

Teachers of Accounting at Two-Year Colleges (TACTYC)
Annual Conference
May 16 - 18, 2002
Participant: Ray Wurzburger

The primary focus of this conference was on web-based courses and distance education. I attended sessions on:

- E-Commerce
- Organization and Delivery of Online Courses
- Making Distance Education Work
- Sharing What Works in Using Technology in the Classroom

I plan to include the following ideas in my web-based courses offered in Fall, 2002:

- Enroll as a “bogus student” to monitor chat room discussions and emails generated by students to all other students
- Use announcements to post job openings which may be of interest to the students
- Require student participation in discussion boards related to their own personal experience (For example, students who own stock may have had their stock split)
- Set boundaries, such as netiquette rules, upfront and stick to those rules
- Enforce limitations on enrollments, but keep a listing of students who may wish to enroll in later semesters

Another idea would be to require that students contact me before enrolling in these online courses. This contact could be either face-to-face, by email, or by telephone. Contact information would be printed in the course schedule. The purpose of this contact would be to determine if the student has met the pre-requisites of the course and is a “good fit” for an online course. One of my questions would be “Have you taken this course before, and if so, how was it offered and what was your grade?” I do not anticipate that students who have previously failed Principles of Accounting in a traditional setting would do especially well in an online setting.

The college at which the conference was held, Technical Vocational Institute of Albuquerque, offers Associate, Certificate, and Career Studies degrees in E-Commerce. Most of the students in these programs are either employed full-time and wish to obtain a better job or are entrepreneurs. The program includes many of the courses we currently offer with the possible exception of Online Transactions and Online Law. Is anyone here considering adoption of a similar program? I believe it could also be utilized with other programs, especially the Small Business Management program.

Thank you for providing me the opportunity to attend this conference.

