

## DOCUMENT RESUME

ED 325 103

IR 014 701

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 TITLE Resources for Telecourses: A Reference List.  
 Updated.  
 INSTITUTION De Anza Coll., Cupertino, Calif.  
 PUB DATE 12 Mar 90  
 NOTE 18p.  
 PUB TYPE Guides - Non-Classroom Use (055) -- Reference  
 Materials - Directories/Catalogs (132)

EDRS PRICE MF01/PC01 Plus Postage.  
 DESCRIPTORS \*Distance Education; \*Educational Resources;  
 Elementary Secondary Education; \*Information  
 Services; Public Television; \*Telecourses; Two Year  
 Colleges

## ABSTRACT

Divided into nine sections, this reference guide provides sources of information on the dissemination and practice of distance education, access to programs and agencies concerned with distance learning and telecourses, and bibliographic citations for evaluation studies that have researched the effectiveness of telecourses as instructional tools. The first section mentions the large groups that have a major nationwide influence in telecourses. The second section contains titles of books that list telecourses and videotape series that can be made into telecourses. Producers and distributors who have telecourses or series that can be adapted to the telecourse format are listed in section three. Sections four through seven list newsletters, journals, a journal article, and books on distance education and telecourse technologies. Section eight cites evaluation studies and research papers, while section nine lists associations and conferences that cover distance education, learning resources, instructional technology, and telecourses. Although many of the resources are primarily concerned with the adult education and the community college level, at least one report (from New York State) focuses on distance education at the elementary and secondary levels. (DB)

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## Resources for telecourses: a reference list

updated: March 12, 1990

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The author apologizes for any errors or omissions and would appreciate suggestions and corrections for future updates.

### Part 1: The main players

These are the big groups that have a major nationwide influence in telecourses.

**PBS - ALS**  
PBS Adult Learning Service  
1320 Braddock Place  
Alexandria, VA 22314-1698  
(800) ALS-ALS8

contact: Will Philipp  
(703) 739-5360

The Adult Learning Service is the educational service of PBS. ALS licenses and distributes telecourses produced by a variety of producers.

**Annenberg/CPB** (Corporation for Public Broadcasting)  
901 E Street N.W.  
Washington D.C. 20004  
(800) LEARNER

contact: Joanne Grason  
(202) 955-5253

Annenberg funds the production of telecourses and research in telecourses and alternative modes of instruction.

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## **The Telecourse People**

The Telecourse People is a group of six, nonprofit producers/distributors of over 100 instructional video and audio course materials. (You may contact any of these groups for a **Telecourse People** catalog, which lists all programming available. Each group also has more detailed information about its own telecourses.)

The Telecourse People are:

- **Coast Telecourses**  
Coastline Community College  
11460 Warner Ave.  
Fountain Valley, CA 92708  
(714) 241-6109  
contact: Jim Le May
- **Dallas Telecourses**  
Dallas County Community College District  
4343 N. Hwy. 67  
Mesquite, TX 75150-2095  
(214) 324-7988  
contact: Bob Peterson
- **Great Plains National**  
P.O. Box 80659  
Lincoln, NE 68501-0669  
402-472-2007  
(800) 228-4630  
Contact: Larry Aerni
- **Miami-Dade Community College**  
Product Development and Distribution  
11011 SW 104th Street  
Miami, FL 33176  
(305) 347-2158  
Contact: Cindy Elliott
- **South Carolina Educational Television**  
P.O. Drawer L  
Columbia, SC 29250  
(800) 553-7752  
Contact: Mike Miller
- **Southern California Consortium**  
5400 Orange Ave., Suite 215  
Cypress, CA 90630  
(714) 828-5770  
Contact: Ham Maddaford

## Part 2: Lists of Telecourses

These are books which list telecourses and videotape series which can be made into telecourses.

### **Film and Video Finder**

1987

National Information Center for Educational Media (NICEM)

PO Box 40130

Albuquerque, New Mexico 87196

This is a directory of films and videos. Even though most listings are not telecourses, there are telecourses listed. Volume I is a subject section and director of producers/distributors; Volumes II and III are the title sections. The directory of producers/distributors lists over 1,500 names and gives addresses for most, but no phone numbers. When listing telecourses, such as Coast's "Growing Years," a 24-word description is given with a listing of specific titles and running times. NICEM also publishes an **Audiocassette Finder** and specific topic finders.

