



# Program Development Guide

Building a Successful Online Program



[sixredmarbles.com](https://sixredmarbles.com)



# PROGRAM DEVELOPMENT GUIDE

## Building a Successful Online Program

Successful online programs require strategic design, engaging student experiences, and seamless faculty integration.

At **Six Red Marbles**, we help institutions create scalable, high-quality online programs that drive student success.

Our team of instructional designers, media experts, and user experience designers partners with universities to build future-ready online programs that meet institutional goals while enhancing student engagement.



**Defining Your Program Goals**



**Structuring the Curriculum**



**Faculty & Instructional Support**



**Student Experience & Engagement**



**Implementation & Program Rollout**



**Online Program Evaluation Worksheet**



**FAQ**



# Defining Your Program Goals

## CLARIFY PROGRAM FOCUS



### Who is the program for?

Identify target students and define relevant career pathways.



### What outcomes matter?

Establish clear learning goals and align them with career readiness.



### What differentiates the program?

Position your program competitively by highlighting unique strengths.

## ESTABLISH KEY COMPETENCIES

Focus on skills-based learning with clear, measurable outcomes.

### DEFINE THE SKILL

- Focus on what students need to do, not just what they should know.
- Think in terms of actions and outcomes (e.g., develop a plan, analyze data, lead a team).

### DESIGN THE LEARNING EXPERIENCE

- Choose active methods that mirror real-world tasks.
- Case studies, simulations, labs, role-playing, leadership training, etc.

### ALIGN ASSESSMENT TO PERFORMANCE

- Use authentic assessments that reflect real application.
- Capstone projects, reports, scenario exams, peer feedback.



# Structuring the Curriculum

## Build Skills Over Time with a Clear Progression

To support real-world outcomes, students need a deliberate path to mastery. We recommend a structured, skills-based progression that unfolds across terms.

### How It Works:

Each skill follows a three-step development model:



#### Introduction

Students are exposed to new concepts.



#### Reinforcement

Students apply and deepen understanding.



#### Proficiency

Students demonstrate independent mastery.

This scaffolded approach builds confidence and competence over time.

## Key Competencies in Action

Curriculum might be designed to help students grow in these essential areas:

-  Strategic Planning
-  Data Analytics
-  Leadership Skills

Each skill is introduced, reinforced, and mastered at different points so students are always building on what they've learned.



# Faculty & Instructional Support

We offer customized faculty training and engagement, including:



Interactive training workshops on best practices for online instruction



LMS training & course setup assistance



Ongoing faculty coaching for online teaching effectiveness





# Student Experience & Engagement

## Designing for Student Engagement

Strong engagement strategies improve retention, student satisfaction, and success rates. Creating a sense of community is key to keeping students connected and engaged in their learning journey.

### Consider:

- Live sessions, discussion forums & collaboration
- Gamification elements for interactive learning
- Adaptive learning pathways



## Checking for Academic Integrity

Build engaging, competency-based assessments that drive skill development.

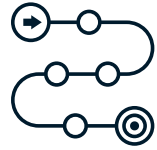
<b>Grading Policies</b>	Clear expectations & rubric
<b>Assessment Methods</b>	Projects, case studies, peer reviews, and more
<b>Integrity Tools</b>	Plagiarism detection & remote proctoring options



# Implementation & Program Rollout

## Course Development & Launch Timeline

Every institution has unique needs, but successful program development follows a structured process. Here's a roadmap to ensure a smooth rollout:



## Planning

- Define program goals, learning outcomes, and target students
- Conduct market research to identify audience demand and competitive positioning
- Identify faculty, SMEs, and instructional designers
- Prioritize budget and resource investment for greatest impact
- Develop framework for optimal student engagement

## Course Design & Development

- Develop content, assessments, and interactive elements
- Align with accessibility and inclusivity best practices
- Build and integrate course materials into the LMS

## Training

- Faculty training & LMS setup
- Upload courses and configure LMS settings
- Conduct faculty training on online instruction

## Final QA and Launch Prep

- Review content for accuracy and usability
- Verify links, dates, and settings in the LMS

## Launch

- Program launch & continuous improvement
- Monitor student engagement and performance
- Gather faculty and student feedback
- Adjust and refine content based on insights



# ONLINE PROGRAM EVALUATION WORKSHEET

- ✦ Use this worksheet to assess your current online program's strengths, identify areas for improvement, and determine how to enhance student engagement and success.

