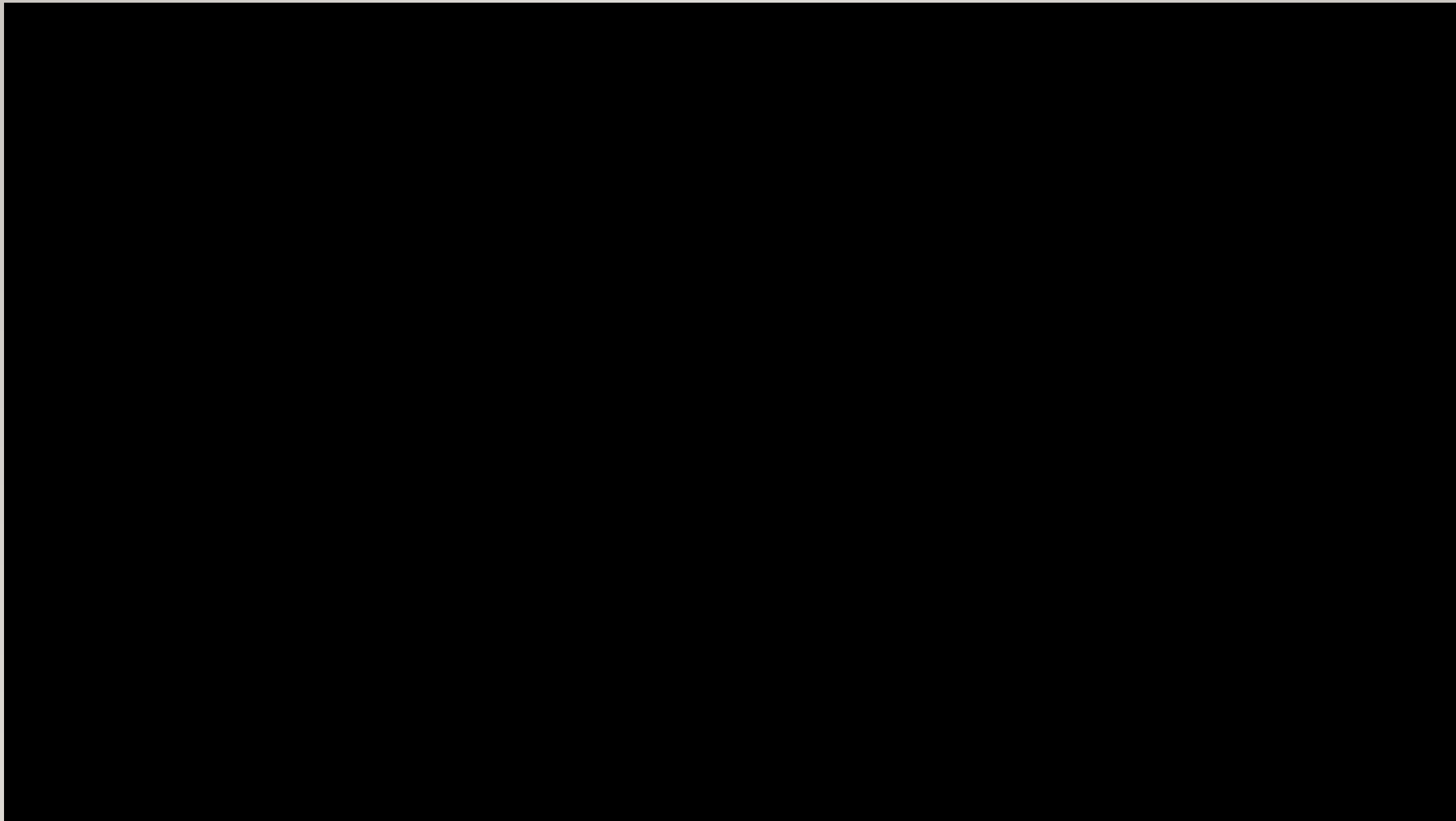
High attrition rates (Wang, et al., 2019), **low student satisfaction** (Fish & Snodgrass 2015), **social isolation** (George & McEwan, 2021) and **disconnectedness from other students and staff** (Canty et al. 2020) challenge online higher education providers.

