




# Virtual Technology: Value Beyond Instruction



Evelyn Kwan Green  
The University of Southern Mississippi  
February 7, 2008





# Outline

- Presenter Bio
- Post-Katrina Program Challenges
- Virtual Technology to the Rescue
- Discovering Value Beyond Instruction
- Stakeholders' Feedback & Responses
- Q&A





# Outcomes

At the end of this presentation, participants will discover:

- The value of incorporating marketing into their instructional philosophy.
- The value of virtual technology as an instructional tool.
- The value of virtual technology as a recruitment, marketing, and public relations tool for their institution





## Outcomes (contd.)

- The value of virtual technology experiences to the career placement and success of their students.
- The value of virtual technology to teaching and learning success.



# Presenter Bio

- Instructor of Tourism Management, Southern Miss since Fall 2006
- B.S. Hotel & Restaurant Administration, M.B.A., M.S. in Instructional Technology
- Marketing professional background
- Developed the first online course for casino management program
- Selected to participate in the University's Podcasting and Live Classroom pilot projects

•  
•  
•

# Post Katrina Program Challenges

- Lost students & faculty
- Competition from an established program
- Industry regulators and professionals waning interest due to lack of progress

# Value Beyond Instruction

- Application of marketing as an instructional philosophy
  - Identify the wants, needs, & desires of the stakeholders (students, administration & faculty, industry)

# Students

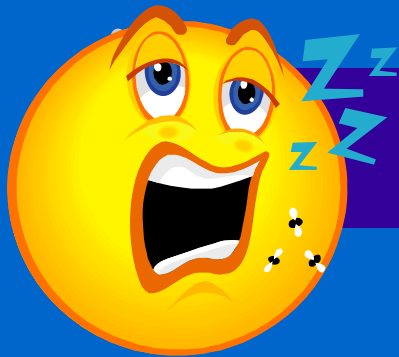
- Convenience (working part-time or full-time)
- Accessibility (24/7; no commute)
- Learner isolation
- Faceless interaction

= **BORING!**





“To be honest, at the beginning of this course, I really just wanted the class to be over as soon as it begun. It is the summer time and there are plenty of other things I could be doing besides having a class.”



“At the beginning of the course I really thought that this would just be a boring textbook class with standardized test. I was so glad that that wasn’t the case.”



“I thought that this would be just like any other online courses when I signed up for it (just reading the book and taking quizzes). But I was very mistaken.”

- 
- 
- 

“At the beginning of this course I was not real interested, and had a negative attitude towards this course. I looked at it as another one of those classes that I must get through to graduate.”



# Administration & Faculty

- Increase student enrollment
- Student retention
- Program success
- Industry support
- Lack of good text

**= PRESSURE!**



# Industry

- Mississippi institution, i.e., Southern Miss to establish leadership in casino management education (program progress and recognition)
- Mississippians in executive casino management positions

**= MORE  
PRESSURE!**





# Virtual Technology to the Rescue

## Solution:

- Develop a fully online course in casino resort operations management that
  - Is engaging, convenient & offers 24/7 accessibility to students.
  - Will increase student enrollment.
  - Will temporarily resolve faculty position vacancies.
  - Can compete against Tulane's gaming courses.
  - Demonstrates program success to industry leaders.

# Value Beyond Instruction

- The value of virtual technology as a instructional tool
- Tools:
  - Video interviews
    - 35mm camera with video capabilities
    - Table-top tripod
    - Camtasia Studio 3
    - Dreamweaver 8
  - Wimba Live Classroom
    - Webcam
    - Microphone

# Value Beyond Instruction

- Process
  - Approached industry leaders to get involved in the students' learning process
  - Conducted and created video interviews
  - Used video interviews as supplemental materials
  - Used online discussions to allow students to express their viewpoints and ask questions

# Value Beyond Instruction

- Process (contd.)
  - Used Wimba Live Classroom as a forum for industry leaders to share their knowledge and address the students' questions.
  - Organized field trip for in-person meeting.

# Value Beyond Instruction

- Values:
  - Recognize “Who’s Who” in the industry
  - Acquire up-to-date information
  - Interact with industry leaders
  - Develop technology skills (how to set-up & use a webcam, how to download videos, etc.)

