



*So, tell me again why  
we don't have faculty who are  
Certified Online Instructors?*

## **Certified Online Instructor (COI)**

*the leading designation for online faculty in higher education*



*"Information That Works!"*

# Certified Online Instructor (COI)

Dear Administrator:

Faculty professional development is one of the top issues right now with teaching online and hybrid classes.

Give your faculty the competitive edge to keep your pedagogy current, your course quality high, and to meet the demands of the new Net generation coming into higher education.

That's why more universities and colleges have one or more faculty with COI certification. COIs model best practices, train other faculty, and provide valuable input on your decision making.

Professors rate COI superior to other programs. For group discounts of registering ten or more faculty for COI, call us at 800-678-5376 or send e-mail to *info@lern.org*.

We look forward to serving your institution.



William A. Draves  
President, Learning Resources Network

# Certified Online Instructor (COI)

*Now you can gain the professional development you want, and receive the recognition you deserve. Taught by the leading authorities in the field, the COI is the leading certification for online faculty.*

## Who should participate

Any person who is teaching online should participate. The designation is relevant for faculty teaching totally online, and faculty teaching hybrid or blended courses. The COI designation was created for faculty in higher education, but other teachers are eligible for the program as well.

## Why you should participate

There are two reasons why you should participate in the COI program:

- **Demonstrate your knowledge.**

You can demonstrate to others in your institution that your knowledge about online teaching is benchmarked with a standard of achievement developed by the leading thinkers and practitioners in the field.

- **Document your expertise.**

Perhaps the biggest reward is the internal satisfaction of having achieved this level of knowledge skills.

## Unique Benefits

1. Your instructors are the foremost authorities in online learning.
2. You get your own online course personally critiqued.
3. Your students provide feedback and comments.
4. Take home a framed certificate and a real medal.
5. You earn the right to have the initials COI after your name.



*“I highly recommend the COI program to everyone interested in online teaching and learning. I give it the maximum five-star rating.”*

**David White, COI,**  
*Southwest Missouri State University*



*“I am very proud of my certification and I thank you personally for the ‘spark’ you gave me in online learning.”*

**Kristin Hokanson, COI,**  
*Notre Dame Virtual School*

## Taught by the foremost authorities in online learning

- **Rena Palloff and Keith Pratt, nationally renowned consultants and authors of *Building Learning Communities in Cyberspace***
- **William A. Draves, internationally known speaker and author of *Advanced Teaching Online***
- **Dr. Rita Marie Conrad, nationally known expert in online student engagement and designing online instruction, author of *The Faculty Guide to Moving Teaching and Learning to the Web***

## Time to Complete

Participants average six months to complete the COI but it can be finished in as few as three months. You have up to two years to complete the program.

## Requirements

1. Take our three core one-week online courses.
2. Teach at least two online courses yourself.

3. Have your online course critiqued.
4. Have your students evaluate your online course.
5. Pass a 50-question knowledge test.

## Award

Upon completing the requirements for the Certified Online Instructor designation, you will receive:

- **A framed certificate.**
- **Approval to use the initials COI after your name.**



- **A letter and/or press release to your institution.**
- **Listing on our faculty web site.**
- **A medal with ribbon, suitable for framing.**

## COI Faculty Advisory Committee

Dr. Mary Dereshiwsky, COI (Chair), Northern Arizona University

## About the COI designation

The Certified Online Instructor designation has been created to serve faculty in higher education and others teaching online who want to gain recognition for their knowledge skills.

The designation was created by a Faculty Advisory Committee working with outstanding experts in online learning engaged in writing and consulting on teaching online.

The designation is a voluntary program. It is not a license. It does not substitute for any other professional degree or program. COI recognition comes from the Learning Resources Network (LERN), an international education association. More than 6,000 faculty have taken online courses from LERN, making us the leading provider of online professional development for faculty in higher education.

## COI Program Requirements

### 1. Completion of our three core online courses.

- Teaching Online, offered 3 or more times a year. To pass the course, you will need to a) make one comment a day for five days; b) take each daily self quiz, passing grade is 80% (you may retake the quiz until you pass).
- Designing Online Instruction, offered twice a year. To pass the course, you will need to a) respond to discussion activities daily; b) write a daily journal; c) develop an abbreviated course plan.

- Building Learning Communities in Cyberspace, offered twice a year. To pass the course, you will need to a) facilitate one day of discussion; b) act as a key observer on an additional day of discussion; c) write a daily journal and summary reflection.

