The ADDIE for ACTIONS Model Matrix: A Tool for Decision-Makers in Distance Education

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Distance education, which may once have been thought of as insignificant to the survival of an academic institution, can no longer be ignored as vital to an institution’s success and reputation, and possibly even its existence in the new millennium. The student market which was once reserved for traditional institutions is now being preyed upon by competition from both public and private non-traditional, educational providers [Olcott 97]. Therefore, key decision-makers at both small and large traditional institutions are being forced to implement distance education programs to be more competitive in the marketplace. The authors will present The ADDIE for ACTIONS Model, which combines The ACTIONS Model [Bates 95] and The ADDIE Model [Rossett 87], that decision-makers can use when implementing a distance education program.

References

