The NEON Project: Fostering Innovation and Collaboration

NWAF 2005 Annual Meeting
Richland, Washington — April 23, 2005

Jere Mock, NEON Project Co-director
Russell Poulin, NEON Project Co-director
Ken Griffin, NEON Project Consultant
NEON’s MISSION

To increase student access to high demand academic programs using electronically delivered courses

To leverage regional academic resources that can be shared across states and institutions
NEON’s Funding

NEON is funded by a 3-year grant from the U.S. Department of Education’s Fund for the Improvement of Postsecondary Education (FIPSE) (10/02 – 9/05)

The Northwest Academic Forum Executive Committee serves as the project advisory committee

WICHE is the fiscal and operational agent
NEON’s Models/Services

- Matching students with a single provider institution
- Fostering and coordinating joint programs among institutions
- Creating web resources that assist students
- Creating course exchanges among institutions
NEON’s Pilot Programs

Three pilot areas:

- Nursing PhD
- Supply Chain Management
- School Library Media Certification
Matching Students with a Single Provider

*Nursing PhD Access Partnership*

- Oregon Health & Science University is delivering its regional nursing PhD program to students at:
  - University of Alaska, Anchorage – 2004
  - University of Wyoming – 2005
  - Idaho State University – 2005
  - Montana State University, Bozeman (continuing)
- Faculty at the participating institutions will serve on dissertation committees, mentor, collaborate on research
NEON Services

Creating Web Resources that Assist Students
Informing those interested in pursuing a doctoral nursing degree

A partnership with the Western Institute of Nursing
NursingPhD.org offers advice for those thinking of pursuing a doctorate, information about doctoral programs offered in the country and the world, facing pressing...
### Programs

**List by Institution | List by state**

Liink to program detail on institution name.

<table>
<thead>
<tr>
<th>INSTITUTION</th>
<th>STATE</th>
<th>FOCUS AREAS</th>
<th>BS to PhD?</th>
<th>DEGREE (S) OFFERED</th>
<th>DISTANCE ED OPTIONS?</th>
</tr>
</thead>
<tbody>
<tr>
<td>University of Arizona</td>
<td>AZ</td>
<td>Health Care Systems with options in Systems Management and Informatics</td>
<td>Yes</td>
<td>PhD</td>
<td>Yes</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Injury Mechanisms and Bio-Behavioral Responses</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Vulnerable Populations with options in Gerontology and Rural Health</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Loma Linda University</td>
<td>CA</td>
<td>Family Caregiving</td>
<td>No</td>
<td>PhD</td>
<td>No</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Quality of Life</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Spirituality in Health Care</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Nursing Education</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Biomedical and Clinical Ethics</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Physiological Nursing</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Considering a doctorate?

You have long considered pursuing a doctoral degree, but you feel you need more information. You have come to the right place. Here you will find information on many of the questions asked by students who are considering taking the leap into doctoral studies.

- Confessions of a Doctoral Student
- Finding a Match and a Mentor in Doctoral Study
- Why Should You Consider a Doctoral Degree in Nursing?
- What are the Differences between Doctoral Degrees in Nursing?
- A Conversation: How to Organize Work, Family, and School
- The Nursing Faculty Shortage: Adding to the U.S. Nursing Shortage
- New PhD Programs on the Horizon
Supply Chain Management

Creating a joint graduate certificate in

Supply Chain Management
Supply Chain Management

**Partners**
- Boise State University
- University of Alaska-Anchorage
- University of Hawaii at Manoa

Assistance from:
- Institute for Academic Alliances at Kansas State University
Supply Chain Management

- 9-credit hours of “core” courses
  - Logistics (UAA)
  - Supply Chain Management (BSU)
  - Supply Chain Measurement (UAA)

- 6-credit hours in a “specialty” area
  - Operations Excellence (BSU)
  - Radio Frequency ID’s (UAA)
  - Travel Industry Management (UHM)
Supply Chain Management