### **The Guide**

updated regularly

PBS Adult Learning Service

1320 Braddock Place

Alexandria, VA 22314-1698

(703) 739-5360

(800) ALS-ALS8

This is PBS/ALS's catalog of telecourses. It gives thorough descriptions of all telecourses which they license, arranged alphabetically. Descriptions include summaries for each title in a telecourse, plus licensing information. There is also promotional information, a resource file, and information on how ALS works. An example, Miami-Dade's "The Art of Being Human," is described in 10 pages, with one page devoted to print materials, two to course licenses and distribution rights, and five to descriptions of each of the 30 programs. In addition there are five pages devoted to this telecourse in the promotion section.

PBS also prints the **PBS Video Catalog**, which lists their video collection available for AV use.

### **ITC Catalog of Mass Media College Courses**

Instructional Television Consortium, 1983

James Zigerell, ed

American Association of Community and Junior Colleges

One Dupont Circle, N.W., Suite 410

Washington, D.C. 20036

This is a book of about 100 telecourse listings divided by 9 topic areas. Each telecourse is described on one page which includes the title, producer, production date, description, production style, study materials, program titles and availability. Course descriptions are typically 30-40 words long.

### **Telecourse Inventory**

Compiled by Hezel Associates, 1988

The Annenberg/CPB Project

1111 16th Street, NW

Washington, D.C. 20036

(202) 955-5251

This is a catalog in which "every attempt was made to include exhaustively all known quality telecourses available in North America." Over 150 titles are listed, alphabetically by telecourse title, with descriptions, lesson titles, length of programs, academic area, level, medium, production date, ancillary materials, number of programs, producing institution, and

distributors. On the average, one page is devoted to every telecourse, with a one paragraph description. The WTTW/BBC telecourse "The Making of a Continent I and II," for example, is described in 113 words.

**Telecourse Utilization Survey, Second Annual Report: 1986-1988 and First Annual Report: 1986-1987**

A research project of the Instructional Telecommunications Consortium, American Association of Community and Junior Colleges, funded by Annenberg/CPB Project, prepared by Ron Brey, Director of Non-Traditional Instruction, Austin Community College. contact:  
Ron Brey  
P.O. Box 161161  
Austin, TX 78716  
512-483-7571

Pages 25-31 of the **2nd Annual Report** list over 350 telecourse titles and the institutions which produced them. The listings are alphabetical by telecourse title. There is no description given, nor are addresses and phone numbers of producers listed, but many can be looked up in other directories. (*Also listed under Part 8*)

**Video Rating Guide for Libraries**

ABC-CLIO, Inc.  
130 Cremona Drive  
Santa Barbara, California 93117  
(805) 968-1911

This is a quarterly publication which contains more than 450 reviews of videotapes appropriate for libraries. Although there are not a lot of telecourses listed, in the premier Winter, 1990 issue, two titles from the 10-title Annenberg telecourse "Ethics in America" are reviewed. The review is about 500 words.

**The Video Source Book, 1989**

edited by David Weiner, 10th edition, Detroit: Gale Research Inc., 1988  
A listing of over 54,000 programs currently available on video including the areas of education, business, science, and fine arts. When telecourses are included in this listing, all titles in the series are given. Descriptions are usually one sentence. Examples of telecourses included are: AMCEE's **Management**, Time-Life's America narrated by Alissa'r Cooke, Dallas County Community College's **America: The Second Century**, and Blacks de's **Eyes on the Prize**. In addition, over 1,000 names, addresses, and phone numbers of producers/distributors are listed.

**United States Distance Learning Association Clearinghouse**  
(415) 820-5845

The USDLA runs a computerized clearinghouse of distance learning programming, accessible 24 hours a day. This is a combined bulletin board and electronic mail system in which users can list their programs in pre-formatted abstracts which then become available for viewing by all other Clearing house users. Free to USDLA members, \$150 annual charge to non-members.