Universities struggle to produce high-quality online courses (Jaggars & Xu 2016; Lenert & Janes 2017) characterised by **best practices in user experience (UX)**, **experiential learning** (Beard & Wilson 2018) and **consistency** (Scutelnicu, et al. 2019)

Online students need academic support in the evenings and on weekends when academics and academic support are traditionally not available.

Solutions to 'global-scale' issues pre/post the COVID-19 crisis





https://www.youtube.com/watch?v=gNR_Hxriuno&t=6s



Provide 1:1 responsive academic support via phone, email or SMS 7 days a week and in the evenings.



Provide academics teaching online with ongoing targeted online profession development. At VU Online we have a full-time online teaching lead who does this.



Implement a data driven approach that 'pushes' academics to contact students based on their behaviours that do not lead to academic success.

Model considerations



Model outcomes – VU Online

- Low attrition rates
- High student satisfaction rates
- Student academic success (grades)



Low attrition rates

Low attrition rates and high retention

Continuing Students (all courses)

Academic Year	Number of First Half Students	Attrition Rate	Retention Rate
2019	48	12.50	86.05
2020	122	9.02	90.27
2021	269	10.37	86.47

Continuing Students VUBS

Academic Year	Number of First Half Students	Attrition Rate	Retention Rate
2019	48	12.50	86.05
2020	113	7.96	91.43
2021	241	9.92	86.81

Continuing Students CoHB

Academic Year	Number of First Half Students	Attrition Rate	Retention Rate
2020	9	22.22	75.00
2021	28	14.29	84.00

Continuing Students MBA

Academic Year	Number of First Half Students	Attrition Rate	Retention Rate
2019	16	18.75	81.25
2020	72	6.94	93.06
2021	136	8.82	88.99

High student satisfaction rates

Student Evaluation of Unit (SEU) response rates

Survey Year	Response Rate (%)					
	SEM-SP1	SEM-SP2	SEM-SP3	SEM-SP4	SEM-SP5	SEM-SP6
2021	38.8%	46.3%	43.7%	29.9%	41.8%	47.8%
2022	49.2%	49.8%				

