



CAUCE
Canadian Association for
University Continuing Education

2010-2011 Awards for Program Excellence

SUBMISSION FORM

Program Title Master of Physical Education			
Submitted by: Shari Costello		Position Educational Marketing Coordinator	
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Please consider my submission in the following category:

- Credit programming under 48 hours**
 Credit programming over 48 hours
- Non-Credit programming under 48 hours**
 Non-Credit programming over 48 hours

SUBMISSION COMPONENTS

Please include the following in your submission:

1. This submission form
2. An abstract (not exceeding 200 words)
3. The program description, **not exceeding 6 pages** (Be selective; please do not include a detailed curriculum or all the course materials.)

METHODS OF SUBMISSION

Electronically – E-mail the submission form, abstract and program description (one document) to andrew.scales@ubc.ca. Be sure to include one weblink in your submission if you would like us to consider a piece of promotional material.

Fax – Fax the submission form abstract and program description (one document) to Andrew Scales at 604-822-1579.

Mail – Send **six copies** of the submission form, abstract, program description and one brochure or flyer to:

Andrew Scales, Academic Director
Continuing Studies' English Language Institute
University of British Columbia
410 - 5950 University Boulevard
Vancouver, BC V6T 1Z3

(check) I understand that if this submission wins an award, it will be posted on the CAUCE website

Deadline: Tuesday, March 1, 2011

Abstract

Memorial's Master of Physical Education is a Canadian first! Memorial University's School of Human Kinetics and Recreation, along with Distance Education and Learning Technologies (DELT), the University's online and distance education provider, partnered to develop and deliver the country's first online masters degree in physical education. Offered completely online, this innovative program has seen strong indicators of success since its first intake in fall 2008.

Designed for teachers throughout Canada and around the world, the program offers three innovative options in which students can complete their degree. Students can choose from:

- a combination course and thesis option;
- combination course plus project option; or,
- a strictly course-based option plus a comprehensive exam in the candidate's major study area.

The overall goal and objectives of this program was to offer a physical education degree online that would provide advancement in the field of physical education as well as provide the opportunity and flexibility for educators, administrators and professionals in human kinetics and recreation to pursue their education and advance in their career while maintaining their current job.

Introduction

Memorial University is an inclusive community dedicated to creativity, innovation and excellence in teaching and learning, research and scholarship, and to public engagement and service. Known internationally for its innovative approaches to teaching and learning, this recognition is especially applied to its legacy of leadership in distance education. Grown from its roots – Memorial, the only university in the province, has a special responsibility to service all citizens of the province, and distance education has been central to the fulfillment of that mandate and civic responsibility.

Memorial University's Distance Education and Learning Technologies (DELT) is responsible for the development and delivery of online and distance education, as well as the support and enhancement of teaching and learning both on-campus and at a distance at Memorial University. In its directive, DELT has three main thrusts: meeting the demand for credit courses for students who have limited access; supporting teaching and learning institution-wide; and, pursuing new market opportunities and innovative projects. With a dedicated team of 90 individuals, DELT brings collective knowledge and skills in instructional design, media development, copyright, teaching and learning, and student services. Additionally, well-established teams in project management, administration and marketing support these skills. Today, under its online and distance education brand, Memorial@Home™, Memorial offers more than 450 courses in numerous degree programs to almost 18,000 distance education registrants annually.

DELT is the first distance education unit in Canada to obtain ISO 9001:2008 certification for its Quality Management System. As a result, DELT's mandate is to strive for excellence in each of its core functions including course development, course delivery and service, teaching and learning support, and multimedia design and production capabilities. This ISO 9001:2008 certification provides the unit with a framework for organizational effectiveness, consistency in products and services, and increasing client satisfaction.

Value/Service – Master of Physical Education

DELT works in coordination with Memorial’s various faculties and schools to inspire and achieve program innovation, development and delivery of its distance courses. Making more programs available online and providing more varied and flexible delivery of courses and programs, particularly in communities outside urban areas, are strategic priorities of Memorial University.