### **Part 3: Other Producers/Distributors**

While the Telecourse People, Annenberg/CPB, and PBS-ALS produce/distribute most of the popular telecourses that are used in community colleges, there are a number of other producers and distributors who have telecourses or series which may be able to be adapted to the telecourse format.

**AMCEE (Association for Media-Based Continuing Education for Engineers)**

500 Tech Parkway, N.W.  
Atlanta, Georgia 30313-2446  
(404) 894-7413, x 600

**Ambrose Video**

(212) 696-4545

**American Federation of Arts Film/Video Program Catalog**

41 East 65 Street  
New York, NY 10021  
(212) 988-7700

**Arthur Young**

1111 Summer Street  
Stamford, CT 06905  
(203) 326-8201

**Beacon Films**

930 Pitner Ave.  
Evanston, IL 60202  
312-328-6700; 800-323-5448

**Blackside, Inc.**

48 1/2 Shawmut Avenue  
Boston, MA 02118  
(617) 536-6900

**Churchill Films**

662 North Robertson Bl.  
Los Angeles, CA 90069  
(800) 334-7930

**Coronet/MTI Film and Video**

108 Wilmot Road  
Deerfield, IL 60015-9990  
(800) 621-2131

**Films for the Humanities**

PO Box 2053  
Princeton, NJ 08540  
(800) 257-5126

**Films, Inc.**

5547 N. Ravenswood Ave.  
Chicago, Ill 60640-1199  
800-323-4222, ex 43

**Intellimation**

P.O. Box 4069  
Santa Barbara, CA 93140-4069  
(805) 963-4221  
(800) LEARNER

**Journal Films and Video**  
(same address, phone as Beacon Films)

**KCET-TV**  
4401 Sunset Blvd.  
Los Angeles, CA 90027  
(213) 666-6500

**KQED-TV**  
500 8th Street  
San Francisco, CA 94103  
(415) 864-2000

**Landmark Films**  
(800) 342-4336

**Lawren Productions, Inc.**  
(same address, phone as Beacon Films)

**Magna Systems, Inc.**  
West Countyline 95  
Barrington, Ill  
60010  
(312) 582-6477

**MacNeil-Lehrer Productions**  
356 West 58th Street  
New York, NY 10019  
(212) 560-3145

**Maryland Public Television**  
Program Circulation  
Owings Mills, MD 21117  
(301) 337-4232  
Contact: Kathy Lawson

**Nathar / Tyler Productions**  
PO Box 1102  
Waltham, MA 02254  
(800) 227-7703

**National Geographic**  
17th & M Streets NW  
Washington DC 20036  
(800) 227-7703

**Perennial Education, Inc.**  
(same address, phone as Beacon Films)

**RMI Media Productions**  
2807 West 47th Street  
Shawnee Mission, KS 66205  
(800) 821-5480

**Salinger Films**  
1635 Twelfth Street  
Santa Monica, CA 90404  
213-450-1300

**South Carolina ETV**  
Drawer L  
2712 Millwood Ave.  
Columbia, S.C. 29250  
(800) 553-7752

**Time-Life Video**  
100 Eisenhower Drive  
P.O. Box 644  
Paramus, NJ 07653  
(800) 526-4663

**WETA-TV**  
P.O. Box 2626  
Washington DC 20013  
(800) 445-1964

**WGBH-TV**  
125 Western Ave.  
Boston, MA 02134  
(617) 492-2777

**WNET-TV**  
356 West 58th Street  
New York, NY 10019  
(212) 560-2000

**WQED-TV**  
4802 Fifth Avenue  
Pittsburgh, PA 15213  
(412) 622-1300

**WTTW-TV**  
5400 North St. Louis Ave.  
Chicago, IL 60625  
(312) 583-5000

**WTVS-TV**  
7441 Second Boulevard  
Detroit, MI 48202  
(313) 873-7200

**Wisconsin Foundation for Vocational, Technical and Adult Education (VTAE)**  
2564 Branch Street  
Middleton, Wisconsin 53562  
(608) 831-6313



## **Part 4: Newsletters**

### **The Agenda**

PBS Adult Learning Service  
1320 Braddock Place  
Alexandria, VA 22314-1698

### **Coast Communicator**

Coastline Community College  
11460 Warner Avenue  
Fountain Valley, CA 92708-2597

### **ETV Newsletter**

Charles Tepfer, Publisher  
P.O. Box 597

Ridgefield, CT 06877

(203) 452-2618

\$175 annually

The bi-weekly news report of educational and public television and instructional technologies.