Student Evaluation of Unit (SEU) responses

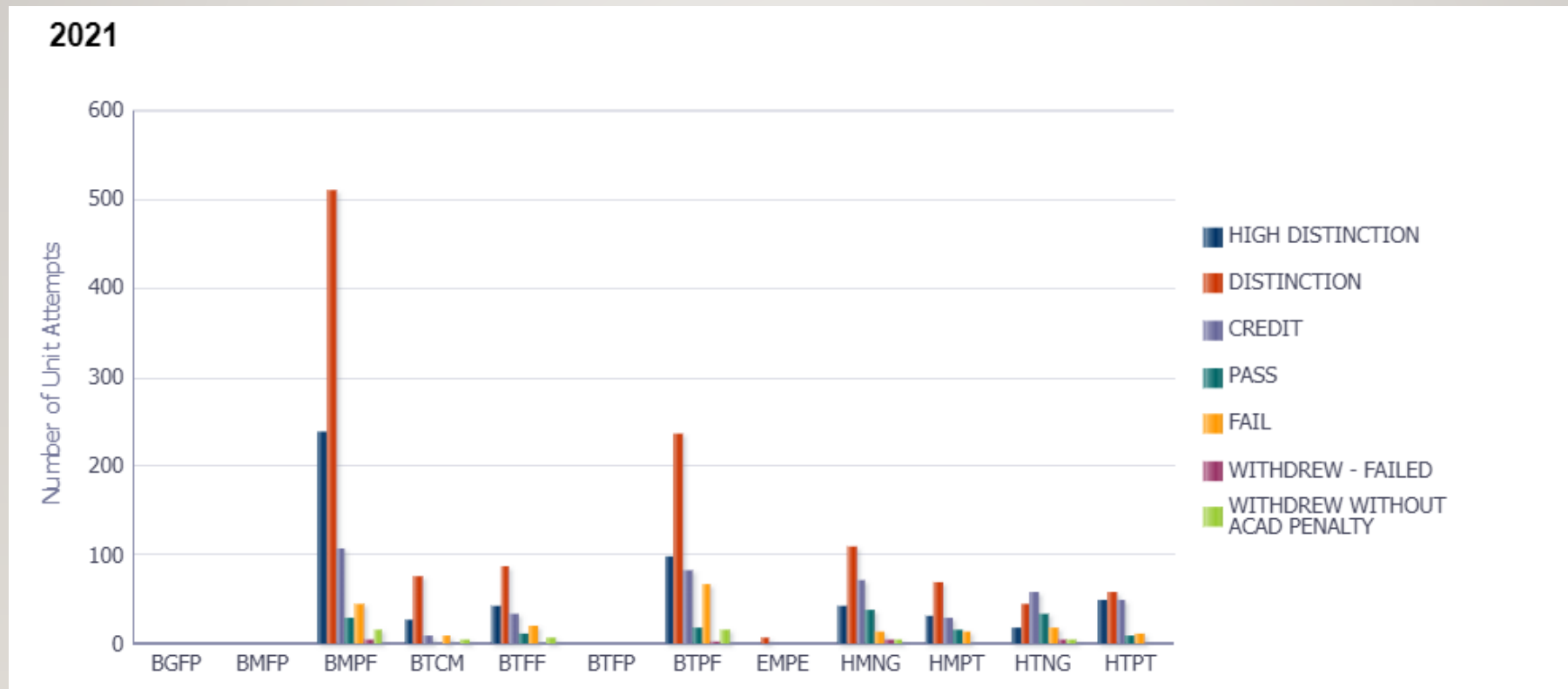
Org Unit	Average						
	1	2	3	4	5	6	10
COLLEGE OF ARTS AND EDUCATION	4.02	3.78	4.01	4.23	3.73	3.79	4.24
VU BUSINESS SCHOOL	4.30	4.22	4.26	4.19	4.15	3.95	4.37
COLLEGE OF HEALTH AND BIOMEDICINE	4.29	4.18	4.36	4.34	4.12	4.04	4.35
University Overall	4.28	4.17	4.30	4.28	4.11	3.99	4.35

Student Evaluation of Unit Questions

1. Overall, I am satisfied with the quality of this unit.
2. The expectations were clear.
3. The activities helped me to learn.
4. The learning resources were relevant and up to date.
5. The assessment tasks clearly evaluated the learning outcomes.
6. The workload in this unit was reasonable.
9. Considering your experience with VU Online, how likely would you be to recommend VU Online to a friend or colleague?
10. Overall, I am satisfied with VU Online's level of student support.

Student academic success

Consistent student academic success



THE FOUR MAKE-OR-BREAKS IN ONLINE LEARNING:

01

responsive
synchronous
student support
from academics

02

a comprehensive
understanding
of design elements
that engage online
learners

03

not using
predefined
curriculum content,
and

04

ensuring academics
have a strong
understanding
of self-determined
learning.

CONNECTIONS WITH JAPAN

Collaborate
on

a similar model of online education with academic student support as part of the JV-Campus to ensure high levels of student success and strengthen Japanese higher education systems.

Collaborate
on

research that address the global-scale issues inherent in the provision of online education within universities.

Explore

partnerships with the private sector to provide programmatic marketing and student support (7 days a week and in the evenings) to increase revenue.

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Thank you



Best Online Learning Model, 2020, 2021