

### Lessons Learned in Implementing Accelerated Online Programs

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## MHIM AOP

- Background:
  - First AOP cohort in Fall 2024
- Marketing by Risepoint:
  - **Digital:** Paid search, social media, Spotify/YouTube ads
  - Awareness: Billboards, TV commercials
  - Organic: Site linking, SEO articles
  - **Email:** Automated marketing
  - Field Marketing



# BenefitsEnhanced enrollment

New Students	Traditional	AOP	Total
Fall 2024	22	2 3	25
Spring 2025		3 26	5 29

Accelerated completion: One student took 6 courses per semester, and will complete her MHIM degree within one year this semester.
No grade decline due to the condensed course format.



## Challenges

- More questions from students:
  - Some students tend to get confused with more course offerings.
  - Some students may underestimate course demands.
- Academic failure: A student faced academic difficulties, failing four out of five courses.



### Lessons we learned

- AOP provides new opportunities for students and the university, but also presents challenges.
- Enhanced student communication and improved orientation are essential.
- Better orientation



## **BSHIM AOP**

• Background: similar to the MHIM AOP program

• First AOP cohort started in Fall 2024

• Marketing by Risepoint:

Same outreach as the MHIM AOP



# **BSHIM AOP\_Compare/Contrast**

### Traditional

Fall Start

2 years; 5 semesters

Fall or Spring block classes

Need to wait until next year to repeat class

16 weeks (start all 5 classes at once)

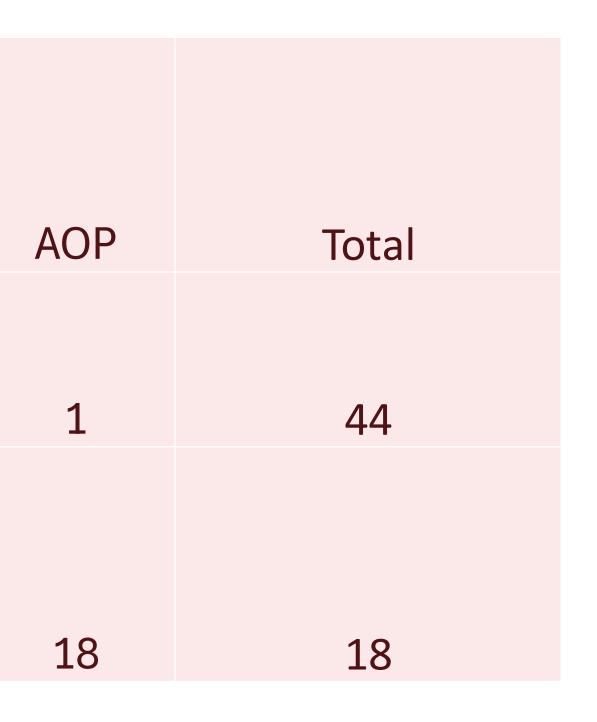
In person/ real-time

AOP
Fall/ Spring/Summer
Can be shorter (HIT track)
Fall & Spring & Summer classes
Can repeat class next semester
8 weeks (2 or 3 start at a time)
Work at your own pace/ flexible schedule



# BenefitsEnhanced OL enrollment

New Students	C/Hyb	OL
Fall 2024	29	14
Spring 2025	0	0





# Challenges

- Program course sequencing
  - Students attempting to introductory courses.
- Academic
  - Undergrad students may not be ready for the fast pace; moving from a 16 week format to 8 weeks
  - Many students work and cannot balance work and the fast pace of the accelerated course

### Students attempting to register for advanced courses before



### Lessons Learned

- Better orientation and up front advising
- AOP format is desired by many students, yet some may not realize the challenges of fast paced coursework (balancing work, school and family life)
- Good academic success rate with all online students in 8-week format