### **Learning Channel Update**

The Learning Channel  
1525 Wilson Blvd.  
Rosslyn, VA 22209

### **Open Channels**

Dallas Telecourses  
4343 N. Highway 67  
Mesquite, TX 75150-2095

### **PBS Video News**

Newsletter for PBS Video  
13420 Braddock Place  
Alexandria, VA 22314-1698

## **5: Journals/Periodicals**

### **The American Journal of Distance Education**

American Center for the Study of Distance Education

College of Education

Rackley Building,

The Pennsylvania State University

University Park, PA 16802

(814) 863-3764

3 issues a year

\$50/year (regular)

\$25/year (personal - mailed to home address, prepaid by personal check)

This professional journal was created to disseminate information and act as a forum for criticism and debate about research and practice of distance education in the Americas. The focus of this journal is on the role of print, electronic, and telecommunications media and multimedia systems in the delivery of higher and continuing education for adults, especially in this region of the world. Typical issues contain an editorial, several articles, and a features section with book, media, or software reviews and interviews.

Sample titles of articles from recent issues:

- Issues in the Management of Distance Education

- Faculty Rewards and Instructional Telecommunications: A View from the Telecourse Faculty
- The Comparative Effectiveness of Videotape, Audiotape and Telelecture in Delivering Continuir Teacher Education
- Foreign Language Study by Correspondence: Who and Why?

**Current**

231 18th Street N.W.  
Washington, D.C 20009

This is a monthly newspaper format publication for people in public telecommunications. It has columns and articles on educational television, legislation, production, and fundraising.

**Ed**

**The Distance Education Network Report**

Applied Business teleCommunications

Box 5106

San Ramon, CA 94583

(415) 820-5563

\$100/yr., includes membership in USDLA

Although this periodical is primarily aimed for teleconferencing rather than telecourse coordinators, there are some items of interest. Most issues contain a calendar of distant learning events (conferences for those interested in distant learning) and programs for distant learners (teleconferences on a variety of subjects).

Sample titles of articles from recent issues:

- University of Maine Interactive Television System
- The Electronic Video Classroom: Lehigh University
- The Computer Integrated Campus Education Programs at Saybrook Institute Graduate School and Research Center

**THE Journal: Technological Horizons in Education**

PO Box 15126

Santa Ana, CA 92705-0126

(714) 261-0366

Has occasional articles about telecourses, such as "Telecourses have Designs on You," "The Administration of a Telecourse Operations Department and the Interface between the Student, Instructor and College Campus" (1977), and "An Evaluation of Telecourse Achievement at Saddleback College" (1984). Also has articles about new technologies we may be using in our telecourse programs such as "Lights, Camera, Reaction! The Interactive Videodisc: A Tool for Teaching Chemistry" (1989).

**Tech Trends**

Published by the Association for Educational Communications & Technology  
(see address under associations)

Has occasional relevant articles such as "Distance Education and Academic Policy: Making it All Fit" by Barry Willis in the May/June, 1989 issue. Also publishes **Educational Technology Research and Development**

## Part 6: Journal Articles

There are hundreds of journal articles on telecourses and distance learning: too many to list here. However they can easily be found by performing a search or by looking at the references given for many of the listings mentioned here. I feel, however, there is one which is worth mentioning because it so directly relates to the telecourse coordinator's job:

"Telecourses: 20 Myths 21 Realities," by Bernard Luskin, Community and Junior College Journal, May 1983.

This article lists the common myths that telecourse administrators hear often (such as "telecourses will replace classroom teachers"), and gives ammunition, backed by research with which to fight back.

