



DREXEL UNIVERSITY

DR. KRISTEN BETTS

Publications 2008-09

- Betts, K. S. (in press). Charting new frontiers: A conceptual framework for online students in Drexel University's master of science in higher education graduate co-op. *Journal of Cooperative Education & Internships*, 43(2), 17-31. ISSN: 1933-2130.
- Betts, K., Lewis, M., Dressler, A., & Svensson, L. (2009). Optimizing curricula and learning simulation to support a quinary career development model. *Asian-Pacific Journal of Cooperative Education*, 10(2), 99-119. ISSN: 1175-2882. http://apjce.org/volume_10/apjce_10_2_99_119.pdf
- Betts, K. S. (2009). Lost in translation: Importance of effective communication in online education. *Online Journal of Distance Education Administrators*, 12(2). <http://www.westga.edu/~distance/ojdla/summer122/betts122>
- Betts, K. S. (2009). Drexel's online human touch engages students and enhances retention. The Greentree Gazette, July/August 2009, 20-23. West Palm Beach, FL. <https://secure.greentreegazette.com/ss/order/GTGsample.pdf>
- Linardopoulos, N. & Betts, K. (2009). The impact of interactive communication tools in online learning communities. International Conference on Information Communication Technologies, Proceedings 2009, 446-457, Corfu, Greece. <http://www.icicte.org/ICICTE%202009%20Proceedings.zip>
- Hartman, K., & Betts, K. (2009). Quality and scaling: Oxymoron or reality in online degrees at non-profit colleges and universities. Manuscript submitted for publication. *Magna Publications*, 13(10), cover-2, Distance Education Report. http://www.magnapubs.com/issues/magnapubs_der/13_10/news/602493-1.html
- Page, C., Little, J., Betts, K., Boone, S., Faverty, P., Joosten, T., Knott, J., Long, E., Mauger, A., McClurken, M., McCreadie, M., Peterson, N., & Schwartz, C. (2009). Charting the course and tapping the community. The EDUCAUSE top teaching and learning challenges 2009. *EDUCAUSE Review* 44(3), May/June 2009. <http://www.educause.edu/EDUCAUSE+Review/EDUCAUSEReviewMagazineVolume44/ChartingtheCourseandTappingthe/171775>
- Betts, K. S., Urias, D., Betts, K., & Chavez, J. (2009). Higher education and shifting U.S. demographics: Need for visible career paths, professional development, succession planning & commitment to diversity. *Academic Leadership On-Line Journal* 7(2). ISSN: 1533-7812. http://www.academicleadership.org/emprical_research/623.shtml
- Betts, K. S. (2009). Changing higher education landscape: Increasing demand for online and blended Education. *Student Success*, April 2009, 11-14. Educational Policy Institute: Virginia Beach, VA. http://www.educationalpolicy.org/pub/studentsuccess/sspdfs/StudentSuccess_0904.pdf
- Betts, K. S. (2009). Online human touch (OHT) training and support: A conceptual framework to increase faculty and adjunct faculty engagement, connectivity, and retention in online education, Part 2. *Journal of Online Learning and Teaching*, 5(1), 29-48. ISSN: 1558-9528 http://jolt.merlot.org/vol5no1/betts_0309.htm

Publications 2008-09 (cont.)

Betts, K. S. (2008). Online human touch (OHT) instruction and programming: A conceptual framework to increase online student engagement and retention in online education, Part 1. *Journal of Online Learning and Teaching*, 4(3), 399-418. ISSN: 1558-9528.
http://jolt.merlot.org/vol4no3/betts_0908.htm

Betts, K. S. (2008). Beam me up Scotty: Online graduate co-op and professional development through simulation. World Association of Cooperative Education (WACE) & National Executive of the Australian Collaborative Education Network (ACEN) E-Proceedings, Sydney, Australia, ISBN 978-0-9805706-0-1, 35-40.
http://www.acen.edu.au/images/resources/conferences/wace_conference_08/e-proceedings.pdf

