Student Recruitment and Retention Retreat
July 9, 2015

Toward an eLearning Campus of Excellence

Before we begin: Test your knowledge

In the Fall of 2014, there were 3,546 course sections offered at UMKC. How many or what percent were online?

307 or ~9%

We have room to grow online!

What does the acronym SARA stand for?

State Authorization Reciprocity Agreement – the agreement that allows schools like UMKC to offer online degrees to students living outside of the State of Missouri. If you are not authorized to offer degrees to students residing in other states and do so, it can lead to BIG TROUBLE!

We have to know and follow the rules and standards that apply to online course and program delivery!

Big Question???

• Is there a need more online courses at UMKC?
  • 2014/2015 Student Survey - What the students said?
    • A majority of UMKC students responding want and will take Online Courses
    • The primary reason(s) given for not taking courses online at UMKC is that they were unavailable or that students were unaware that they were available.
    • The primary reason(s) UMKC students take an online course at UMKC is for convenience and flexibility.
    • Given the choice, a majority of UMKC students would take a mixture of online and campus-based courses to complete their degrees.
    • 60% of the respondents said they had some or strong interest in pursuing a minor online if they existed.
    • Strategically Developed Online Options Can help with Retention and Completion!

eLearning is part of the UMKC Strategic Plan 2013-2018

$500,000 one-time and $250,000 in recurring strategic funding from System to help build UMKC’s online infrastructure and capacity.

Metric – Online SCH and number of courses.
eLearning is Part of the UM System Administration Strategic Plan 2013-2018

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<th>Lenses</th>
<th>Metrics for Lenses</th>
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<td>1.4. Continue to support teaching, learning, and research in eLearning</td>
<td>Course sharing initiative ~$10,000-$15,000 per proposal. More funds available in 2015/16 AY</td>
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Metric – Online SCH and number of courses.

Course sharing initiative ~$10,000-$15,000 per proposal. More funds available in 2015/16 AY

During the 2012-2013 academic year, we engaged in a comprehensive analysis of our eLearning programs to determine the fiscal impact and strategic necessity of continued investment.

- **Investment Levels:**
  - **2012-13:** $600,000
  - **2013-14:** $800,000
  - **2014-15:** $1,000,000

- **Objectives:**
  - Expand eLearning resources and infrastructure
  - Enhance online program offerings
  - Improve student success and retention

- **Metrics:**
  - Online SCH
  - Number of courses

The University of Wherever

“Adapt or Die”

“Newspapers’ most reliable source of revenue—classified advertising, not state subsidy—was steadily disappearing. A host of online providers had emerged that were willing to deliver information to consumers faster, more cheaply, and more conveniently. And our loyal customer base of longtime newspaper subscribers—not unlike the seemingly endless supply of high-school graduates—was starting to lose confidence in us.”

Are these things happening?

http://www.wiche.edu/info/publications/knocking-8th/ch2.pdf

- Difficulty
- Quality
- Cost

Enter a non-university degree

UMKC

Business Model – Consumer Rated Products – Auction Services
What if Universities Are Not the Only Path a Degree?


February 19, 2015

What if Universities Are Not the Only Path a Degree?
Students not judged by grades but by the skills they have mastered.

New Business Model – Consumer Rated Products – Auction Services

Competency-based Assessments

An evolving/disrupted model! New Business Model!

Open Market Courses
Review and Evaluated
Consumer Rated
Educational Brokerage
Educational Brokerage
Analytics, Competency-based or Crowdsourced Assessments

New Business Model!

Educational Brokerage
Companies/Universities
Course collectives
Course wholesalers
Open Market Courses

Competency-based or Crowdsourced Assessments

Review/Evaluated
Consumer Rated

These are all Factors Changing Higher Education. Technology is a major factor

Where does this leave UMKC?

• The Higher Ed World is Changing.
• We Need to Grow Our eLearning Presence
• We Have to Follow Evolving Rules and Standards

Some of the things we are doing.

• Establishing a Stable Funding stream.
• Building an eLearning infrastructure.
• Working on quality and consistency to meet evolving national standards of online delivery.
• Supporting the development of quality courses and programs
Establishing a Stable Funding Stream

Online Course Fees Approved by Board of Curators February 2015 $15/SCH online course fee increase in each of three years.

Building the Infrastructure

- Online tutoring services
- Expand help desk support for technical issues.
- Expand student support services
- Expand faculty training, course certification.
- Invest in new/emerging technologies (Captivate, VoiceThread, Analytics etc.).
- Provide support for faculty to be certified.
- Fund additional online course/program development.
- Marketing

and more.

Building eLearning Infrastructure and Meeting Standards

Benchmarking Survey told us we have some work to do to get there!

Three areas identified as needing improvement:
- Support and Infrastructure
- Pedagogy/Instruction
- Quality and Assessment

Survey sent to ~390 ~111 (38.4%) responded

Benchmarking Standards Mirror Regulation and Accreditation Standards!
Higher Learning Commission has adopted C-RAC Guidelines!

UMKC will be Evaluated by these Guidelines for Accreditation!
Site Visit 2019/2020 Academic Year
Know the Rules meet the Standards

If we want to grow with students from other states, we have to be approved!

Know your market- Think Local!

We can use funds to do Market Studies!

Building Quality Online Programs – These are not your parents (or your) courses or programs.

Required Faculty and Course Certification
Fall of 2018

• ADA Compliance
• National Online Standards
• Universal Course Design
• Highy Produced
• Use of Analytics
Building Online Capacity

Funding from Course Fees and System Strategic Funds

- Funding for program/course development.
- Department overhead allowed
- Bonus funds for meeting deadlines and quality standards.
- Implement the use of analytics
- Future % return of online course fees

UMKC's Online presence will continue to evolve and develop.

- There is no straight path to building online infrastructure. We need to do what is right for us.
- Our goal should always be Quality programs that meet the needs of the institution and students and adhere to national standards.
- We have to think of online courses as business assets.
- It is an exciting time to be in Education!