## Part 7: Books

### **Adult Learning and Public Broadcasting**

edited by Marilyn Kressel, 1980, 66 pages

American Association of Community and Junior Colleges

One Dupont Circle, N.W.

Washington, D.C. 20036

This is a collection of five reports of a project conducted by the AACJC with support from the Fund for the Improvement of Postsecondary Education. The five reports are:

- Instructional Uses of Television by Two-Year Colleges
- Community College and Television Station Collaborations: What Makes them Work?
- Federal Policy Issues Affecting Instructional Television at the Postsecondary Level
- Towards Greater Cooperation between Community Colleges and Public Television Stations to Serve Adult Learners -- Report of the Assembly
- A National Dialogue: Public Broadcasting, Community Colleges and the Adult Learner

### **Advances in Instructional Technology**

edited by George H. Voegel, 1986, 101 pages

New Directions for Community Colleges, Number 55, Fall 1986

Jossey-Bass Inc., Publishers

433 California Street

San Francisco, CA 94104

The purpose of this volume is to provide perspective on the adjustments made to the use of technology in instruction since the mid 1970s, and to help community college educators improve their understanding of the ways in which instructional technology can contribute to effective instruction and set new directions for the teaching-learning process. Chapter titles include:

- Telecourses: Using Technology to Serve Distant Learners
- Satellites Stop Beeping and Start Teaching
- Change through Cooperation: The NILRC Model
- Copyrights Revisited
- Sources and Information: Instructional Technology at Community Colleges

**Distance Education: An Information Age Approach to Adult Education**

by James Zigerell, 1984, 69 pages

ERIC Clearinghouse on Adult, Career, and Vocational Education

National Center for Research in Vocational Education

The Ohio State University

1960 Kenny Road

Columbus, Ohio 432210

(800) 848-4815

This study provides an extensive review of the literature on distance education and an examination of representative distance education projects and institutions in the United States and abroad, emphasizing those using telecommunications technologies. Sample chapter titles include:

- The Information Age and Adult Education
- Theories of Distance Learning
- The Distance Learner
- Broadcasters and Adult and Distance Education in the United States
- The Telecourse and the Instructional Designer
- The Rise of Instructional Telecommunications Consortia
- The British Open University

**A Guide to Telecourses and their Uses**

by James Zigerell, 1986, 54 pages

Coast Telecourses

11460 Warner Ave.

Fountain Valley, CA 92708-2597

(714) 241-6109

This guide provides fundamental information on telecourse design and use, and describes the experiences of successful telecourse users. Chapter headings are:

- The Telecourse
- Telecourse Students and their Needs
- Advantages of Telecourse Use
- Getting a Telecourse to its Audience
- Acquiring a Telecourse
- Managing the Telecourse
- The Administrator and Telecourse Management
- Commitment: The Yeast in the Mixture

**Reaching New Students through New Technologies**

edited by Leslie Noble Purdy for the Coast Community College, 1983, 433 pages

Kendall/Hunt Publishing Company

Dubuque, Iowa

This book presents articles, speeches, research findings and reports about the use of telecourses which together provide a broad picture of the state of instructional television for adults. It also identifies various issues in instructional television and presents differing views on these issues. The 50 articles are under section titles:

- Growth in the Use of Telecourses
- Design and Production of Telecourses
- Case Studies
- Offering Telecourses
- The Telecourse Student/Viewer
- Evaluation of Telecourses
- Broadcasting and Distribution of Telecourses

**Teaching Telecourses: Opportunities and Options**  
**A Faculty Handbook**

prepared by Toby Kleban Levine

Annenberg/CPB Project and Public Broadcasting Service

Annenberg/CPB

1111 Sixteenth Street, NW

Washington, DC 20036

(202) 955-5251

PBS/Adult Learning Service

1320 Braddock Place

Alexandria, VA 22314-1698

(800) ALS-ALS8

This handbook was created to assist telecourse faculty in assessing the value of television courses for students and in utilizing the materials most effectively. It examines how television courses are developed and how they compare to other forms of instruction, what is involved in teaching television courses, and how they are adopted and used by colleges and universities. Chapter titles include:

- How Do Telecourses Compare to other Types of courses?
- What Assistance can be Expected from the Telecourse Faculty Manual?
- What Latitude is there for Adapting the Telecourse?
- What is a Telecourse License, What does it Allow, and What does it Cost?