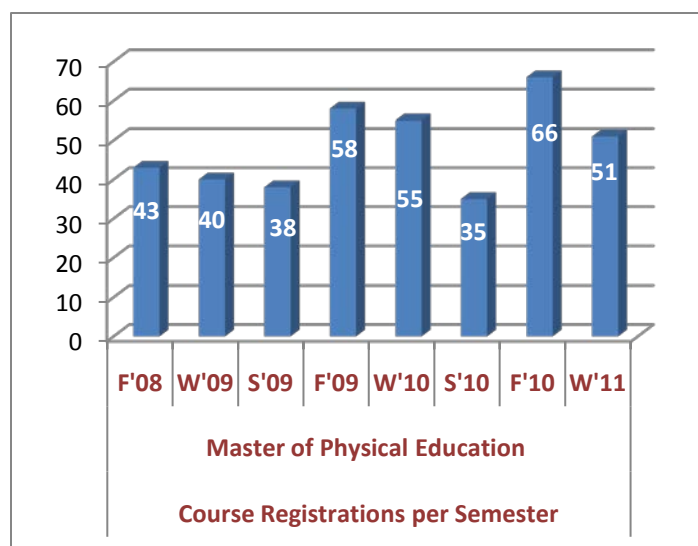
Memorial University’s School of Human Kinetics and Recreation recognized the need for an online graduate physical education program and partnered with DELT to design, develop and deliver the country’s first online Master of Physical Education. In fact, market review suggests that it maybe the only program of its kind amongst Canadian and United States universities and it is definitely a select program offered amongst these schools.

The Master of Physical Education was designed to meet the needs of physical education educators, human kinetics and recreation alumni, and human kinetics and recreation professionals and administrators who wanted to pursue a graduate program for advancement in their field while continuing to maintain their current job position. Offering the program online provided options that made it attractive for prospective students to consider and pursue. This online program would be available for these target groups throughout Canada and around the world, making it a unique and innovative program offering. The three options in which students can complete their degree are as follows:

- a combination course (five courses) and thesis option;
- combination course (six courses) plus project report; or,
- a strictly course-based option (eight courses) plus a comprehensive exam in the candidate’s major study area.

Both the thesis option and course-based option were available during the program launch in fall 2008, while the third, project based degree was added in January 2009 in response to student needs. These options provide a more ideal and individualized learning environment for the differing needs of the target audience.

In the fall of 2008 the Master of Physical Education degree was launched. Since its first intake of students, this innovative program has seen strong indicators of success. Course registrations have steadily increased each semester to realize a growth of 43 to 66 registrations (53 per cent growth) in the fall semesters, and 40 to 51 (28 per cent growth) in the winter semester course offerings. Originally, student acceptance was limited to approximately 25 students, and then later increased to 30 students because of the demand and volume of applications.



Demand for the program saw growth in acceptance of 39 students in 2008 and 68 students in the 2010 intake. Prior to the online offering of the Master of Physical Education, the School of Human Kinetics would admit on average two to three students per year for the on-campus program. Since almost all online students take the course and comprehensive route, more students can be accommodated (e.g. 30+ per year now versus 3 per year before the online offering.) Currently, students from all across Canada are enrolled in the program. 2010 saw the first international students register and enroll in the program.

Thus far, eight graduates of Memorial's Master of Physical Education degree have completed online coursework developed for the program. At spring 2010 convocation, six students graduate after completing the online Master of Physical education. Feedback from students has been very positive. For instance one student commented that "I much preferred the online text, both due to cost, ease of usage and environmental concerns." Other students summarized their experience as:

"I just completed the MPE after being out of university for 20 plus years. Prior to the introduction of online courses, I never thought I would have had the time to complete this component of my education given my busy family life and work day. These online offerings allowed me to work from home thereby creating the flexibility I needed to succeed."

"When I started the program I was teaching out on the burin peninsula and this gave me the chance to further my education so early in my teaching career. I immediately wanted to do this program and I think it provided me with more information in that I was always discussing everyday topics relating to physical education with others who have been teaching for 25 years. I gained valuable information from doing the online program and I am glad that I did it. Thanks!"

