

UM eLearning



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Vision

UM System will be the **premier eLearning provider in Missouri** and contiguous states in respect to the quality of programs, courses offered and the number of learners served.

Our initial focus will be on adult and traditional learners to meet the workforce needs of the state of Missouri and beyond while reaching a goal of at least **25,000 new learners by 2025.**



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Objectives



Serve new students including adult learners and traditional students through eLearning.

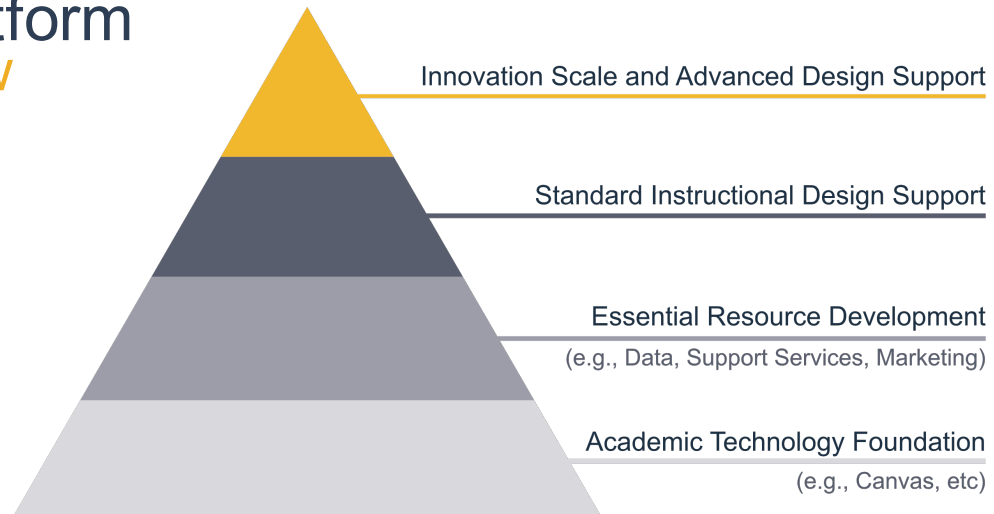


Design online programs and stackable certificates to meet the workforce needs of the state.




Increase net revenues from online programs to invest in research and teaching missions.

Platform How



Student Benefits

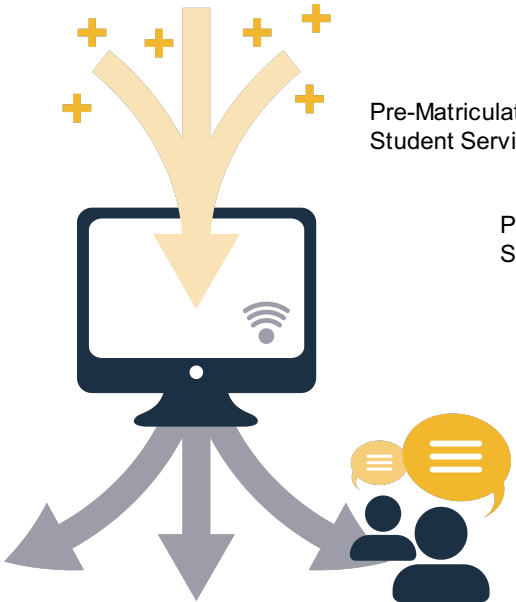


- High-Quality Courses
- Tutoring Services
- IT Support
- Test Proctor Savings
- Learning Analytics Tools
- eLearning Platform Services

