R621: Needs Analysis Presentation

Communication Gaps:
IST Distance Education

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Introduction

- **What?**
  - ID gaps in communication
- **Who?**
  - To and from IST distance master's students
- **Why?**
  - Concern raised by previous chair
  - Chair had done all distance advising
  - New chair, new admin. sect., faculty now advising distance students

Methodology

Initiation	Data Collection	Analysis	Findings

Initiation
- Proposal
- Client interviews
- Permission
- CI Method
- PEST Analysis

Data Collection
- Documentation review
- Student survey
- Faculty/staff interviews

Analysis
- Content
- Survey
- Interview
- SWOT
- Force Field

Findings
- Recommendations
- Final report
- Presentation

SWOT Analysis

INTERNAL	
Strengths	**Weaknesses**
• *IST program has:*	• *Advising*
• *Website*	• *Accuracy, promptness*
• *Program of Study form*	• *New practice*
• *Distribution lists*	• *R&R*
• *Several distance classes*	• *Website*
• *E-mail*	• *Electives*
• *Student maturity*	• *Orientation*

| EXTERNAL	
Opportunities	**Threats**
• *OneStart's Student Center*	• *Spam filters*
• *GEMS*	• *Student use of non-IU e-mail addresses*
• *Web communication tools*	• *Students taking non-IU courses*
• *Benchmarking*	

Findings

POSITIVES

- Communication
  - E-mail
  - Program of Study form
  - Distribution lists
- Advising
  - Access to advisor and staff
  - Positive viewpoint
  - Students easy to advise
- Resources
  - Website
  - GEMS
  - OneStart's Student Center

NEGATIVES

- Communication
  - No orientation
- Advising
  - New structure
  - Outside electives
  - Wrong advice
  - Student-advisor relationship
- Resources
  - Website functionality
  - New office staff

Force Field Analysis
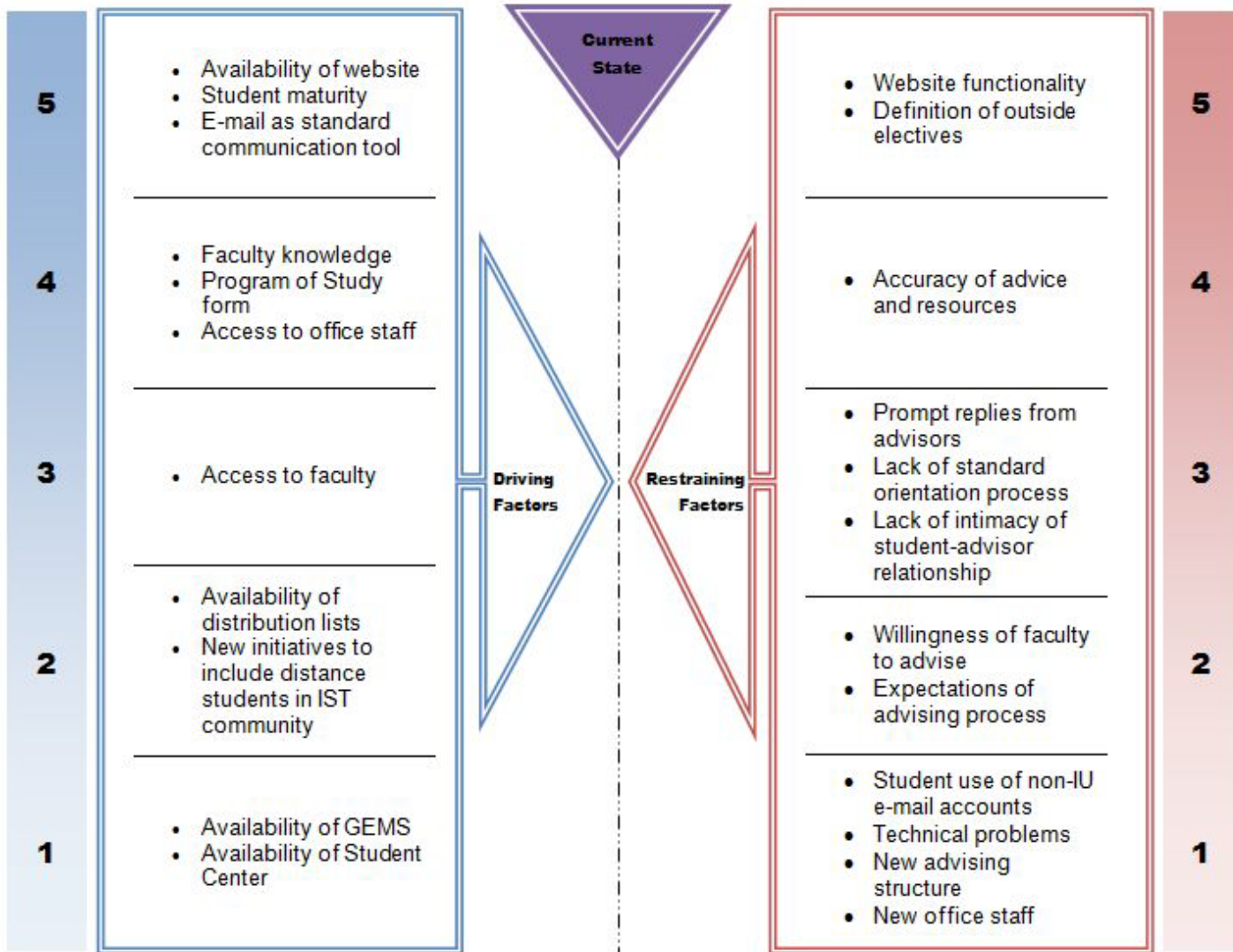
Recommendations

- **No. 1:** Standardize orientation materials and process.

- **No. 2:** Modify the content and functionality of the website.

- **No. 3:** Define outside electives.

- **No. 4:** Define an advisor's role and responsibilities.

- **No. 5:** Use the advising tools in OneStart's Student Center.

Questions?