

# 3 REASONS YOUR FACULTY RESISTS ONLINE LEARNING

Address your faculty's top concerns about online learning and gain support for your institution's online education initiative.

## 1. Concerns About... Quality.



Faculty value the robust teaching opportunities and learning outcomes a physical classroom provides.

**They believe online learning lacks:**

- ☆ Dimension
- ☆ Rich Content
- ☆ Community Interaction
- ☆ Communication
- ☆ Critical Thinking
- ☆ Creativity

### Solutions:

Address faculty's fears around quality to **gain support for the program.**



**Demonstrate how the face-to-face classroom experience** is effectively translated at an online program.



**Show strong learning outcomes** to support the program's legitimacy.



**Point to the success** of other online programs at both your institution and others.

## 2. Concerns About... Support.



Translating an on campus program to an online format isn't easy, especially for those who have no prior exposure to the online learning environment.

**Faculty may have concerns on receiving support in:**

- ☆ Online Pedagogy
- ☆ Course Design
- ☆ Course Development
- ☆ Training
- ☆ Technology

### Solutions:

**Provide your faculty with a strong online program support team** to help them learn the technology, explore different ways to design online course content and activities, and create great online learning experiences that deliver desired learning outcomes.



**Provide introductory seminars for faculty** interested in online programs.



**Set up multiple-level training courses** well in advance of the program start date.



**Create an online community** including instructional designers and support personnel dedicated to assisting faculty develop and maintain courses.

## 3. Concerns About... Incentives.



Given its newness, the online education format is loosely outlined, and faculty may have concerns regarding compensation and their perceived value to the institution

**They worry that teaching online courses:**

- ☆ Demotes them in value, salary, and position
- ☆ Isn't recognized in tenure
- ☆ Interferes with promotions
- ☆ Isn't fairly compensated

### Solutions:

If you want to get your faculty excited about becoming an online program instructor, **show them how it can enhance their career and standing at your institution.**



**Demonstrate how online instructors add value** to the institution's educational reach and reputation.



Outline exactly how **teaching online courses impacts tenure, promotions, and salary increases.**



**Compensation must** reflect faculty's time to develop and teach online courses.

## READY TO OVERCOME YOUR FACULTY'S FEARS?

When your faculty appear resistant to online learning, pause to understand and address their real concerns around quality, support, and incentives. To learn more about this topic, download the Wiley Education Services playbook, "Building Trust: How to Address Faculty Concerns About Online Education," here: <http://ow.ly/oQyh305AU25>

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