Communication Gaps: IST Distance Education
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
- 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

<table>
<thead>
<tr>
<th>INTERNAL</th>
<th>WEAKNESSES</th>
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<tbody>
<tr>
<td><strong>Strengths</strong></td>
<td><strong>Weakeres*es</strong></td>
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<tr>
<td>IST program has:</td>
<td>Advising</td>
</tr>
<tr>
<td>Website</td>
<td>Accuracy, promptness</td>
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<tr>
<td>Program of Study form</td>
<td>New practice</td>
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<tr>
<td>Distribution lists</td>
<td>R&amp;R</td>
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<td>Several distance classes</td>
<td>Website</td>
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<tr>
<td>E-mail</td>
<td>Electives</td>
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<tr>
<td>Student maturity</td>
<td>Orientation</td>
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<table>
<thead>
<tr>
<th>EXTERNAL</th>
<th></th>
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<tbody>
<tr>
<td><strong>Opportunities</strong></td>
<td><strong>Threats</strong></td>
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<tr>
<td>OneStart’s Student Center</td>
<td>Spam filters</td>
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<td>GEMS</td>
<td>Student use of non-IU e-mail addresses</td>
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<td>Web communication tools</td>
<td>Students taking non-IU courses</td>
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<td>Benchmarking</td>
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</table>
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

### Current State

- Website functionality
- Definition of outside electives

### Driving Factors

- Faculty knowledge
- Program of Study form
- Access to office staff

### Restraining Factors

- Accuracy of advice and resources
- Prompt replies from advisors
- Lack of standard orientation process
- Lack of intimacy of student-advisor relationship

### 5

- Availability of website
- Student maturity
- E-mail as standard communication tool

### 4

- Access to faculty

### 3

- Availability of distribution lists
- New initiatives to include distance students in IST community

### 2

- Availability of GEMS
- Availability of Student Center

### 1

- Student use of non-IU e-mail accounts
- Technical problems
- New advising structure
- New office staff


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?