Acceptance in Development of eLearning is not sufficient, we need champions

Many faculty go unwillingly into the eLearning environment. We need to develop new strategies for motivating champions of change. Motivation through public and professional recognition, challenging and rewarding experiences, successful, satisfied and motivated students.

When establishing or growing an eLearning program at an institution one of the biggest challenges is to engage faculty in the design and development phase of eLearning. Developing a strategy that can generate a successful eLearning course can lead to a successfully implemented eLearning program.

We shouldn’t stop there, we also have the responsibility to develop champions amongst the faculty that can represent the positive aspects of eLearning in faculty meetings and curriculum committees. Some topics that will be discussed are: developing course content on schedule, training faculty in Instructional Design, implementing Project Management techniques, inculcating teamwork skills and establishing a mentoring relationship.

These are all approaches that have been successful in environments reacting to change. Educational institutions find it critical to meet the demands of new markets and more demanding consumer-oriented students. This paper will explore best practices from several universities on guiding faculty in how to create effective eLearning programs while respecting their expertise. The end result is a better online learning experience for the students and a faculty with new skills for future learning environments.