

Course Expansion

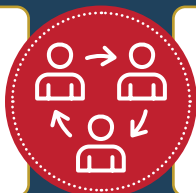
Plan strategically and avoid pitfalls when you expand your catalog to offer online learning. These tips come from a successful course expansion model with a multi-phase strategic implementation plan.

DOs

Plan backwards from your end goal and break your plan into manageable phases.



Approach your district, dioceses or any decision makers with a clear plan for implementation.



Look for an accredited partner that meets all your criteria for partnership.



Have a champion and dedicated staff person to support your enrollment and communication efforts.



Consistently and clearly share your offerings with your community.



Add a small administrative fee to the cost of courses to cover staff time.



Offer the same financial aid percentage on online classes for students.



Consider offering credit recovery, APs and fun electives to your school community.



DON'Ts

Skip the step of strategic planning and goal setting.

Roll out any aspect of your plan without clear communication to all impacted.

Minimize the importance of accreditation.

Choose a partnership that requires extensive management by your staff.

Assume that staff, students, and families are aware of options available.

Forget to keep clear accounting and enrollment records.

Make your online courses inequitable for students who need financial support.

Underestimate the opportunity of course expansion with the right partner.

Let us help you expand your course catalog.

Email partner@catholicvirtual.com
www.CatholicVirtual.com • 772-213-1844