Academic Issues
- Culminates in a capstone project
- Courses use standard academic rubric for outcomes
- BSU will have approvals this Spring
- UAA and UHM will have approvals in the Fall
- Program begins Spring 2006
Supply Chain Management

Administrative Issues
- Cross-list courses
- Standard tuition/fee rate
- Income distribution agreement
- Joint marketing plan
Library Media

Offering courses leading to certification in K-12 Library Media
Shortage of certified library media specialists

Montana State U-Bozeman has online certificate

Matched with state library associations and departments of education

How match local certification requirements? How promote?
Creating a Course Exchange among Institutions

*Nursing PhD – WIN, WICHE, IAA*

Nursing Education Xchange (NEXus):
Build capacity by partnering to share courses

- Through sharing, reduce course development costs
- Overcome barriers to enrolling in shared courses
- Create an online community; increase course options
- Tap faculty resources at non-doctoral schools and colleges of nursing
- Partners: U of AZ, UCHSC, UNC, OHSU and U of UT
Based on recommendation from NWAF Executive Committee, worked to:

- Create a partnership among NWAF institutions
- Share enrollments in online courses
NEON worked on a course exchange plan that suggests:

- Pilot project beginning this summer including five pilot institutions
- Pilot over next 2.5 years with expectation to expand to other institutions
Plan Suggests:
- Using a “business-to-business” model
- Not just a course listing
- Depends on creating *relationships* among institutions
Target Market –
- institutions that choose to partner to enroll students from partner institutions

Target Audience –
- upper division and graduate students
Administrative Agreements

- Student enrolls at teaching institution
  - Address “provisional admission”
  - Address tuition and fees
- Student enrolls at home institution
  - Cross-list courses
  - Use all local fees and rules
- Need additional administrative and revenue-sharing rules
Illinois Valley Community College (Fall 2004)

18 courses listed

ACT1010 100 Financial Accounting
An introduction to financial accounting as an information processing system that communicates relevant financial data regarding the business entity to external decision makers. Emphasizes the basic concepts, principles, and techniques used in the generation of accounting data for financial statement preparation, interpretation, and use. This is a required course in all undergraduate business degrees. Anyone interested in understanding financial reports would benefit from this class.

ACT1020 100 Managerial Accounting
Course deals with basic managerial accounting concepts and practice including cost behavior, cost/volume/profit relationships, manufacturing costs, job order and process costing systems, budgeting, standard costs and variance analysis, direct and absorption costing, cost allocation, and decentralized operations. It would also benefit anyone in a management position.

ACT1210 50 Fundamentals of Accounting
Emphasis is placed on the procedural aspects of financial accounting for sole proprietorship. The accrual basis is used, debit and credit is studied as it relates to the accounting equation. The entire accounting cycle is covered for service and merchandising businesses, including adjustments, preparation of financial reports, and closing procedures. Also included are bank statement reconciliation, petty cash, special journals, and payroll accounting. A practice set is included at the end of the course to review the entire accounting cycle. Intended for students who plan to take only one semester of accounting or for those who need preparation before enrolling in ACT 1010.
Introduction to Business BUS1010 100

An introductory survey course covering such topics as management, marketing, finance, labor relations, and business government relations. The course is designed to provide students an opportunity to learn business terminology and to understand the interrelatedness of the various business functions.

Credits: 3

Instructor(s)

Bob Reese
ivcc@lakeland.cc.il.us
Illinois Valley Community College, B322
Phone: 123-555-1234
Fax: 123-555-1234

Special Course Information

Textbook(s):

Contemporary Business (Edition: 10th)
Author - Boone & Kurtz; Pub - Thomson Learning; ISBN - 0030332265

Contemporary Business Study Guide (Edition: 10)
## Roster for Cost Accounting ACT2020 100