Betts, K. S., & Sikorski, B. (2008). Financial bottom line: Estimating the cost of turnover and attrition for online faculty and adjunct. *Online Journal of Distance Learning Administration*, 11(1).
<http://www.westga.edu/~distance/ojdla/summer122/betts122.html>
<http://www.westga.edu/~distance/ojdla/spring111/betts111.html>

Publications – Under Review

Betts, K., Hartman, K., & Oxholm, C. Re-examining & repositioning higher education: 20 economic and demographic factors driving online and blended program enrollments. Manuscript submitted for review.

Betts, K., & Lanza-Gladney, M. Academic Advising: Ten strategies to increase student engagement and retention by personalizing the online education experience through online human touch. Manuscript submitted for review.

Invited & Keynote Presentations 2008-10

Linking Effective Online Communication to Leadership and Career Development (Betts, K.S.) Office of Campus Activities, CEO Leadership Lecture Series, Division of Student Life and Administrative Services, Drexel University, Philadelphia, PA February 2010

Effective Communication in Online Education (Betts, K.S.). Instructional Technology Council, ITC Webinar, Washington, DC, January 2010

Emerging Trends in Online Academic Advising (Betts, K.S.) Distance Education Advising Commission, Webinar, NACADA, November 2009

Developing Brand Identity for eLearning Programs through Online Human Touch (Betts, K.S.) Pennsylvania/Delaware/New Jersey, 7th Annual Conference & Expo, Philadelphia, PA, November 2009

Keynote – Bringing Work-Integrated Learning to the Classroom through Learning Simulations (Betts, K.S.) VILÄR 2009: Verksamhets-Integrerat Lärande/ Swedish Conference on Work-Integrated Learning 2009. University West, Trollhättan, Sweden, December 2009

Keynote – Defining Times in Higher Education & Need for Quality Online and Blended Programs (Betts, K.S.) Iowa State University. Community Development On-line Master's Program Retreat. Great Plains IDEA. Sioux City, IA, June 2009

Keynote – Balancing Quality and Accountability with Increasing Demand for Online and Blended Programs (Betts, K.S.) Iowa Distance Learning Association. Annual Conference. Des Moines, IA, April 2009

Keynote – Best Practices for Transitioning On-campus Programs to Blended and Online (Betts, K.S.) Consortium of Psychiatric Rehabilitation Educators, Annual Symposium. Philadelphia, PA, October 2008

Invited & Keynote Presentations 2008-10 (cont.)

Moving Your Course or Training Program to Hybrid Format or Online - How to Get Started (Betts, K., Adtkins, K., & Scheuermann, M.) Institute on Innovation in Training and Teaching, Drexel University, Philadelphia, PA, September 2008

Building Community in Hybrid and Online Courses (Betts, K., & Scheuermann, M.) Institute on Innovation in Training and Teaching, Drexel University, Philadelphia, PA, September 2008

Online Student Services & Creating Community Among Adjuncts (Betts, K.S.) Online Services Ad Hoc Committee, Neumann College, Philadelphia, PA, August 2008

Keynote – Innovative, Engaging and Inspirational Instructional Strategies: Creating a Lifelong Bond with Online Students and Future Alumni (Betts, K.S.) Faculty Technology Showcase, Neumann College, Philadelphia, PA, May 2008

Dynamic Online Communities: Blending Blackboard and Second Life to Increase Online Student Engagement and Retention (Betts, K.S.) School of Education Faculty Speaker Series, Drexel University, Philadelphia, PA, March 2008

Refereed & Peer Reviewed Presentations 2008-10

High Impact Pedagogy: Bringing Online and Blended Courses to Life through Learning Simulation and Wimba (Betts, K.S.). Wimba Connect 2010, Orlando, Florida, March 2010.

