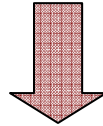


**“Toward a Philosophy of Multimedia in the Online Classroom:
Aligning Multimedia Use with Institutional Goals”**

Step One: Strengths Assessment

Identify the strengths and weaknesses of your existing online program, both in technological capability (platform, course management system) and in policy and infrastructure. A critical component of this process is also to assess the particular interests, strengths, and areas of needed professional growth among your faculty body.

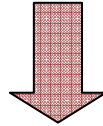
What’s working in your online program? What’s not? According to whom? What makes your program unique in the marketplace of online education? What distinguishes your faculty from faculty at other institutions?



Step Two: (Tacit) Values Assessment

Determine the assumptions, values, and beliefs tacit in your institution’s mission/vision—not only what the documents explicitly state but how your students, faculty, staff, and administrators live the mission/vision on a daily basis.

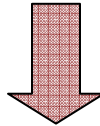
What are the three most important words in your university’s mission and vision statements? How are the values implicit in that terminology realized in daily operation?



Step Three: Court Key Stakeholders

Bring key stakeholders into policy-making processes, and develop a comprehensive communication plan to educate the campus community.

Who are the key stakeholders—the green and red light people—and what will their involvement be in making course-level decisions regarding multimedia? What established communication mechanisms (already successful) can be harnessed to educate the campus about the online learning program?



Step Four: Implement Data-Driven Revisions

Revise your philosophy as your institutional culture changes over time and based on the results of qualitative and quantitative research.

How will “successful” implementation of multimedia be defined and assessed in your program? How will you create a flexible, yet sustainable, plan for ensuring that your philosophy develops over time?

A Presentation of:



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Park University

Vision Statement

Park University will be a renowned international leader in providing innovative educational opportunities for learners within the global society.

Mission Statement

The mission of Park University, an entrepreneurial institution of learning, is to provide access to academic excellence which will prepare learners to think critically, communicate effectively and engage in lifelong learning while serving a global community.