

Marketing of PNET and FNET Campaign

Nidhi Gadura & Jodie Childers

Finished Tasks

After discovering that over 30% of our students are not aware that they enrolled in PNET or FNET classes on the first day of classes, we decided to create a subcommittee focused on filling in this information gap. Our committee's charge was to find ways to help students and advisors become more cognizant of PNET and FNET designations when registering for classes. Nidhi Gadura designed a flyer explaining the PNET and FNET designations with input from Bruce Naples and Ann Tuillo. She contacted Dr. Joan Greenhut, Robert Kueper, Scott Beltzer, Dr. Moni Chauhan from STEM Academy, Gail Patterson from Health Sciences Academy and Vickie from ASAP. The email was sent with the attached flyer (see attached email and flyer) and was followed up by phone calls to Vickie, Scott and Dr. Chauhan. It was explained that since a lot of students don't realize the PNET, FNET designations when they register, it is critical that discussion happens during advisement period. Jodie Childers contacted the Liberal Arts Academy, the Visual Performing Arts Academy, and the Business Academy (see attached email) .

Future Tasks

During the semester, Jodie also researched different ways in which online learning is marketed at other CUNY schools. Next semester, it would be valuable to build off of this information and begin thinking about the overall branding and marketing of eLearning in the college as a whole and to devise ways to continue disseminating necessary information to students about eLearning while also advertising the strengths of the program.

We attempted to set up a meeting with marketing this semester but were unable to align our schedules. This could be something that we do in the fall as we continue to think about ways to promote online learning.

Attachments:

Email

Flyer

Dear Academy Advisors:

As part of the eLearning Committee, I have been charged to help students become more cognizant of online course designations when registering for courses. The eLearning Committee has discovered that nearly 30% of our students don't realize when they are registered for fully or partially online courses and only find out on the first day of classes. In order to help students understand the PNET and FNET

designations on CUNYfirst, we have devised a flyer that may be useful when registering students or when talking with students about their online options.

I'm attaching a copy of the flyer. Thank you for time, and please let me know if you have any questions.

All best,

Jodie Childers
eLearning Committee

Dear Moni, Bob, Joan and Scott,

I am writing this email as part of a QCC eLearning Committee member.

It is my responsibility in the committee to reach out to academy advisors regarding issues that we face with online courses on campus.

a) A lot of faculty reported that over 30% of students in the online class are not even aware that they have registered for a fully online FNET or partially online PNET course. These designations are there on CUNYfirst but students tend to ignore them sometimes.

b) Some students register for these classes thinking that it will be less work since it is less time spent on campus.

We are hoping that since students see their academy advisors first, you guys can serve as a first line of dissemination of this important information for us.

Can you please share this with all the advisors at your next meeting or feel free to email it to students as you see fit. Should you have anymore questions regarding the same, I will be more than happy to talk to you in person as well.

Thanks!
Nidhi

ATTN: ACADEMY ADVISORS & QCC STUDENTS

Do you know what PNET, FNET, etc. mean?

When you register on CUNYfirst, please pay attention to course designations:

Mode of Instruction Definitions:

Fully online (FNET)– 100% of scheduled class meetings are replaced with online activities or virtual meetings. All class work, including exams, is online.

Partially online (PNET) – 30 - 80% of scheduled classes meetings are replaced with online activities or virtual meetings. Also known as Blended or Hybrid.

Web-enhanced – No scheduled class meetings are replaced, but some of the course content and assignments, as well as required or optional activities, are online.

Class Detail

BU 401 - PNTA Elements of Marketing
Queensborough CC | 2015 Fall Term | Lecture

Class Details

Status	Open	Career	Undergraduate
Class Number	59274	Dates	0/27/2015 - 12/23/2015
Section	Regular Academic Session	Grading	Undergraduate Letter Grades
Units	3 units	Location	Queensborough CC
Instruction Mode	Partially Online	Campus	Queensborough CC
Class Components	Lecture Required	Topic	Writing Intensive Course

Meeting Information

Days & Times	Room	Instructor	Meeting Dates	Topic
We 9:10AM - 10:00AM	Humanities 349		09/27/2015 - 12/23/2015	

Enrollment Information

Enrollment Requirements: PREREQ: BU201

Class Attributes: WRITING Intensive Course

Class Availability

Class Capacity	24	Wait List Capacity	5
Enrollment Total	0	Wait List Total	0
Available Seats	24		

Notes

Class Notes: Partially online course; internet access required

- Nearly 30% of our students don't realize they are registered for an online class.
- Students need to check their Tigermail and Blackboard frequently!
- A partially or fully online course does not mean less work!
- Students must watch out for assignments or due dates online!

Please contact the course instructor for further information