Proposal for Best Practices Session
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Title: DIY Online Programs: An Alternative to Corporate Solutions

Online programs have taken hold in higher education, and are growing as perceptions and instructional technologies improve and mature. Once deciding to launch an online program, the question that many institutions are left with is "how?" One option for a university or college would be to contract with a third party vendor to produce a program. Third party instructional design vendors do more than just design courses; their contracts often include student support resources, technical support, and marketing, beyond the core instructional design effort. However, these third party companies may only choose to produce programs with high enrollment numbers to ensure a profitable return. In situations where a college or university may want to develop a smaller program, one that third party vendors would turn down, it may be worthwhile to look at producing an online program in-house. This best-practices session will present how the University of San Francisco has launched a small online program using full-time staff and other university resources.