



## Ten Ways to Improve Blended Course Design

*The Most Cost-Effective Way to Deliver Quality Learning*

### Overview

There's good news for university administrators agonizing over online learning versus face-to-face (F2F) instruction. With blended course design, you can get the best of both worlds, a synergistic combination that can help you reduce costs while improving the quality of learning.

Blended course design combines online learning and F2F instruction, and you can discover how to make it work at your school by participating in Magna's video Online Seminar **Ten Ways to Improve Blended Course Design**. Dr. Ike Shibley will show you why blended course design is an effective option for today's educational institutions.

### Why Blended Course Design?

- **Solves physical space issues.** With capital construction projects put on hold, blended course design can help you work effectively with the space you have, while allowing for enrollment growth.
- **Enables students to work more and enjoy greater flexibility.** Tuition costs continue to increase, which is driving more students into the workplace. Blended course design provides them with the flexibility they need to hold down a job while still pursuing an education.
- **Provides today's most effective education model.** A 2009 Department of Education report suggested that blended course design offers the greatest change for student success in a course.
- **Is an expected choice for a new generation of students.** Today's student is online, and expects their services to be on-demand. This is a format readily accepted and expected by new students.

The use of blended course design will allow teachers to imaginatively redesign any course to fit the needs of the learner, while reducing the space constraints of an institution.

### How will I benefit?

By the end of seminar, you'll be able to:

- Decide which courses are good candidates for blended course design.
- Transform your current courses into blended courses.
- Understand which learning activities work best online and which are most effective F2F.
- Create a class guide to help organize the course.

Is it too good to be true? Hardly. Blended course design is the natural result of a changing educational landscape. With careful planning and an up-front investment of time and expertise, blended course design delivers a cost-effective, quality-laden educational model for the present and the future.

Magna Publications, 2718 Dryden Drive, Madison, WI 53704 1-800-433-0499 Ext. 2



### LOGISTICS

<b>Day:</b>	Tuesday
<b>Date:</b>	March 6, 2012
<b>Time:</b>	1:00 PM CST
<b>Length:</b>	90 minutes
<b>Price:</b>	\$349

### HOW TO ENROLL



**ONLINE**  
www.magnapubs.com



**CALL**  
800-433-0499



**EMAIL**  
support@magnapubs.com

### WHAT IS INCLUDED?

- Access to the live broadcast
- On-demand access for 7 days
- Recording of seminar on CD with handouts
- Supplemental materials
- Complete transcript
- Free shipping within US and Canada



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**Who is the presenter? Ike Shibley, Ph.D.**



**Ivan A. Shibley, Jr. (Ike)** is associate professor of chemistry at Penn State Berks, a small four-year college within the Penn State system. Ike became involved in blended learning as part of an 18-month project to completely redesign a general chemistry course. The course has now been delivered in a blended format for three years with an average GPA almost 25 percent higher than previous years. Ike recently redesigned a nutrition course that was taught in a blended format which met only half the number of hours of a traditional course with comparable grades.

### Who should attend?

This seminar is designed for any college or university. Key staff members to invite include:

- Instructors
- Course Developers
- Instructional Designers
- Administrators

### What are attendees saying?

*"This was the best webinar I have ever participated and was worth its time in gold. The presenters were perfectly qualified to give ideas, suggestions and covered an immense amount of material in a short time frame. I am impressed and wowed."*

— Jenna Lenhardt, Tompkins Cortland Community College

*"We all walked away agreeing that this was an excellent and useful seminar."*

— Stephen Case, Academic Chair Student Retention, SAIT Polytechnic

*"The information presented was superb! [The presenter] did an outstanding job presenting and answering questions! This webinar will no doubt enhance our Distance Learning efforts at Troy University!"*

— Deb Fortune, Troy University

*"This was one of the best and most useful presentations I've attended. Well worth my time!"*

— L. Halper, Asst. Professor of Communication, Lesley University

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### Why Magna Online Seminars?

- Address critical issues facing faculty and administrators today.
- Live and interactive.
- Feature leading educators and consultants.
- Deliver thought-provoking content-rich presentations.
- Best professional-development value.

### How many people can attend?

As many as you'd like!

With a fee priced per connection, you can invite as many attendees as will fit in your room. Many schools choose to fill a classroom or auditorium with attendees.