



TEXAS WOMAN'S UNIVERSITY

DENTON • DALLAS • HOUSTON

www.twu.edu

Be a Lighthouse Draw Faculty into your DE Events

Allison Mabry, M.J.

Coordinator, DE Communications

Texas Woman's University

Texas Distance Learning Association

March 27, 2008

About TWU

- Founded in 1901
- 11,706 enrolled for spring '08
- 4 Campuses
 - Denton, main
 - Dallas (2)
 - Houston
- Liberal Arts with a strong reputation in the health sciences
- Degrees
 - 47 Bachelors
 - 66 Masters
 - 23 Doctoral
- Co-ed; 92% female
- Offered online courses since 1998



About Lifelong Learning

- Two units
 - Continuing Education
 - Distance Education
- Distance Education
 - Distance Education faculty training and instructional design support
 - Provide general assistance to students

About Lifelong Learning cont.

- 15 total degrees offered through DE
(3 undergrad, 11 masters and 1 PhD)
- 2,791 DE Only student for spring 2008
(24% of total TWU enrollment)
- Most distance learners are:
 - female
 - live in the Metroplex
 - between 31 and 40 years old
 - Graduate Students

The 2nd Annual eLearning Lecture April 2007

- Poor turnout – 16
- Too many people involved in the planning; had to wait for the “go”
- Short time to advertise (1½ weeks)
- Made some mistakes that could have been avoided if more time was given to planning and advertising

We Asked What They Wanted

- How much advanced notice do you typically need in order to get an activity on your schedule?
 - 12.5% - 1 week
 - 12.5% - 2 months
 - 25% - 2 weeks
 - 25% - 1 month
 - 25% - other:
 - “2-4 weeks works best.”
 - “For planning, it is great to get a save the date as early as possible. Prior to the event, entry on the University Calendar and a reminder via email 2 weeks in advance.”
 - “A couple of weeks is helpful but a month or two might be best for a day-long event, etc.”

We Asked What They Wanted, cont.

- Method of communication
 - 75% - email
 - 25% - both email and hardcopy (flyer, brochure, postcard)

Tools We Use to Communicate

- [Website](#)
- Emails – DE Faculty list
- Blog – [The Online Instructor](#)
- Postcards, brochures, flyers
- Instructional Designers

The Online Educator Symposium Fall 2007

- Higher turnout – around 100
- Publicized much sooner – May
- Publicized in a variety of ways
 - Hardcopy and electronic
 - Presented the “value” of the event
- Advertised with incentives and give-a-ways
 - Goody-bags handed out at check-in
 - Drawing for iPod Shuffles

The 3rd Annual eLearning Lecture 2008

- 53 original registrants
- Cancellation due to inclement weather
- Rescheduled for April 4th
- 25 registrants

Effective Communication Tips

- Plan, Plan, Plan!!
 - Audience
 - Event details
 - Timeline – It's never too early to advertise
 - Budget
 - Who is in charge?
- Be organized.

Tips, cont.

- Give deadlines.
- Don't wait for people to give you information you need; **GO GET IT!**
- Proof your information – test internet links!



4 C's to Effective Communication Pieces

- Correct
- Concise
 - 5 "W's"
 - List
- Consistent
- Catchy
 - Clean Design
 - 2-3 fonts only
 - 2-3 colors
 - Image

TEXAS WOMAN'S UNIVERSITY

DENTON • DALLAS • HOUSTON

www.twu.edu

What are some of
your experiences?

TEXAS WOMAN'S UNIVERSITY

DENTON • DALLAS • HOUSTON

www.twu.edu

Thank you!

Allison Mabry, M.J.
Coordinator, DE Communications
Texas Woman's University

(940) 898-3411

amabry@twu.edu

<http://www.twu.edu/dl>

TWU Distance
Education

a unit of Lifelong Learning

Bringing the best to online teaching and learning