

## Lead the Journey Draw Faculty into your DE Events

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Texas Blackboard Users Group  
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## About TWU

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- Founded in 1901
- 12,173 enrolled for fall '07
- 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

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



## About Lifelong Learning cont.

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- 15 total degrees offered through DE  
(3 undergrad, 11 masters and 1 PhD)
- 2,782 DE Only student for fall 2007  
(23% of total TWU enrollment)
- Most distance learners are:
  - female
  - live in the Metroplex
  - between 31 and 40 years old
  - Graduate Students

## The eLearning Lecture

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- Too many people involved in the planning; had to wait for the “go”
- Short time to advertise (1 ½ weeks)
- Poor turnout – 16
- Made some mistakes that could have been avoided if more time was given to planning and advertising



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**What could we have  
done differently?**

## We Asked What They Wanted

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- 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

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What method of communication do you prefer in order to receive information about an event?

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

## Tools We Use to Communicate

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

## The Online Educator Symposium

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- 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
- Higher turnout

## Effective Communication Tips

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- Plan, Plan, Plan!!
- Be organized.
- It's never too early to advertise your event.
- Advertise in a variety of ways to suite a wide range of people.
- Give deadlines.
- Don't wait for people to give you information you need; GO GET IT!
- Proof your information – test internet links!



## Factors to Consider

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- Audience
- Event
- Timeline
- Budget





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What are some of  
your experiences?

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# Thank you!

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**TWU** Distance  
Education

*a unit of Lifelong Learning*

Bringing the best to online teaching and learning