Your First Online Open House: Strategies for Success

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Showcasing your distance education department’s resources and services can be challenging when your intended audience is neither place nor time bound. An Online Open House is an excellent opportunity to promote and showcase your department, increase the visibility of your offerings, and even recruit potential faculty and students. Considerable planning, marketing, and teamwork is necessary to design and implement an engaging and inviting online environment for such an Open House. Our Solution: Every member of our staff (25 fulltime) was actively engaged in the planning, development and hosting activities needed to successfully launch our Online Open House.

In this presentation, you will learn what steps to take in planning your own Online Open House and what pitfalls to avoid. In addition, you will experience a detailed orientation of our Online Open House. Lastly, you will be able to view the results of our survey, which was most useful in identifying areas of our strengths, weaknesses, perceptions and preferences. The data will be instrumental in informing future events for our distance education department. By sharing these experiences, we hope others will gain enough knowledge and understanding to craft their own Online Open Houses.