

Developing Distance Learning Programs in Veterinary Technology Management

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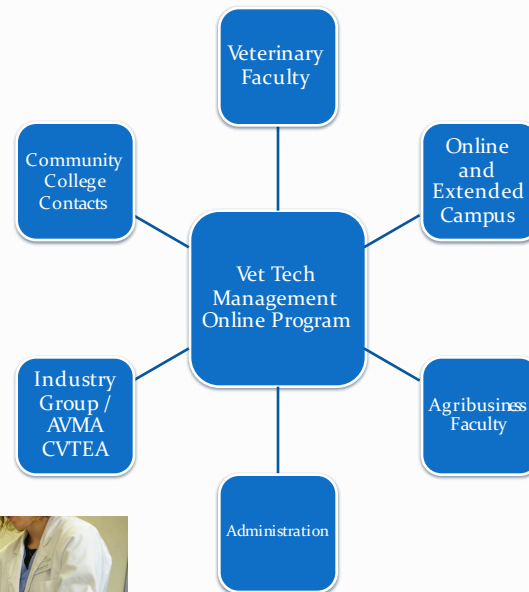
ABSTRACT

The National Center for Education Statistics estimates that 14% of all college students are enrolled in distance education programs. This growing number is an opportunity for universities to expand their recruiting footprint and reach more students. Science programs have been primarily limited to traditional teaching methods due to laboratory requirements. Universities need to develop creative methods for delivering traditional programs in non-traditional formats to reach place bound students. In 2015, the University of Tennessee at Martin developed a new online veterinary technology management program to reach working students who wanted to continue their education. The program required a partnership between veterinary technology faculty and business faculty to provide a BS completion program to licensed veterinary technicians. Online coursework was developed to enhance existing technical skills covered in traditional veterinary technology associate degree programs with managerial training. Success measures for the program include training faculty to deliver coursework online, targeted recruiting efforts, and collaboration between science and business faculty. Administrative issues include allocating new resources for online while not impacting on-campus programs while achieving faculty support for online programs among science based faculty. This project does not attempt to demonstrate that online programs are superior to on campus programs, but that they can be part of the solution to reach more students who are seeking additional training and broaden the student base of the university.

Considerations for Starting New Online Program

- Is there a demand for this type of program?
 - AVMA-CVTEA communication is essential.
- Who is my target audience? How do I reach them?
 - Current AS veterinary technician programs versus practicing veterinary technicians.
- Do we have the ability to develop and sustain the program?
 - Sustainability is the key issue. Starting a program is easy, maintaining a program can be hard as you experience growth in numbers or decline in numbers.
- Can the information be successfully conveyed in an online format?
 - Course curriculum may need to be modified.
 - Focus on business skill development and non-lab technical courses.

The Development Team



1st Online Vet Tech Management Graduate
Spring 2017



New program Issues

<p><u>Delivery Issues</u></p> <ul style="list-style-type: none"> - New course development - Training faculty to teach online (How to teach online Course) - Streaming issues for students 	<p><u>Recruiting Issues</u></p> <ul style="list-style-type: none"> - Online advertisements - Professional association meetings - Social media - Community college visits - CVTEA annual meetings
<p><u>Administrative Issues</u></p> <ul style="list-style-type: none"> - Budget Issues for new hires - Faculty teaching allocation - Acceptance of something "new" - Interdisciplinary effort 	<p><u>Faculty Collaboration</u></p> <ul style="list-style-type: none"> - Work to develop broad training - Early stage meetings and planning are essential - Interact with industry to now what is essential