

Take Me, Love Me: Marketing Hybrids to Students and Ensuring their Satisfaction

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Education for the future . . .
Values for all time.



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My Hybrid Story

- **DBU's Online Program Began in 1998**
- **Began Offering Hybrids in 2002**
- **Began Initiative to Grow Hybrid Courses, Sections, and Enrollments in 2006**



Pushing Another “Online Initiative”

- **Deans**

- **Build Relationships**
- **Confront Assumptions and Excuses**
- **Use Administrative Support**
- **Provide Data**

- **Faculty**

- **Focus Groups**
- **Provide Resources and Additional Training**

Pushing Another “Online Initiative”

- **Faculty (Continued)**
 - Hybrid Forums
 - New Faculty Orientation and In-Service
 - Provide Data
- **Advisors**
 - Advising Workshops
 - New Staff Orientation
 - Provide Data



Student Enrollment and Satisfaction

- **Hybrid Chapel**
- **Blackboard Bootcamp**
- **Schedule of Classes**
- **Freshman and Transfer Orientations**
- **Drop/Withdrawal Survey**
- **Hybrid Student Satisfaction Evaluation**



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