# Value Beyond Instruction

- Values (contd.)
  - Learn technology currently used in the industry
  - Gain up-to-date knowledge of industry trends, position openings, happenings, etc.
  - Generate industry leaders “buy-in” and hands-on involvement in our students’ learning success

# Value Beyond Instruction

- Results:

- Students LOVE virtual technology!



“The most beneficial part of this class in my opinion was the live classrooms. Not only did I learn from local industry leaders but I also learned how a web cam works (almost😊!)”

# Value Beyond Instruction

- Student Feedback (contd.):

“The most beneficial aspect of the course to me was the live classroom because it not only allowed us to hear from a very successful person in the field but it also allowed us to interact with that person.”

# Value Beyond Instruction

- Student Feedback (contd.)

“If I had to pick, the most beneficial part of this course was all of the interviews with the industry leaders. These interviews provided us with more insight to the industry than the book could offer.”



# Value Beyond Instruction

- Student Feedback (contd.)

“It was quite an experience to be able to ask real executives questions about the material we were learning.”



# Value Beyond Instruction

- The value of virtual technology as a recruitment, marketing, and public relations tool for their institution
- Virtual technology is sexy!
- Attracts media attention
  - Generates free publicity
  - Creates community awareness
  - Enhances town & gown relationships



# Value Beyond Instruction

- Results:
  - Increased enrollment
    - Online course enrollment is higher than that of traditional classes
    - Spring 2007 – 34 (13, 3)
    - Summer 2007 – 17
    - Fall 2007 – 26, 21 (14, 14)
    - Class is offered every semester
    - Word-of-mouth publicity

# Value Beyond Instruction

- Results (contd.)
  - Attracted non-majors
    - Other business majors (marketing, management, human resources)
    - Communication majors
    - Social Sciences majors
    - Curriculum & Instruction majors

# Sample of Media Coverage



SouthMississippi.biz  
Advertise to South Mississippi's business community. Call (228) 896-2499.

## Business

B-8

[www.sunherald.com/business](http://www.sunherald.com/business) SATURDAY, APRIL 28, 2007

# USM offers casino classes online

By **TOM WILEMON**  
twilemon@sunherald.com

**BILOXI** — The University of Southern Mississippi is celebrating the success of a new online program for students interested in casino-management opportunities.

The 30 students enrolled in the program this semester learned about the business through streaming video and online discussions with casino executives, regulatory officials and others who work in the industry. Today the university's Department of Tourism is recognizing them for participating in the "Partnering with Professionals" program with a luncheon at Mary Mahoney's.

The video series is offered through the College of Business' Department of Tourism Management. Cheri Becker, who chairs the tourism program, said the instructor, Evelyn Green, traveled throughout the state filming experts.

The 15 professionals being recognized by the university include Larry Gregory, executive director of the Mississippi Gaming Commission; Eddie Gibson, chairman of the Choctaw Gaming Commission; Rich Westfall, director of community development for the Isle of Capri; Rick Carter, owner of Island View; Beverly Martin, executive director of Mississippi Casino Operators Association; and Mike Cavanaugh, a lawyer for casino companies and developers.

### Online casino classes

USM is offering an online casino-management class through the College of Business tourism-management program. The class will be offered during the summer semester.

**Details:** Cheri Becker, (601) 266-6511

# Sample of Media Coverage



**Brad Rhines**, vice president of marketing and player development at IP Casino, was a guest speaker for USM's Casino Resort Operations Management course. Using virtual classroom technology, Rhines was able to lecture to students at their homes via computer.

## **USM breaks ground with virtual classroom technology**

Mississippi Gaming News, July 2007

# Sample of Media Coverage

**SunHerald.com**  
SOUTH MISSISSIPPI'S NEWSPAPER ONLINE

Citibank® is now more convenient than ever. Opening 30 new branches in the Boston area.

- Mobile banking
- Online banking
- Fee-free ATMs

[Find one near](#)

SunHerald.com  Archives  Web for

[Home](#) > [Business](#)

## Business

Posted on Fri, Oct. 26, 2007

[email](#) [print](#) [reprint or license](#)  
[AIM](#) [del.icio.us](#) [Digg it](#)


### Casino 101 at Hard Rock

#### USM students take tour of what may be their future

By MARY PEREZ  
[meperez@sunherald.com](mailto:meperez@sunherald.com)

**BILOXI** -- Hard Rock Casino was the classroom for about 50 University of Southern Mississippi students Thursday, and their instructors were Mississippi Gaming Commission Executive Director Larry Gregory and casino executives.