## PROGRAM SNAPSHOT

**Program Name:** \_\_\_\_\_

**Primary Audience:** \_\_\_\_\_

**Delivery Mode:**  Fully Online  Hybrid  Blended

**Total Courses:** \_\_\_\_\_

## CURRICULUM & COURSE DESIGN

**Are learning objectives clearly defined?**

Yes  No  Needs Work

**Do courses follow a structured skill progression?**

Yes  Somewhat  No

**Is the curriculum adaptable to different learning styles?**

Highly  Somewhat  No

💡 *Consider aligning courses with skill progression and diverse learning needs.*

## STUDENT ENGAGEMENT & SUPPORT

**Are active learning strategies (discussions, projects, peer collaboration) used?**

Frequently  Occasionally  Rarely

**Do courses include engaging multimedia (video, animations, interactives)?**

Yes  No  Needs Improvement

**Is student engagement tracked?**  Yes  No

💡 *Enhancing engagement improves retention and student success.*

## FACULTY SUPPORT & READINESS

**Are faculty trained in online teaching best practices?**

Fully  Partially  No Training

**Do faculty receive ongoing instructional design support?**

Yes  Somewhat  No

 *Providing ID training strengthens online instruction.*

## ASSESSMENT & LEARNING OUTCOMES

**Are assessments aligned with course objectives?**

Strongly  Somewhat  Needs Work

**Are a variety of assessments used (projects, peer reviews)?**

Yes  No

 *Diverse assessments improve student learning and competency evaluation.*

**Are grading policies and integrity measures in place?**

Yes  No

## LMS & TECHNOLOGY INTEGRATION

**Is the LMS user-friendly and fully integrated?**

Highly  Somewhat  Needs Work

**Are AI/adaptive learning tools used for personalization?**

Yes  No  Considering

**Do students & faculty receive sufficient LMS & tech support?**

Yes  No

 *A streamlined LMS experience supports student success.*

## Next Steps

Top 3 areas for improvement:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_



## FAQ

**Q: How does Six Red Marbles collaborate with faculty during course development?**

**A:** We engage closely with faculty to ensure their expertise and insights shape the course content. Our collaborative process includes regular consultations, feedback sessions, and workshops.

**Q: How frequently should courses be updated?**

**A:** We recommend a multi-tiered approach to course updates:

- Per Academic Term: Review and adjust course materials at the start of each term to ensure alignment with current academic calendars and any recent developments.
- Annually: Conduct a comprehensive review to assess content relevance, incorporating new research findings, technological advancements, and pedagogical strategies.
- Every Three Years: Perform an in-depth program review to evaluate and refresh the curriculum, ensuring it meets evolving educational standards and industry requirements.

**Q: Which Learning Management Systems (LMS) does Six Red Marbles support?**

**A:** Our team is proficient in working with all major LMS platforms, including Canvas, Brightspace, Blackboard, Moodle, and more. We also accommodate proprietary LMS platforms as per client requirements.

**Q: Can Six Red Marbles develop or update courses directly within our LMS?**

**A:** Yes, we can develop and update courses within your LMS environment. Our flexible approach ensures that we adapt to your institution's preferences and technical infrastructure.



**Q: Who retains the intellectual property rights for content developed by Six Red Marbles?**

**A:** All content we create for our clients is owned by the client.

**Q: Does Six Red Marbles reuse content developed for other clients?**

**A:** No, we customize all content to meet the specific needs and objectives of each client.

**Q: How does Six Red Marbles collaborate with internal instructional design teams?**

**A:** We offer flexible collaboration models, including staff augmentation, semester preparation, consulting services, and course reviews.

**Q: Can Six Red Marbles assist in incorporating Artificial Intelligence (AI) into our courses?**

**A:** Absolutely. Our AI-Enabled Services include consultation, development and implementation, AI-generated content, AI strategy building, and AI-based automation.

**Q: Is it too late to transition our courses to an online format?**

**A:** Not at all. The trend toward online education continues to grow, and we can assist in establishing a robust online learning ecosystem tailored to your institution's needs.

**Q: What types of analysis does Six Red Marbles provide?**

**A:** We offer comprehensive analytical services, including LMS Review, Student Learning Experience Analysis, and Cognitive Load Analysis.



HIGHER EDUCATION, ELEVATED:  
Smarter Course Design for Student Success.

**Get In Touch**

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Let's work together to build a **dynamic, student-centered online program** that prepares learners for success. Fill out [this form](#) or scan the QR code above to get started.