**2. Teach at least two online courses yourself.** Simply provide documentation that you have taught at least two online courses. Teaching the same course twice is acceptable. A brochure description, web site, internal list, or web access to the courses will suffice as documentation.

**3. Pass a 50-question knowledge test.** The test is based on the critical knowledge areas covered in the three online courses. You may retake the test a second time if necessary. The test can be proctored locally or taken online using a proctor.

**4. Have your students evaluate your online course.** You will be given a URL and a code. Your students do a two-question online evaluation anonymously. Student evaluations alone will not disqualify a teacher from COI designation.

**5. Have your online course critiqued.** Simply provide us with the URL, username and password to access your course. The course can be critiqued before, during or after it is offered.

## A few institutions with COI:

University of Utah  
Allegany College  
University of Alaska Fairbanks  
Appalachian Technical College  
Atlanta Technical College  
Augusta Technical College  
Bainbridge College  
Bethany College  
Black Hills State University  
Center for Inquiry-Based Education  
College of Technology  
Compass Knowledge Group  
Conscious Living Strategies  
Daymar College  
East Central Technical College  
Eastern Illinois University  
Eastern New Mexico University-Roswell  
Flint River Technical College  
Fort Hays State University  
Fort Jackson  
Friends University  
Georgia Virtual Technical College  
Griffin Technical College  
Heart of Georgia Technical College  
Indiana University at South Bend  
ITT Technical Institute  
Jacksonville State University  
Keystone College  
Lakeland Community College  
A. C. Swanson & Associates  
Aakers Business College  
AeroThrust Corporation  
Mid-State Technical College  
Middle Tennessee State University  
Mississippi State University  
Southwest Missouri State University  
New Mexico State University Carlsbad  
New Mexico State University at Alamogordo  
Northern Arizona University  
Northwest Technical College  
Northwestern College  
Notre Dame Virtual School  
Ogeechee Technical College  
Ozarks Technical Community College  
Paine College  
Palm Beach Community College  
Piedmont College  
Pratt Community College  
Seminole Community College  
Siena Heights University  
Somerset Community College  
Sonia Ford  
South Texas Community College  
Spartanburg Technical College

St. Joseph's University  
Stark State College  
Sullivan University  
Texas Women's University  
Tuscarora Intermediate Unit 11  
University of Alabama Huntsville  
Washington State Community College  
West Georgia Technical College  
West Central Technical College  
University of South Carolina  
University of Texas Health Science Center at San Antonio  
University of Texas Health Science Center  
University of Missouri St. Louis

## How to Apply



**ONLINE:** Just go to [www.lern.org/faculty](http://www.lern.org/faculty) and look for the COI designation. You can apply online.



**MAIL:** Fill out the application form below and mail it to us at LERN, PO Box 9, River Falls, WI 54022.



**PHONE:** Call us at 800-678-5376 weekdays between the hours of 8 am and 5 pm Central Time.

## Cost

The cost is just \$795 including the three online courses, textbooks, exam, course critique, medal, plaque and press release.

## Group Discount

If you have ten or more faculty, a group rate is available. Please email Tammy Peterson at [TammyP@lern.org](mailto:TammyP@lern.org) for a group rate.

## Questions?

Just call us at 800-678-5376 or send e-mail to [chris@lern.org](mailto:chris@lern.org).

# Certified Online Instructor (COI) Application

Name \_\_\_\_\_ SC# (from mailing label) \_\_\_\_\_

Department (if any) \_\_\_\_\_

Institution \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_ ZIP/Postal Code \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail Address \_\_\_\_\_

## Please check:

\$795 check, PO or credit card information enclosed.



Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_

Cardholder's Name (please print) \_\_\_\_\_ Cardholder's Signature \_\_\_\_\_

*“You are making a great contribution to education by making all this available and being there for us.”*

**Roger Ochse, COI,  
Black Hills State University**

# The leading certification for online faculty

Taught by the leading authorities in the field, the Certified Online Instructor (COI) designation gives you the expertise to offer your students the ultimate learning experience. As a COI, you will learn internet-specific techniques for designing courses, promoting collaborative learning, assessing students in a virtual setting, and more.



Electronic learning is different from learning in a face-to-face classroom – and instructors need special skills to ensure the success of their students. The COI gives you that knowledge. In today’s increasingly complex and highly-specialized world, this credential gives you the expertise and recognition you deserve.

## Share this with your faculty!

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