

Employer Perceptions of Online Degrees for Obtaining Employment



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Purpose of The Study



- The demand for educated workers in the private sector.
- Employer concerns about an online degree versus a traditional degree.
- Employer perceptions.
- Categories for consideration: interaction, quality, and reputation, skills, and experience.



Significance of Online Learning for Working Adults



- Innovations in educational delivery mechanisms such as the Internet and the World Wide Web.
- Half of the households in U.S. are taking online courses.
- The discussion component of online learning contributes more to student learning.
- Experts predict online education will grow exponentially by 2014.



Benefits of Online Learning



- Increasingly significant number of students that prefer online learning.
- No training required.
- Electronic communication (via online forums, email, text messaging, online video/live sessions)
- Flexibility as it relates to school, work and family schedule.
- No traveling.

Controversies About Online Education



- Do educational outcomes match those of traditional outcomes?
- How will recipients of online degrees be perceived by employers?
- The importance of accreditation.
- Reputation and quality.
- Learning and Interaction.

Improving Learning Interaction and Classroom Experience for Students



- Online learners are more proactive in the online classroom.
- Learners value the experience of sharing their views and learning from each other.
- The online classroom has control mechanisms.
- Online learners adhere to high standards by working at their own pace.

Maintaining Online Students Engaged



- Quality of faculty feedback
- Taxonomy of feedback

Obtaining Employment



- Equal employment opportunities
- Employer's perceptions as a result of promotional efforts from the online institutions.

Survey Conducted



- Employer Survey-currently distributing 16,000 online surveys to employers in the Southeast United States.



Results of the Study



- We are attempting to measure the types of occupations they hire.
- What are their perceptions of online degrees?
- How they perceive the quality vs. traditional education?
- How well employees from online degrees perform compared to traditional programs?
- How are the interview skills of the online programs?



Results of the Study



- Do they currently have employees who have online degrees?
- Do these organizations use currently use online training for their existing organizational needs?
- Would they prefer to send employees to on ground training or on line training?

Questions