**Telelearning Models: Expanding the Community College Community**

edited by James Zigerell, 1986, 73 pages

American Association of Community and Junior Colleges

National Center for Higher Education

Suite 410, One Dupont Circle, NW

Washington, D.C. 20036

This is a collection of nine case studies showing how colleges, alone or in partnerships, use new delivery systems to reach a variety of student clienteles. Articles include:

- Teleconferencing: The Homebound Project at Rio Salado College
- Audiotape: A Literature Course from the Bay Area Community College TV Consortium
- Videocassette: Telecourses from the Northern Illinois Learning Resources Cooperative
- Videodisc: A Report on Science Laboratory Simulations
- Slide/Tape Modules: Developing Learning Materials in the North Carolina Rural Renaissance Consortium
- Educational Access Cable: The Telecommunications System at Kirkwood Community College
- Television: A Computer Course by TV Ontario Academy
- Satellite: The "Learning System" in British Columbia
- Multimedia: The College of the Air at Frederick County Community College

**Using Mass Media for Learning**

edited by Roger Yarrington, 1979, 89 pages

American Association of Community and Junior Colleges

One Dupont Circle, N.W., Suite 410

Washington, D.C. 20036

The focus of this book is on telecourses, and while dated, still provides some relevant information. Chapters include:

- A Brief Historical Survey
- Working with Broadcasters
- Serving the Adult Learner
- The Economics of Television-Centered Courses
- Forming College Television Consortia
- Telecourse Design, Development, and Evaluation
- Role of the Faculty in Mass Media Courses
- Communicating with Distant Learners
- Effective Communication, Promotion of Telecourses

**Video Vision. A Publication on Instructional Television, Video Production and Distance Learning**

by the University of the State of New York, 1987, 70 pages  
available from ERIC Reports (ED 286 468)

This publication addresses three applications of video in New York schools. In the distance learning section, the various existent and emerging capacities that are being used to deliver a wide range of educational services are discussed, and the implications which distance learning has for education beyond the traditional classroom.

**What Every Principal, Teacher and School Board Member Should Know about Distance Education**

by Virginia A. Ostendorf, 1989, 85 pages, \$30  
P.O. Box 2896  
Littleton, CO 80161-2896  
(303) 797-3131

This book, like others by Ostendorf, primarily address "teleclasses" and teleconferencing rather than telecourses. Still, telecourse coordinators may find them useful. Other titles are **Teaching through Interactive Television, Teletraining Directory** (a listing of over 270 user organizations, 200 instructors, and 100 vendors involved with distance teaching) and **Tips for On-Camera Presenters**.

## **Part 8: Evaluations/Studies/Papers**

**Academic Procrastination and Distance Education**

Thomas W. Wilkinson  
Director of Learning Resources  
New River Community College  
PO Drawer 1127  
Dublin, Virginia 24084  
(703) 674-3600

One of the main areas of concern in distance education is academic procrastination. This study investigates the act of needlessly postponing beginning and/or completing academic tasks by distant learners.

**The Adoption and Utilization of Annenberg/CPB Project Telecourses: Executive Summary**

Annenberg/CPB Project, 1986, 3 pages, free  
Excerpted from a report by ELRA Group, Inc.

This survey of college faculty and administrators examined the decision making process for adopting telecourses, the ways these courses were used once adopted, how telecourses are perceived compared to regular courses, and factors related to successful use of telecourses.