**X** denotes a drop or withdraw

### Black Hawk College

<table>
<thead>
<tr>
<th>Name</th>
<th>Midterm</th>
<th>Final</th>
<th>Last Attended</th>
</tr>
</thead>
<tbody>
<tr>
<td>Anderson, Cynthia</td>
<td>A: Attending</td>
<td>I: Incomplete</td>
<td></td>
</tr>
<tr>
<td>Cassini, Brenda</td>
<td>A: Attending</td>
<td>B: Good</td>
<td></td>
</tr>
<tr>
<td>Gustafson, Valerie</td>
<td>A: Attending</td>
<td>C: Satisfactory</td>
<td></td>
</tr>
<tr>
<td>Parker, Nancy</td>
<td>A: Attending</td>
<td>A: Excellent</td>
<td></td>
</tr>
<tr>
<td>Serra, John</td>
<td>A: Attending</td>
<td>I: Incomplete</td>
<td></td>
</tr>
</tbody>
</table>

### Spoon River College

<table>
<thead>
<tr>
<th>Name</th>
<th>Midterm</th>
<th>Final</th>
<th>Last Attended</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wilcoxen, Kelly</td>
<td>A: Attending</td>
<td></td>
<td>04/21/2004</td>
</tr>
</tbody>
</table>
Spring 2004
Art Appreciation ART100 11W

Illinois Valley Community College currently has 0 seat(s) available in this course.

ART100 11W
Enter your course code Enter your course section

Art Appreciation
Enter your course title

1
Enter the number of seats you would like

Request
NEON Course Exchange

Business Plan
To create plan, engaged:

- Ken Griffin, retired administrator, University of Wyoming
- James Faircloth, professor, college of business, University of Wyoming
Balancing Imports and Exports

Pilot institutions need to:

- Offer seats in “high demand” online courses
- Advise students of online opportunities to meet curricular needs
- Meet goal of 700 enrollments per year for 2nd and 3rd year of pilot project
NEON Course Exchange

Funding for the 30-Month Pilot

NEON FIPSE Funds: $ 35,750
Partner Fees $ 131,250
  $ 5,250 - 1st year
  $10,500 - 2nd & 3rd year
Student Fees $ 105,000
  $75/course x 700 enrollments
In-kind contributions $ 135,250

Total $ 407,250
### Institutional Expenses for Participating in the Pilot Project

<table>
<thead>
<tr>
<th>Year</th>
<th>Cash</th>
<th>In-kind</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jul – Dec 2005</td>
<td>$5,250</td>
<td>$9,050</td>
</tr>
<tr>
<td>Jan – Dec 2006</td>
<td>$10,500</td>
<td>$9,000</td>
</tr>
<tr>
<td>Jan – Dec 2007</td>
<td>$10,500</td>
<td>$9,000</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$26,250</strong></td>
<td><strong>$27,050</strong></td>
</tr>
</tbody>
</table>

The University of Wyoming has agreed to be a pilot institution.
NEON Course Exchange

Project Staffing – for Each Campus:

- Leadership – provost / NWAF rep.
- Coordination – NEON coordinator – coordinates course import/export
- Course exporting – distance ed directors
- Course importing – academic advisors
NEON Course Exchange

Project Staffing at WICHE:

- NEON Project co-directors continue through end of grant in Sept. 2005
- Hire NEON Course Exchange director in July 2005
NEON Course Exchange

Analyzing the market

Researching key market questions
NEON Course Exchange

How likely is it that 700 students will enroll in the Course Exchange?

- Projected customer-base of 80,000 total students on five campuses
- 50 students per semester on 5 campuses needed
- U of WY survey shows 25% of 2004 graduates completed online course
How would a $75 fee affect enrollments?

- Surveyed U of WY students
- Satisfying academic need paramount
- Delayed graduation would be more costly
- Students liked more summer options
- If an advisor recommended this option, I would enroll...
Assessing the Risk of Implementing the NEON Pilot Project

- Low institutional costs for participating
- Student fee revenue should be attained
- Better serve students
- Add institutions in the future
NEON Course Exchange

Opportunities

- Partner with the Nursing Education Xchange (NEXus) project
- Joint academic planning
  - Stagger offerings of courses offered infrequently
  - Trade curriculum
  - Expand opportunities for specialized course offerings with low enrollments
- Third-party grants