



## **Business: Economics**

### **Instruction**

#### **Vision/Narrative**

The economics program is thriving. Courses are filling and students are succeeding, especially online. This is the second year we are offering 4 different courses online, Econ 1, 2, 11, and 14, and across all 6 sections that were offered we had only 6 empty seats at fall census. There is significant and growing demand for online courses. To meet this demand statewide and generate enrollments for Gavilan, the economics program has devoted significant resources to overhauling online courses using our new LMS, Canvas, and submitting 3 courses for approval to be taught on the OEI Course Exchange. The endeavor required enormous effort, and was way beyond anything Gavilan faculty were expecting.

At this point, all 3 GE courses in the economics program have been formally approved for the OEI Course Exchange. This is a significant achievement, to the extent that the Chief Academic Affairs Officer for the OEI informed (without previous communication) a Gavilan faculty member that he is currently the only person in the entire state with 3 approved courses. Considering the vast untapped demand for online courses statewide, this puts Gavilan in a tremendous position. OEI courses have filled very rapidly, and with only one section offered of each of the 3 courses (so 6 courses per year), we would generate about \$100,000 in new revenue annually. If we were even moderately aggressive, for example offering summer courses and/or short-term courses, we could double this easily. Imagine if we were creative and aggressive? The "semester" based model need not exist at all online. Anyway, as the OEI Exchange opens, online reputations will be established. Just like everywhere else on the internet, early arrivals will be handsomely rewarded with longer reputations and review histories, rendering to them the preference of distance ed students from throughout the state.

Gavilan has a unique chance to secure its place on the forefront of something. We don't do this enough as an institution, and we must seize the opportunity while we can, or face the reality that we have deliberately chosen to be mediocre. The choice at hand will be made by the Administration, regarding allowing full-time faculty to teach only online/ hybrid, without a traditional campus-based section. This decision is imminent because the OEI approved full-timer already has 6 online courses based on strictly local student demand. Because only 8 courses are allowed to be taught per faculty member, the only way to get on the OEI is to allow the instructor to give the campus-based sections to our newly hired adjunct faculty.

So the Administration is at a critical moment in the leadership of our Gavilan... Will they lead the us into the future, and allow their brightest stars to shine to the benefit of the students and college? Are they willing to change the status quo (or allow an exception to it) to secure an additional \$200,000+ in ongoing money? And mind you, this is just one instructor -wait until Alex gets involved in the OEI (I think his course load puts him in a similar position as me, but I am not sure).

I ask you: Please, let me do this. Let me focus on online teaching so that I can dive all the way in. Teaching online is a completely different skill set that requires my full attention. Requiring that I do two jobs asks too much and is counter-productive. Teaching online is the future, and it is what I am passionate about. And it could be great for Gavilan financially.



The vision of the economics program is clear, and stretching far into the future. The partnership of Administration is mandatory for success.

## **Feedback from Supervisor / Dean**

no ranking required

Leaving this one for a Cabinet discussion.



**Program Objective 1: Get economics courses approved for offering on the OEI Course Exchange.**

**Strategy and Goal(s):**

Strategy #1: Optimize enrollment, course offerings, and services to reflect community needs and growth.

Goal #5: Evaluate alternate delivery of courses and services such as online, hybrid, and High Step. Grow distance education program offerings as appropriate.

**IEC Program Review:**

Yes, this Objective is based from the last IEC Program Review.

**Progress:**

No- None -

**Activity 1: Work with OEI course design specialists to bring my courses in compliance.**

**Personnel Request - *none***

**Non-Personnel Request - *none***

**Rankings:**

Ranker	Comments	Rank
Dean		
Vice-President		
Budget Committee		
President's Council		