### **Developing Distance Education**

Papers submitted to the 14th ICDE World Conference in Oslo, Aug 9-16, 1988

International Council for Distance Education

compiled by David Sewart and John S. Daniel, Sweden, 1988, 458 pages

A collection of over 100 papers from all over the world presented at the conference. While devoted to distance teaching and not telecourses, it is an impressive volume which may be of interest to telecourse coordinators. Titles include:

- Distance Teaching and Credit Transfer
- Continuing Education. New needs and challenges for Distance Studies
- Women in Distance Education
- Helping Behaviors of Learners in a Telephone-based Instruction Group
- The Potential Contribution of Distance Education for Improving Academic Teaching in Conventional Universities

### **Evaluating Learning in Telecourses: Executive Summary**

by William B Michael and Lisa Knapp-Lee, 1985, 15 pages

Coastline Community College

Fountain Valley, California

The effectiveness of the telecourse program offered at Coastline Community College was evaluated during one semester. A comparison was made between students in each of six different telecourses and those in each of six corresponding regular classroom offerings from the standpoints of similarities and differences of demographic, personal and life-history characteristics and comparative levels of performance on a standardized achievement test judged appropriate to the learning and content objectives of each course.

### **Evaluating Student Outcomes from Telecourse Instruction: Executive Summary**

Annenberg/CPB Project, 1986, 12 pages, free

Excerpted from a report by Richard J. Shavelson, Cathleen Stasz, Steven Scholssman, Noreen Webb, John Y. Hotta, and Sandra Goldstein

This study addressed three questions about evaluating student outcomes from telecourse instruction: which designs are best suited to evaluate student outcomes? To what extent do two telecourses result in students acquiring new knowledge and skills and is this learning exchangeable for what students in traditional courses learn? And, given time and methodological constraints, is it feasible to evaluate student outcomes in telecourses?

### **Faculty and Administrator Use of Annenberg/CPB Project Video Courses: Executive Summary**

Annenberg/CPB Project, 1986, 18 pages, free

Excerpted from a report Robert T. Blackburn and Terry Ging, University of Michigan

The objective of this research was to determine what factors led college faculty and administrators to adopt, or not adopt telecourses. Questions asked were: what types of institutions are most likely to offer these courses? What types of faculty are most interested in using the courses? And what factors related to the telecourses, the individual user, or the user's institution determine whether a specific telecourse will be offered by a particular faculty member in a particular institution?

### **Faculty Perspectives on the Role of Information Technologies in Academic Instruction: Executive Summary**

Annenberg/CPB Project, 1985, 4 pages, free

Excerpted from a report by Raymond J. Lewis

This study focuses on the instructional role of computer, video and audio technologies at the collegiate level. Its purpose is to understand to what extent and in what ways faculty use these electronic technologies contributing to the solution of important instructional problems.

### **Pre-Adoption Evaluation Instrument for Telecourses**

Carla Lane  
University of Missouri-St. Louis  
Video Instruction Program  
355 Marillac Hall  
8001 Natural Bridge Road  
St. Louis, MO 63121  
314-553-6196

An evaluation form was developed for telecourse coordinators to use before adopting telecourses. The process of developing the form is written up in "A Selection Model and Pre-Adoption Evaluation Instrument for Video Programs" in the Vol. 3, No. 3, 1989 issue of *The American Journal of Distance Education*.

### **Research on Student Uses of the Annenberg/CPB Telecourses in the Fall of 1984: Executive Summary**

Annenberg/CPB Project, 1985, 16 pages, free  
Excerpted from a report by Research Communications, Ltd.

This report examines student response to their telecourse experience, what factors influenced students' decisions to take and/or drop a course, how they used the materials available to them, how effective they found these materials to be, and how this course experience compared to other college course experiences.

### **Some Principles and Strategies for Telecourse Marketing**

Compiled by Richard T. Hezel  
Annenberg/CPB, 27 pages, free

This booklet gives marketing principles (such as "Know your Customers" and "How to Segment Your Market"), marketing strategies (such as "Learn about the Competition" and "Form Liaisons with Local Corporations") and promotion ideas from telecourse coordinators (such as developing mailing lists for target populations and newspaper articles.)

### **Student and Faculty Assessment of Annenberg/CPB Telecourses: Executive Summary**

Annenberg/CPB Project, 1988, 14 pages, free  
Excerpted from a report by Research Communications, Ltd.

The experience of students taking and faculty members teaching a telecourse is described through assessing the telecourse components, evaluating response to the telecourse as a whole, and interest in future telecourse enrollment or teaching.