Pay It Forward: The Future of Higher Education “Está en Sus Manos” (Betts, K., Chávez, J., & Rosario, V.). American Association of Hispanics in Higher Education. Costa Mesa, California, March 2010

Online First-Year Experience: Bring the Campus to Online Students (Betts, K.S.) 2010 NASPA Annual Conference, Chicago, IL, March 2010

Quality and Scaling: Oxymoron or Reality in Online Degrees at Non-profit Colleges and Universities (Hartman, K., Sutcliffe, S., & Betts, K.). 15th Sloan-C International Conference on Asynchronous Learning Networks, Orlando, FL, November 2009

Online Human Touch: Bringing the Campus to Online Students to Increase Student Engagement and Retention (Betts, K.S.). NACADA Annual Conference, National Academic Advising Association, San Antonio, TX, September 2009 Note: Selected by the NACADA Distance Education Advising Commission as one of its sponsored sessions

The Impact of Interactive Communication Tools in Online Learning Communities (Linardopoulos, N. & Betts, K.). International Conference on Information Communication Technologies in Education. Corfu, Greece, July 2009

Beam Me Up Scotty II: Learning Simulation “Strategies and Demonstrations” to Transform and Optimize Work-Integrated Learning (Betts, K., Lewis, M., Dressler, A., & Svennson, L.) 16th World Conference on Cooperative Education and Work Integrated Learning, World Association for Cooperative Education, Vancouver, Canada, June 2009

A Conceptual Framework for Drexel University's Higher Education Online Graduate Co-op (Betts, K.S.) 16th World Conference on Cooperative Education and Work Integrated Learning, World Association for Cooperative Education, Vancouver, Canada, June 2009

Online Human Touch: Strategies to Increase Student Engagement and Retention in Online Education (Betts, K.S.) Retention 2009, Educational Policy, New Orleans, LA, May 2009

Refereed & Peer Reviewed Presentations 2008-10 (cont.)

Drexel Difference: Bringing the Drexel Campus & Support Services to Online Students Worldwide (Betts, K., Maley, A., Siftar, T., Bohrer, K., & Rocca, L.) 7th Annual eLearning 2.0 Conference, Drexel University, Philadelphia, PA, March 2009

Online Human Touch: Personalizing the Online Educational Experience (Betts, K.S.) eLearning 2.0 Conference, Drexel University, Philadelphia, PA, March 2009

Incorporating Online Human Touch (OHT) Instruction and Programming to Increase Online Student Engagement and Retention (Betts, K.S.). EDUCAUSE, Philadelphia, PA, January 2009

Online Faculty & Adjuncts: An Institution's Greatest Resource & Key to Student Retention (Betts, K.S.). U.S. China Virtual Symposium. Drexel University, World Bank Institute's Global Development Learning Network in Beijing, China, and Wainhouse Research. Philadelphia, PA & Beijing, China, November 2008

Transitioning On-Campus Programs to Blended and Online: Strategies to Avoid Financial Quicksand and Build Sustainable Programs with High Student Retention Rates (Betts, K.S.). U.S. China Virtual Symposium. Drexel University, World Bank Institute's Global Development Learning Network in Beijing, China, and Wainhouse Research. Philadelphia, PA & Beijing, China, November 2008

Online Communities: Beyond the Bells and Whistles & Lessons Learned (Betts, K.S., Fey, S., & Rhoda, K.). 14th Sloan-C International Conference on Asynchronous Learning Networks, Orlando, FL, November 2008

Online Graduate Co-op and Professional Development through Simulation (Betts, K.S., Clothey, R., & Furman, L.). 2008 World Association of Cooperative Education (WACE) Asia Pacific Conference, Sydney, Australia, September 2008

Next Frontier: Using Simulation in Online Courses to Develop "Real-life" Skills (Betts, K.S.) International Teaching & Learning Conference, Jacksonville, FL, April 2008

Innovative Online Services: Key to Engagement and Increasing Student Retention (Betts, K.S.). 6th Annual eLearning Conference at Drexel University. e-Learning 2.0, Philadelphia, PA, March 2008