

# Abstract

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## **Toward Effective Implementation of Distance Education Strategy**

The recent rapid development in educational technology has resulted in virtual approaches of teaching and learning options available to educational organizations around the world. Teaching approaches that were generally accepted in the 1940s, 1950s are no longer acceptable today because of low cost effectiveness, greater access to new technology, awareness of the advantages of a more student centered approach to learning, the increasing demand on more flexibly delivered technology based courseware. In 1960s, some educational organizations were interested in delivering learning programs that differ from a traditional teacher centered model. With the beginning of the new millennium, technology has the potential to dramatically alter the face of higher education. Now, there is a great demand on distance learning programs that are particularly appropriate for those who cannot attend a traditional college university. In response to this demand educational organizations should put in place effective distance education strategies. This paper presents the main differences between face-to-face and distance learning then the incentives that encourage faculty to develop educational opportunities via distance and obstacles that discourage them from doing so will be presented. Some of the challenges that face the implementation of distance learning will be discussed. The paper also stresses on the involvement and development of the faculty members to be ready to teach via distance. Finally, a three processes plan to implement distance education project will be suggested.