

Annual Report 2016 & Plan 2017

online.utah.edu



Online

THE UNIVERSITY OF UTAH

Access, Flexibility, Connection

"I am very grateful that the college created an online program. At this moment I do not have the luxury to reduce my hours [at work], so to be able to get off work, come home and dive right into the coursework has been very helpful."

— Elaine Navar, Social Work undergraduate student

Over the past 3 years we've seen a 9% increase in undergraduate students taking at least 1 online class from 43% two years ago (10,833 unduplicated headcount) to 52% (13,794 unduplicated headcount) this past year. Overall online section enrollments rose to 35,353 (see Figure 1). The majority of these students were on campus every week and used online offerings to adapt classes to their personal scheduling needs and preferences.

52%
of **U**
undergraduates
take at least 1
online course
during the year

Source: OBIA Report,
Erica Hill

87%
of surveyed
students say
they would take
another online
class

Source: CECE Site Student
Survey 2016

95%
of online-only
students are
Utah residents
(Fall semester 2015)

Source: OBIA Undergraduate
Online Profile Report,
Mike Martineau



Your
degree
is within
reach.
UOnline

LEARN MORE

15,343 ^{+5%}
U students
taking
online classes

1,026 ^{+7%}
Online class
sections offered

15 ⁺²
online degree
programs
offered or in
development

106,964 ^{+8%}
credit hours
earned online

▲ = Change from last year's report

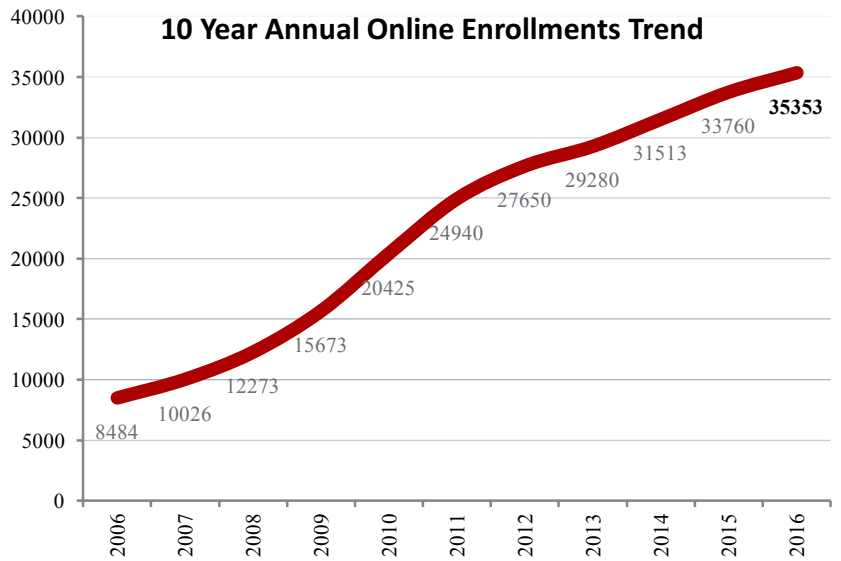


Figure 1: 2016 enrollments in online sections increased by 4.7% over 2015 enrollments. 15,343 individual students accounted for 35,353 online class enrollments.

Online Degree Programs Offered or Launching

Baccalaureate Programs:

- [Economics](#)
- [Nursing RN to BS](#)
- [Psychology](#)
- [Social Work](#)
- [Sustainable Tourism & Hospitality Management](#)

Master's Programs:

- [MBA](#)
- [Electrical Engineering](#)
- [Gerontology](#)
- [Sport Pedagogy](#)

Doctoral Programs:

- [Occupational Therapy](#)

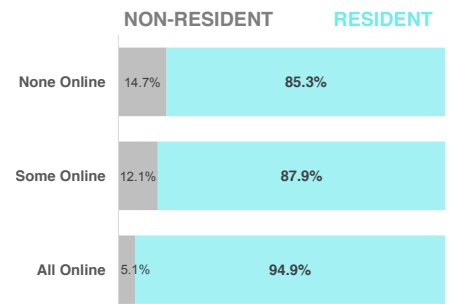
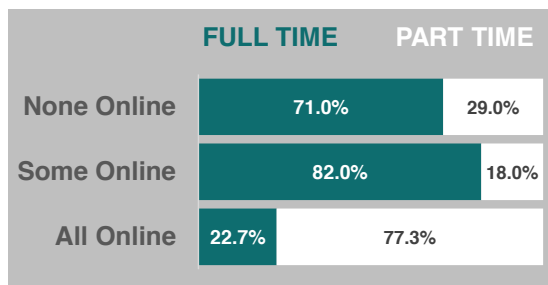
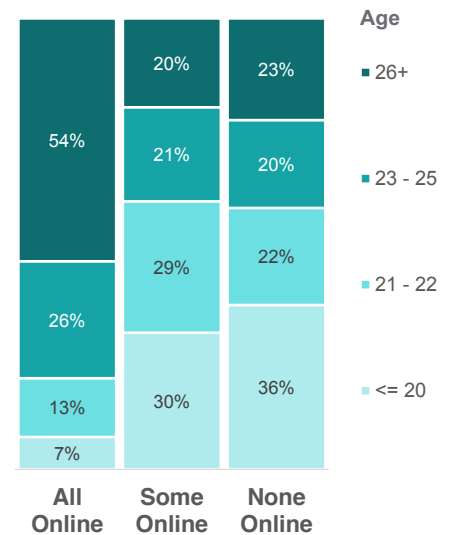
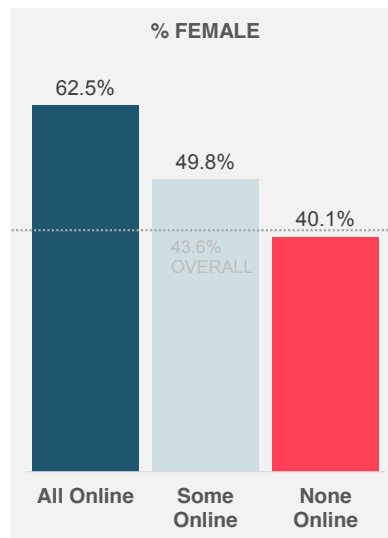
Online Degree Programs In Development 2016-2018