Complexity

Since 1975, the Master of Physical Education has been offered on campus at Memorial University. It was evident that the program needed to be updated to reflect modern curriculum and the changing needs today's environment. Accordingly, extensive meetings were held with school board administrators, physical education teachers, professors within the School of Human Kinetics and Recreation as well the Faculty of Education. Since physical education teachers are heavily involved in extra-curricular activities such as competitive sport, input was also sought from the new Long Term Athlete Development (LTAD) program of the Canadian Association of Coaching (CAC). These collaborations were instrumental in developing the content curriculum for the online program.

The overall goal and objectives of this program was to offer a physical education degree online that would provide advancement in the field of physical education as well as provide the opportunity and flexibility for educators, administrators and professionals in human kinetics and recreation to pursue their education and advance in their career while maintaining their current job.

The online Master of Physical Education degree was a collaborative effort between the School of Human Kinetics and Recreation and DELT. Prior to this program, students had to commute to Memorial University's St. John's campus and complete the degree on campus. Delivering the degree program

completely online provides students with the flexibility and convenience of completing their degree on their own time, at their own pace.

Respectively, the primary and secondary target audiences of the online Master of Physical Education are physical education educators, human kinetics and recreation alumni, and human kinetics and recreation professionals and administrators who wanted to pursue a graduate program for advancement in their field while continuing to maintain their current job position. Offering the program online provided options that made it attractive for prospective students to consider and pursue.

What is truly innovative about this program is that it is delivered completely online through Memorial University's online and distance education service, Memorial@Home™. As previously noted, this program was developed to be a Canadian first, and possibly a North American first; uniquely positioned as the first and only Canadian online graduate program for physical education. Marketing and promotion efforts of the program entailed radio ads throughout Newfoundland and Labrador and Nova Scotia. The radio ad (<http://www.distance.mun.ca/radio.php>) aired alongside several other program-specific ads offered online through DELT. A brochure (attached) was produced for the program which was present at various recruitment events. Advertisements were also placed in Memorial's alumni magazine, Luminus (attached), and the website was used as a marketing tool, linking from the DELT website as well as Human Kinetics and Recreation's website to ensure adequate exposure.

Ingenuity and Innovation

As this type of program has never been offered online in Canada it was necessary to focus on the curriculum process, particularly in terms of types of student-to-student and student-to-professor interactions, assignments, evaluations and other processes. As one student stated, the program has "...very interesting materials/resources and higher level thinking expectations."

This online program is available to target groups throughout Canada and around the world, making it a unique and innovative program offering. As previously noted, the three options in which students can complete their degree are as follows:

- a combination course (five courses) and thesis option;
- combination course (six courses) plus project report; or,
- a strictly course-based option (eight courses) plus a comprehensive exam in the candidate's major study area.

The program consists of five core course areas that must be completed. These are:

- Curriculum Development in Physical Education
- Evaluation and Testing in Physical Education
- Physical Education Leadership
- Comprehensive School Health
- Adapted Physical Activity for Persons with Physical and Intellectual Disabilities

These core course areas entail a wide array of teaching and learning media tools that make the courses more interactive and interesting. These courses include video, podcasting with readings and activities, audio clips of student experiences, visual concept maps, and live interaction with a librarian for research

purposes. Other media incorporated in the courses were Youtube and Skype. As one student of the program states: “Assigned journal readings, discussion groups, and feedback from professors made me deeply reflect on issues relating to sport and society as well as teaching methodologies.”

Similar to the development of all distance education courses and programs at Memorial, the Master of Physical Education was developed using a collaborative, team-based approach. The course development team involved content authors (faculty members from Human Kinetics and Recreation), senior instructional designers, assistant instructional designers, multimedia/graphics developers, video/audio producers/directors and an information services librarian.

Initially, members of DELT brought together faculty members from Human Kinetics and Recreation to discuss their needs, to ensure there was no overlap in course content, explain the course development process and talk about the instructional design options available to them. Subsequently, the DELT team of experts continuously worked with the faculty members to design their course while ensuring it met their expectations and pedagogical needs.

To enhance the online delivery of the program and student’s learning experience, the following were implemented:

- Textbooks were replaced by e-books and customized by the faculty member and purchased by the students from the publisher’s website;
- Exams developed and delivered online and students were provided support during the writing of the exam; and,
- Courses incorporated video components to meet the needs of different learning styles and enhance student learning.