Their tour took them to the casino, the spa, through the restaurants and up to The Attic, where Hard Rock T-shirts signed and sent by the restaurants from around the world decorate the walls. They saw the suites where performers stay and peeked



MARY PEREZ/SUN HERALD

On a tour of the Hard Rock Casino on Thursday, USM students visited Vibe restaurant along with back-of-the-house locations most people don't have the opportunity to see.

Sun Herald (online edition),  
Oct 26, 2007

# Value Beyond Instruction

- The value of virtual technology experiences to the career placement and success of their students.
  - Creates networking opportunities for students with industry leaders
  - Encourages relationship building with industry leaders
  - Builds industry leaders' vested interest in both the students' and program's success



# Value Beyond Instruction

- Student Feedback

“The live classrooms also gave us a chance to speak and converse with the industry leaders that on a normal day we would probably never get a chance to hold a conversation with.”





# Value Beyond Instruction

- Student Feedback

“What I found most beneficial were the contacts I made, and the people I now know are supportive of the program here at USM.”



# Value Beyond Instruction

- Industry Leader Feedback:
- Anne Mockler, Director of Surveillance, Beau Rivage Casino Resort/MGM Mirage
  - Recruitment opportunities
  - Outreach opportunities
  - Exposure to future leaders
  - Instant Feedback
  - Prepares student for technology in industry

# Value Beyond Instruction

- The value of virtual technology to teaching and learning success.
- High scores on student course evaluations
- Positive customer satisfaction feedback from students

# Learning Outcomes

(Spring 2007 – TM 378 Course Evaluations)

15.	Overall rating of the course.				
	Highest	15	50.0%		
	High	10	33.3%		
	Neutral	4	13.3%	Mean :	4.30
	Low	1	3.3%	Median:	4.50
	Lowest	0	0.0%		
	Not Applicable	0	0.0%		
16.	Estimate of how much you learned in the course.				
	Highest	18	60.0%		
	High	8	26.7%		
	Neutral	3	10.0%	Mean :	4.43
	Low	1	3.3%	Median:	5.00
	Lowest	0	0.0%		
	Not Applicable	0	0.0%		
17.	Effectiveness of the instructor in stimulating your interest in the subject.				
	Highest	20	66.7%		
	High	7	23.3%		
	Neutral	3	10.0%	Mean :	4.57
	Low	0	0.0%	Median:	5.00
	Lowest	0	0.0%		
	Not Applicable	0	0.0%		
18.	Effectiveness of this course in challenging you intellectually.				
	Highest	15	50.0%		
	High	10	33.3%		
	Neutral	5	16.7%	Mean :	4.33
	Low	0	0.0%	Median:	4.50
	Lowest	0	0.0%		
	Not Applicable	0	0.0%		

# Learning Outcomes

(Summer 2007 – TM 378 Course Evaluations)

15.	Overall rating of the course.				
	Highest	9	75.0%		
	High	3	25.0%		
	Neutral	0	0.0%	Mean :	4.75
	Low	0	0.0%	Median:	5.00
	Lowest	0	0.0%		
	Not Applicable	0	0.0%		
16.	Estimate of how much you learned in the course.				
	Highest	9	75.0%		
	High	3	25.0%		
	Neutral	0	0.0%	Mean :	4.75
	Low	0	0.0%	Median:	5.00
	Lowest	0	0.0%		
	Not Applicable	0	0.0%		
17.	Effectiveness of the instructor in stimulating your interest in the subject.				
	Highest	9	75.0%		
	High	3	25.0%		
	Neutral	0	0.0%	Mean :	4.75
	Low	0	0.0%	Median:	5.00
	Lowest	0	0.0%		
	Not Applicable	0	0.0%		
18.	Effectiveness of this course in challenging you intellectually.				
	Highest	9	75.0%		
	High	2	16.7%		
	Neutral	1	8.3%	Mean :	4.67
	Low	0	0.0%	Median:	5.00
	Lowest	0	0.0%		
	Not Applicable	0	0.0%		

