

## LTU Online Program Ranks 6th Highest in National Survey

Local school Lawrence Technological University's online bachelor's degree program was recently honored by *U.S. News and World Report's* national survey of the country's higher institutions of learning.

LTU's program was ranked sixth in the national survey, which rated online programs on factors such as best practices, graduation rates, student indebtedness, and academic and career support services offered to students.

LTU's online bachelor's degree program scored highest in the entire country for its level of student engagement.

Associate Provost Alan McCord, who was responsible for creating the Southfield school's online program in 2006, said the online faculty members all teach their courses on campus.

"We believe that one of the reasons that our online faculty engage with our students so well is that they also engage with them in the classroom," McCord said.

Lawrence Tech's online programs are designed with a focus on high quality, small class sizes, online faculty presence, student engagement, and a "theory and practice" approach consistent with the university's motto, McCord said.

LTU faculty members receive specialized training and professional development to build their online teaching skills.

They are supported by an experienced group of instructional developers – two with Ph.Ds – videographers, and assessment specialists.

During the 2012 fall semester, 285 of the 696 Lawrence Tech students enrolled in online classes were undergraduates.

Lawrence Tech also was ranked in three other online categories in the national survey.

Online graduate engineering programs were rated as number 32. Online graduate business programs finished 119. And Online graduate education programs placed at 138.



Uconnect Via Mobile affords in-vehicle access to leading Internet radio apps

## Dealer-Activated Navigation Means No Driver Left Behind

Chrysler chose the venue of the 2013 Consumer Electronics Show (CES) in Las Vegas last week to announce the introduction of a couple of new features – Internet radio and dealer-activated navigation – to the company's Uconnect Access system.

In an industry first, Chrysler Group dealers can activate navigation functions in vehicles equipped with certain Uconnect systems. Uconnect offers navigation capability, but not all customers choose the option at the time of sale.

"Sometimes customers don't realize what they want until they need it," says Marios Zenios, vice president – Uconnect Systems and Services.

"That's fine. We can help. With dealer-activated navigation, we are adopting a 'no-customer-left-behind' attitude."

Dealer-activated navigation, featured here at the 2013 Consumer Electronics Show, makes its debut this year. It will be initially available on the 2013 Ram 1500 full-size pickup, SRT Viper and the 2014 Fiat 500L.

Because the necessary hardware already is included in the vehicle, dealer-activated navigation affords a major convenience over portable devices, which result in clutter and require charging or smartphone data plans – or both.

Dealer-activated navigation boasts the same map data as pre-ordered systems, including points of interest, junction views, lane guidance, speed-limit information, intersection zoom and trip programming.

In addition, dealer-activated navigation features turn-by-turn audio instructions to further encourage drivers to keep their focus on the task at hand – driving.

Dealer-activated navigation bodes particularly well for used-car buyers, Zenios says.

Using Uconnect Access Via Mobile, which builds on the Uconnect brand's philosophy of sensible connectivity management, drivers with the system will be able to accommodate in-vehicle enjoyment of popular Internet Radio apps.

"The Uconnect team at Chrysler Group is committed to delivering connectivity solutions that enable drivers to further enjoy the in-vehicle experience without compromising the task at hand, which is driving," says Zenios.

"Our introduction of Uconnect Access Via Mobile is consistent with this goal."

Vehicle applications will be revealed closer to launch.

The new feature, which accommodates updates, integrates Aha, iHeartRadio, Pandora Internet Radio or Slacker Radio apps with the vehicle's Uconnect Access system. Content is streamed through the customer's existing smartphone data plan, leveraging the high-quality sound systems featured in all Chrysler Group vehicles equipped with Uconnect Access.

Content personalization is easy. With Pandora, for instance, drivers can register their preferences by hitting the app's familiar buttons – "thumbs up" or "thumbs down" – which are displayed on the touch screen.

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