Finding and Motivating Experienced Instructors for Online Courses

When a continuing education organization wants to start or expand a non-credit online engineering program, finding quality instructors is one of the major hurdles. University faculty may not want to add more instructional time to their schedules, and industry professionals often do not have sufficient instructional experience. Therefore, traditional instructor recruitment models do not work. The solution starts with identifying key attributes for the instructor search and knowing where to look for those who fit those characteristics. Next, prospective instructors should be given incentives that motivate them to join the online faculty and to promote the courses through their networks, and thus create a win-win business model. Finally, these new online faculty members should be given some aid in transferring their face-to-face instruction to an online format that address the needs of a global workforce.