### **Student Satisfaction with Independent Study: Spring 1988 Program Evaluation**

Research sponsored by the Non-Traditional Instruction Office, Austin Community College  
by Charles Grigsby and Ron Brey, 1988

An evaluation of an Independent Study Program designed to identify objectively the strengths and potential areas of improvement in the program. Program support services, course characteristics, and student characteristics were examined in relation to student satisfaction with the courses. Five factors were found to account for the variance in student satisfaction, and 27 recommendations are provided.

### **Student Uses of Correspondence Courses and a Comparison with Uses of Telecourses: Executive Summary**

Annenberg/CPB Project, free  
Excerpted from a report by Research Communications, Ltd.



**A Study of Telecourse Students: Executive Summary**

Annenberg, 1984, 5 pages, free

Excerpted from a report by Ronald Brey and Charles Grigsby, Austin Community College.

This study surveyed 8,000 students enrolled in 47 telecourses at colleges and universities across the United States and reports the findings. Covers student demographics, reasons for enrolling, and the most effective ways to promote telecourses.

**Telecourse Enhancement through Electronic Mail: Executive Summary**

Annenberg/CPB Project, 1987, 20 pages, free

Final Report by The Open University, The University of South Florida

This study explores the feasibility and advantages of using electronic mail to enhance a television course to overcome the potential isolation of students.

**Telecourse Design and Needs Assessment Survey: Executive Summary**

Annenberg/CPB Project, 1987, 12 pages, free

Excerpted from a report by Sally V. Beaty

These are the results of a survey in which institutions which used or might possibly use college-level telecourses were asked questions about telecourse design and content. An extensive portion of the survey asked respondents which telecourse subjects they thought were particularly needed.

**Telecourse Evaluation**

from The Office of Planning and Research at Cuyahoga Community College, 1989, 77 pages

This evaluation focuses on the effectiveness of telecourses as an instructional tool at Cuyahoga Community College. Data collected includes demographic information, reasons students enroll in telecourses, and what instructional parts contribute most to the student's understanding of the subject matter. Also included are suggestions of what the College can do to make the telecourse program even more effective, such as providing a testing center on each campus, expanding advertising, and expanding offerings.

**Telecourse Design and Needs Assessment Survey: Executive Summary**

Annenberg/CPB Project, 1988, 12 pages, free

Excerpted from a report by Sally V. Beaty

**Telecourse Utilization Survey, Second Annual Report: Fall 1986-Summer 1988 Semesters**  
prepared by Ron Brey, Austin Community College

A research project of the Instructional Telecommunications Consortium, AACJC, funded by Annenberg/CPB Project. Data was collected on the utilization of telecourses for college credit instruction for distant learners.

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## **Part 9: Associations/Conferences**

### **Association for Educational Communications & Technology (AECT)**

1126 16th Street, NW, Suite 310  
Washington, DC 20036  
(202) 466-4780

### **Community College Association for Instruction and Technology**

contact:  
Dr. George Voegel  
Wm. Rainey Harper College  
Algonquin & Roselle Rds.  
Palatine, Illinois 60067

### **Delivering Education in the Information Age (conference)**

contact: Wisconsin Board of Vocational, Technical & Adult Education

### **Instructional Telecommunications Consortium (ITC)**

AACJC  
One Dupont Circle, N.W.  
Suite 410  
Washington, DC 20036

The ITC is an association of two-year community colleges and other postsecondary institutions that use -- or plan to use -- telecommunications technologies in their instructional and community service programs. It operates at both the national and regional levels with a primary goal of helping institutions utilize instructional telecommunications effectively.

### **International Council for Distance Education (ICDE) (association)**

Gjerdrums vei 12  
N-0486 Oslo 4  
Norway

ICDE is the coordinating body for international distance education, and is affiliated to UNESCO. It has members in more than 60 countries. It is the goal of the Council to undertake coordination of distance education activities between institutions, and national and regional organizations. World conference meets every two years.

### **Learning Resources Association of California Community Colleges: Learning Resources Conference**

### **Telecourse Conference**

Contact The Telecourse People

### **United States Distance Learning Association (USDLA)**

This organization is devoted to the application of distance learning to both education and corporate training.  
(415) 820-5845

END

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Date Filmed

March 29, 1991