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Student Support



Pre-Matriculation Student Services

Post-Matriculation Student Services

Enrollment Management

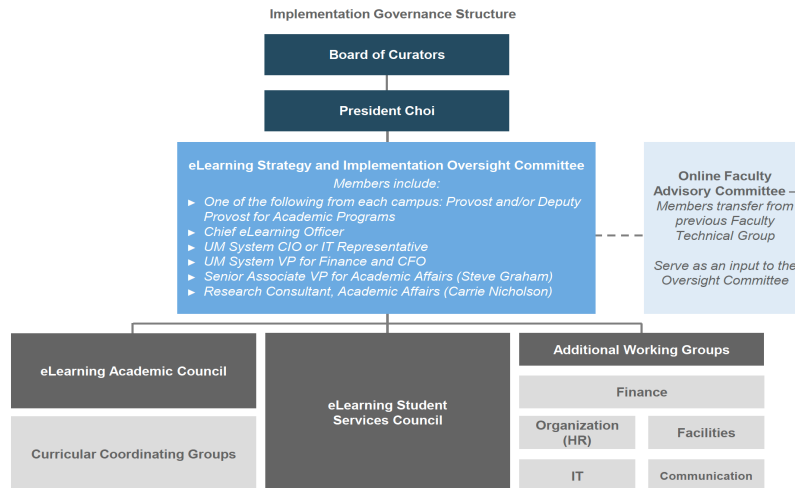
Success Coaching

Other Support Services

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eLearning Governance Structure



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eLearning Strategy & Implementation Oversight Committee

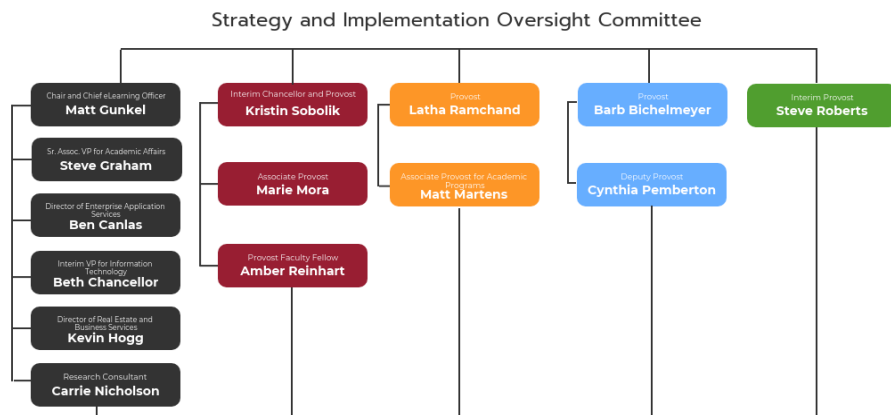
- Decision making committee of eLearning
- Comprised of Provosts/Associate Provosts from all 4 campuses, along with system CIO, CFO, and others
- 3 current workstreams
 - Revenue model
 - Branding
 - Program migration process

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eLearning Initiative Governance Structure



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eLearning Academic Council

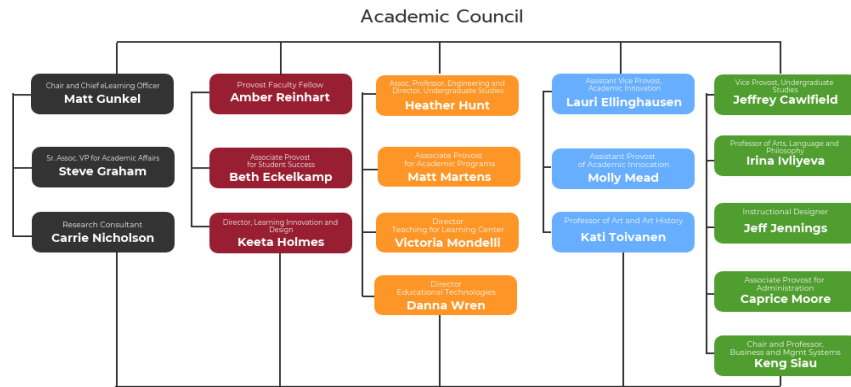
- Comprised of Associate Provosts, Online Learning Leaders, and Campus Faculty
- Develops materials and makes recommendations to the Oversight Committee
- 4 workstreams
 - Program Identification
 - Course Quality
 - Faculty Incentives
 - Faculty Development

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eLearning Finance Committee

- Discusses all financial decisions related to eLearning in terms of the revenue model and pricing
- Comprised of CFOs from each campus, Ryan Rapp, and Kevin Hogg

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Online Faculty Advisory Committee

