

Elements Common to Successful Distance Learning (Video/DVD Checkout) Programs

We have had the opportunity to work directly with at least 32 of the Alternative and Innovative Programs in California. Here are the elements most common to those who are successful by any measure.

1. There will be one or more “Champions” of the Distance Learning program who understand its value, who do the work to understand all the elements involved and who are dedicated to student success. “Champions” are teachers, resource teachers, administrators and, from time to time, instructional aides.
2. There is a permanent place that is the Distance Learning “Store” that establishes the stability of the program. While many programs go to remote sites which can be elementary schools or on-site classrooms, there is a home base where tutorials take place, where existing students can refer friends, and where materials and records are kept.
3. There are regular and convenient hours for the face to face student meetings. Usually we see mornings, evenings and, frequently, Saturday hours.
4. Face to face meetings are by appointment. While drop-ins can be accommodated, appointments get first priority. Appointment cards, such as those used by doctors, dentists, etc., help emphasize the importance of the appointment and produce a more efficient and orderly flow of students, which is critical to a cost effective program.

Observation/Hypothesis

Students who enroll in Distance Learning are frequently enrolled in an ESL class as well. These students are the most motivated to learn English. These students produce ADA and Benchmark growth consistent with the business rule that 20% of customers produce 80% of sales, 20% of a sales force produce 80% of the sales, etc. The students enrolled in class and Distance Learning commonly stay longer and thereby produce more ADA and achieve more benchmarks and, therefore, more revenue than the student who enrolls in a class and attends sporadically.

Observation/Theorem

Curriculum Counts. Agencies that use In-English and EASY are more likely to meet or exceed 5-7% Distance Learning CAP than those who don't.