**Scenarios for the ‘How to be a Successful Programme Director’**

**All of the following scenarios are scenarios that I have had or am currently facing.**

1. It’s March ‘14, your launching a new programme on 1st July 2014. You have a target of 20 students. So far you have 4 offers out and no accepts. What do you do?
2. Your course administration team are extremely professional but ‘passive resistors’, they are reluctant to embrace change, particularly technological change. How do you convince them that they need to change from sending emails 5 or 6 times a day to students to professional newsletters, facebook notifications and tweets to your generation Y students?
3. A dissatisfied group of students are running a very aggressive and negative campaign against aspects of your programme through social media. Do you respond and if so how?
4. A lecturer consistently receives poor feedback yet they seem unconcerned. How do you support the lecturer or do you ask for them to be removed from your programme?
5. A member of your teaching team has embraced technology and uses online discussion forums, synchronous webinars, asynchronous videos, highly interactive lectures and MCQ databanks for formative assessment. The rest of the team are lagging far, far behind. Do you encourage them to continue to enhance their course? How do you encourage others to embrace technology? Would you ask them to scale back their use of e-learning tools?
6. It is March ’14, a student is either not submitting or failing every assignment, your course fees are £38,000 and it is highly unlikely that this individual is going to complete the 18 month programme. What do you do?
7. You receive regular calls from practitioners in your field and/or from alumni who ask if they can come and give guest lectures to your students. How do you decide whether to accept or not? What are the risks?
8. Your students are expecting to get internships or placements of some sort as part of the programme. For 20% of the class these internships have not materialized, how do you manage the student expectation?
9. You have decided to put the course through major review with the expectation that you will launch a new programme in 2017. Where do you start?
10. A student who failed the course a year ago has started sending you and your team highly abusive emails. What do you do?