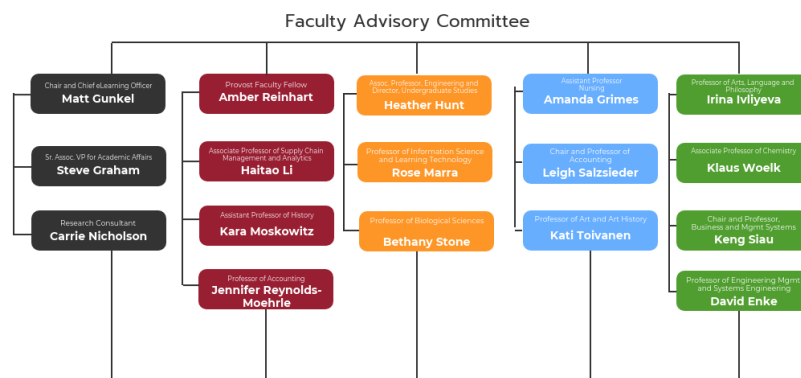
- Formerly the Faculty Technical Team
- Comprised of faculty members with significant experience teaching in an online format as well as those with active research interests in the area.
- Work toward determining innovative ways to achieve the scale desired in UM's vision for our eLearning initiative

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Planning/HOW

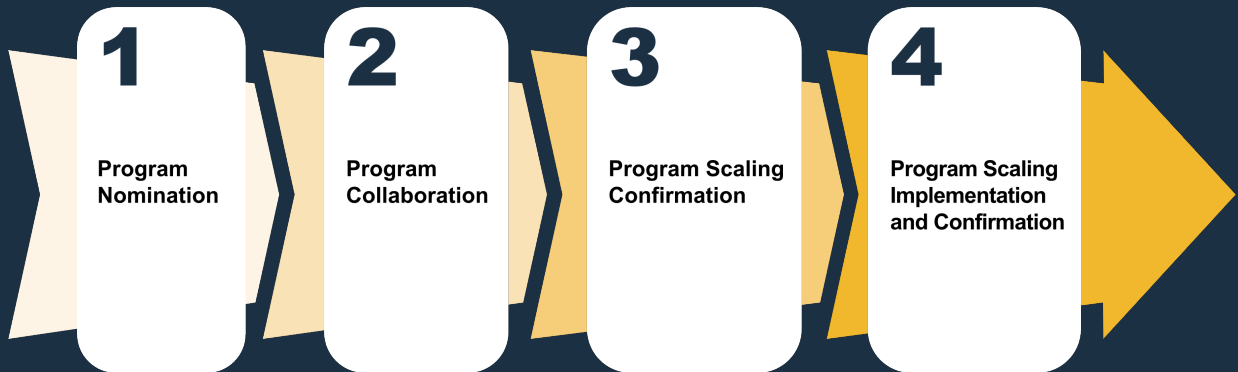
- Branding Request for Product (RFP)
- Financial Model
- Priority Programs for Scale



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Programs in Phases



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Move to Scale



Marketing & Lead Generation



Direct to Consumer Marketing



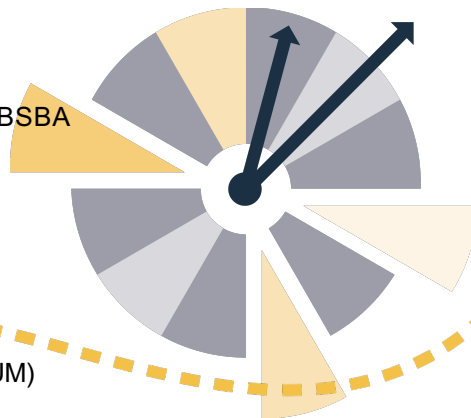
Course Development and Instruction

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UMKC Cohort Year 1 (preliminary)

- Business, MS (Stackable Certificates)
 - Block School of Management
- Business Administration, Entrepreneurship, BSBA
 - Bloch School of Management
- Liberal Arts, BLA
 - College of Arts and Sciences
- Nursing RN to BSN
 - School of Nursing and Health Studies
- Social Work, MSW
 - College of Arts and Sciences
 - (Collaborative with other universities in UM)
- PK-12 Educational Administration, Ed Sp
 - School of Education
 - (Collaborative with other universities in UM)



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