# Learning Outcomes

## (Fall 2007 – TM 378 Course Evaluations)

15.	Overall rating of the course.				
	Highest	15	50.0%		
	High	10	33.3%		
	Neutral	4	13.3%	Mean :	4.30
	Low	1	3.3%	Median:	4.50
	Lowest	0	0.0%		
	Not Applicable	0	0.0%		
16.	Estimate of how much you learned in the course.				
	Highest	18	60.0%		
	High	8	26.7%		
	Neutral	3	10.0%	Mean :	4.43
	Low	1	3.3%	Median:	5.00
	Lowest	0	0.0%		
	Not Applicable	0	0.0%		
17.	Effectiveness of the instructor in stimulating your interest in the subject.				
	Highest	20	66.7%		
	High	7	23.3%		
	Neutral	3	10.0%	Mean :	4.57
	Low	0	0.0%	Median:	5.00
	Lowest	0	0.0%		
	Not Applicable	0	0.0%		
18.	Effectiveness of this course in challenging you intellectually.				
	Highest	15	50.0%		
	High	10	33.3%		
	Neutral	5	16.7%	Mean :	4.33
	Low	0	0.0%	Median:	4.50
	Lowest	0	0.0%		
	Not Applicable	0	0.0%		

# Learning Outcomes

## (Fall 2007 – TM 340 Course Evaluations)

15.	Overall rating of the course.				
	Highest	12	75.0%		
	High	3	18.8%		
	Neutral	1	6.3%	Mean :	4.69
	Low	0	0.0%	Median:	5.00
	Lowest	0	0.0%		
	Not Applicable	0	0.0%		
16.	Estimate of how much you learned in the course.				
	Highest	12	75.0%		
	High	4	25.0%		
	Neutral	0	0.0%	Mean :	4.75
	Low	0	0.0%	Median:	5.00
	Lowest	0	0.0%		
	Not Applicable	0	0.0%		
17.	Effectiveness of the instructor in stimulating your interest in the subject.				
	Highest	12	75.0%		
	High	4	25.0%		
	Neutral	0	0.0%	Mean :	4.75
	Low	0	0.0%	Median:	5.00
	Lowest	0	0.0%		
	Not Applicable	0	0.0%		
18.	Effectiveness of this course in challenging you intellectually.				
	Highest	11	68.8%		
	High	4	25.0%		
	Neutral	1	6.3%	Mean :	4.63
	Low	0	0.0%	Median:	5.00
	Lowest	0	0.0%		
	Not Applicable	0	0.0%		

# Customer Satisfaction



“The online discussion, chat meetings, and videos gave this class the element of interaction that I feel is missing from most online classes and helped it feel more like a traditional classroom environment (and made it feel more comfortable). I feel my expectations were definitely met since I’ve left this class feeling like I know more than just definitions from a book.”

- 
- 
- 

# Customer Satisfaction

“I was very impressed with the learning experience in this course. I had expected an impersonal list of readings and work, but the course was very interactive and connected me to not only my classmates and the instructor, but also to important members of the industry. My expectations were far exceeded by this course. It was the best online course I have ever taken.”

- 
- 
- 

# Customer Satisfaction

“The most beneficial aspect of the course to me was the Live Classroom because it not only allowed us to hear from a very successful person in the field but also allowed us to interact with that person.”





- 
- 
- 

# Customer Satisfaction

“I found the online interviews and interactive classes the most beneficial. With online classes, you don’t really get a chance to interact with the teacher, your classmates, nor the guest speaker (if there is one). I believe the interaction between the three has proven to be very beneficial for me. I have learned far more about the casino industry from the videos and live classes than I have from the book. In fact, I prefer the videos and interactive classes over the book.”

- 
- 
- 

# Customer Satisfaction

“This was an enjoyable class for me, learning more in this class than I’ve learned in other classes this semester. I will never forget this experience!”



# Q & A

- Questions?
- Contact:
  - Evelyn Kwan Green  
Tourism Management  
The University of Southern Mississippi  
118 College Drive, Box 5176  
Hattiesburg, MS 39406  
[evelyn.green@usm.edu](mailto:evelyn.green@usm.edu)  
601.266.6659
- Presentation URL:  
[http://ocean.otr.usm.edu/~w304223/CFTTC\\_020708\\_1.pdf](http://ocean.otr.usm.edu/~w304223/CFTTC_020708_1.pdf)