A current MPE student says the program offers more than just the flexibility he needs. “Having materials online gives me 24-hour access and the small class size means more personal connections with fellow students and instructors in a less intimidating environment than a classroom.” “Students from various Canadian provinces attend our virtual classroom, which added to a diverse perspective around issues and topics related to education.”

Innovation in Delivery

In the development of the online Master of Physical Education degree the course development team had to ensure that the elements within each course were designed to meet the needs and technical level of the students enrolled in the program. For instance, it was identified that many students would be working in the field and may not have online learning experience or have attended a post secondary institution in recent years. Therefore, to ensure students were comfortable with the learning environment, the course development team integrated the following components:

- Online orientation session that included a overview of the program, library services, student support services, and using Memorial@Home™
- Live interaction/chat with Library Services
- Links to Memorial@Home™ tutorials
- Links to library tutorials

DELT's client relations team is primarily focused on the provision of support services to both students and faculty participating in online and distance learning. In doing so, clients from across the globe rely on the unit for its materials distribution, technical support and examination services. Recognizing distance students are as varied as the places in which they live, a student-centered service model has been adopted. As such, the level of services offered continues to evolve accordingly and is more efficient and effective because of the implementation of the quality management system.

In addition, DELT uses a ticketing system, DataSpace, to document and facilitate student requests 24/7, and also for management of initiatives such as contacting all first-time distance students. PHP Live Chat continues to be a valuable communication tool used by both faculty and staff with hundreds of "chat sessions" taking place each semester for service requests.

Students can connect with their professor and other students in the program, as well as access course materials, resources, and discussion forums all in one place. When studying through Memorial@Home™, learners also have full access to the services available to on-campus students to ensure their experience at Memorial is optimal. These services include:

- Online library resources
- Memorial's bookstore
- 24 hour course access
- Technical support (offering extended hours of operation during evenings and weekends)
- Various methods with which to contact technical support based on the students' preference, including online help desk, instant chat, by phone or by fax
- The Blundon Centre (for learners with disabilities)
- The Writing Centre
- The Academic Advising Centre

In 2008, DELT received the Award of Excellence in Student Service from the Canadian Network for Innovation in Education. This award applauds DELT's holistic approach and focus on the student. The award commends DELT's focus on the distance learner in its recruitment, services, delivery and development of information management tools to streamline its core functions and client relations.

Profile of Continuing Education

The online delivery of a Master of Physical Education degree introduces a new area of study and development of graduate distance education. This program was honored with two awards by the University of Professional Continuing Education Association (UPCEA) in 2010. It received Honorable Mention for the Distance Learning Community of Practice category and the Award for Innovative and Creative Programming (credit program). "We are so proud of our MPE program and all the flexibility it offers," said Dr. Antony Card, Director of Human Kinetics and Recreation, "making this program a reality was very much about offering our students the best possible learning environment and helping them reach their goals."

**Memorial@
careers in perpetual motion.**



Master of Physical Education

This innovative program is a Canadian first!

A graduate program about balance, the physical education master's degree was uniquely designed for teachers throughout the country and around the world. This program was launched in fall 2008 as the first of its kind in Canada.

Students completing the Master of Physical Education can focus on administration, curriculum, or supervision.

University with all the Perks

Successful candidates may choose from three options to complete their degree:

- Five courses plus a thesis
- Six courses plus a project report
- Eight courses plus a comprehensive exam

Core course areas include: curriculum development, comprehensive school health, physical education leadership, and adapted physical activity for persons with physical and intellectual disabilities.

Memorial@Home™ provides the credibility of a residential university, established and accredited programs, and award winning faculty...with the convenience and flexibility of learning online.

Students can avail of 24 hour course access and extended hours of technical support in addition to other university services such as the library, bookstore, and the Blundon Centre (for students with disabilities)

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When work, life or distance prevents you from going to campus, Memorial@Home brings a quality education from Memorial University to your door. Beginning in Fall 2008, you'll have the option of completing your Master's of Physical Education from anywhere, even in the gym during halftime. Get your adrenaline pumping with Memorial's online MPE program, the only one of its kind in Canada.

Apply now for September enrolment at www.mun.ca/sgs/prospective/apply

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