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Nota di contenuto	Introduction -- Strategies to advance innovation in online education -- Lessons learned at Penn State World Campus -- Craig Weidemann -- Establishing an innovation vision -- Shannon Riggs, Lisa Templeton, Alfonso Bradoch, Jessica Dupont, Dianna Fisher, and Kathryn E. Linder -- Innovative financial models -- Rovy Branon, Lisa Templeton, Nelson C. Baker, and Kathryn E. Linder -- Innovation via consortium -- Brad Wheeler, James Hilton, Lois Brooks, and Dave King -- Effectively leading innovation -- Tom Cavanagh and Luke Dowden -- Making innovation stick -- Phil Regier and Kathryn Scheckel -- Assuring quality while creating and innovating -- Kay Shattuck and Deborah Adair -- Supporting creativity and innovation through professional development and community building -- Jill Buban, Cali M.K. Morrison, Karen L. Pedersen, Amy Claire Heitzman, and Julie Uranis -- Conclusion: creating your innovation action plan -- Kathryn E. Linder and Rolin Moe.

Sommario/riassunto   The Business of Innovating Online responds to a critical need for concrete narratives of innovation success that can serve as a foundation for administrators and leaders who are in need of practical guidance as they scale and grow their online learning organizations. Through specific examples and practical suggestions from experienced e-learning leaders, readers will be introduced to concrete strategies for how to create a climate of creativity and innovation that can lead to more successful and scalable online programs and initiatives. The Business of Innovating Online demystifies the relationship between business, creativity, and innovation by describing the logistics required to create an agile online education enterprise. Topics discussed will include:- Defining innovation and creativity for online education and e-learning- Knowing when and how to innovate- Creating a culture of innovation- Effectively leading innovation- Collaborative innovation- Making innovation stick and transitioning innovative strategies into day-to-day practice- Assuring quality in the midst of innovation- Staffing structures/administrative stability to support creativity and innovationThe Business of Innovating Online provides both novice and experienced online education administrators with a comprehensive overview of a range of online innovations, how they came to be created, the components that led to their success, and concrete steps that they can take to create a more innovative culture for their own e-learning organization.