Objective: Many online classes have traditionally consisted of little more than videotaped lectures and/or narrated PowerPoint lectures. However, with varied student demographics including dual-listed high school students, undergraduates, and mid-career professionals pursuing degrees in public health, employing a variety of techniques helps to address learning style differences while ensuring attainment of core principles and public health competencies. Methods: This paper summarizes experiences in the online Master of Public Health program and supporting undergraduate programs at the University of West Florida utilizing a mosaic of instructional techniques such as web conferencing, blogs, podcasts, virtual worlds and popular media (NPR audio, PBS, YouTube, CNN video, newspaper websites, and associated archives). In addition, new advising strategies based on social networking sites such as Facebook and MySpace are discussed. Feedback from faculty and students on best practices are presented, along with related best practice strategies addressing general academic integrity issues in online courses and programs.

Learning Objectives:
Describe best practices of online strategies to increase student engagement and retention
Identify potential uses of social networking sites for streamlining advising and recruitment
Evaluate strategies for addressing general academic integrity issues

Keywords: Distance Education Development, Information Technology

Presenting author's disclosure statement:
Qualified on the content I am responsible for because: I have been teaching online courses for the past four years and have received excellent evaluations on my methodologies.
Any relevant financial relationships? No

I agree to comply with the American Public Health Association Conflict of Interest and Commercial Support Guidelines, and to disclose to the participants any off-label or experimental uses of a commercial product or service discussed in my presentation.