- [BA - Business Administration](#)
- [General Education Block U – Global Citizenship](#)
- [BA - Human Development & Family Studies](#)
- [BA - Sociology](#)
- [MA – Arts Education](#)

At a glance

Who are our online students?

Fall semester 2015 statistics reveal that students taking online offerings are mostly local and full-time. Female students over the age of 23 dominate the online-only category and are more likely to be part-time students.



Source: OBIA Undergraduate Online Profile Report - Mike Martineau

Supporting Vibrant, Viable Online Offerings

UOnline develops, delivers and supports online offerings by coordinating work and services provided by several campus teams. This collaboration maximizes university resources and reduces costly and confusing services duplication. The technologies and services provided for online classes benefit both online and on-campus students.

\$23
expended for
UOnline services
operations per
credit hour earned
online

Common-good Learning Services

- Kaltura media services expanded to provide automatic text captioning for class videos enhancing access and understanding for all students.
- 187 eTutoring.org sessions initiated by students – supported through a partnership with the University Writing Center
- 211,971 student writing submissions processed through Turnitin
- 32,651 proctored exams administered by the UOnline Center

858
Applications to the U
resulting from
UOnline internet ads
& website

Marketing and Enrollments

- Launched the online BS in Social Work with 34 students enrolled in the online offerings
- Launched the revamped RN to BS online program with 134 students enrolled in the online offerings
- Executed a Spring online marketing campaign, led by the CECE marketing team, delivering targeted ads to Google, Facebook and internet ad networks resulting in 858 admissions applications to the U
- Exceeded online enrollment targets by 2,100 enrollments

34
States where the U
is authorized to
serve online
students

Accreditation and Compliance

- Obtained NWCCU accreditation approval for 5 online programs
- Maintained and expanded authorization to conduct distance education and placement activities in 34 states (<http://stateauthorization.utah.edu>)
- Successfully advocated for legislative action authorizing Utah to join the national State Authorization Reciprocity Agreements (SARA) saving tens of thousands of dollars in fees paid to other states
- Transitioned compliance staff and functions to the Curriculum Administration Office within the Office of Undergraduate Studies

49
new or redesigned
online courses
developed

Online Course Development

- Produced 49 new or significantly redesigned online courses working closely with faculty authors
- Completed the majority of the MS Electrical Engineering program courses enabling a Fall 2017 launch
- Completed the majority of the BS Economics program courses enabling a Fall 2017 launch

2017 Goals

Increase online participation to 37,500 enrollments and demonstrate sustainable online programs



Increase participation in online offerings to at least 37,500 annual enrollments

- Fall semester 2015 target – 14,500 enrollments
- Spring semester 2016 target – 15,300 enrollments
- Summer semester 2017 target – 8,200 enrollments

Complete online course development for 3 fully-online degree programs

1. General Education Block U – Global Citizenship
2. Sustainable Tourism and Hospitality Management Bachelor’s program
3. Electrical Engineering Master’s program

Work will also continue on courses for the Social Work, Psychology, Gerontology and Sustainable Tourism/ Hospitality Management programs.

UOnline internet and regional marketing campaigns for the following online programs with a goal of 1,200 new university applicants

- Social Work program regional marketing
- Nursing RN-BS program targeted marketing to workforce partners
- Electrical Engineering program targeted marketing to workforce partners
- Economics program regional marketing
- Psychology program regional marketing

Review and accept 3 additional programs for UOnline investment

1. One additional undergraduate online program
2. Two additional online graduate programs

Establish regionally competitive tuition for out-of-state online-only students

The University of Utah’s tuition for in-state students with Utah residency status makes us one of the most affordable options among peer public research institutions in the West and Midwest. However, tuition for online-only students living outside of

Utah is currently the same as non-resident tuition for students who physically come to campus. This is approximately double what many of our peer institutions in West charge for out-of-state online-only students.

We cannot compete effectively regionally with such a huge tuition gap with competing institutions. We must determine a more competitive tuition structure that would attract more non-resident online-only students to consider the University of Utah

Implement student analytics, alerts and advising and optimized curriculum management

As the university implements the Civitas analytics, alerts and interventions platform UOnline will work with our university partners in using Canvas learning management system data to better inform student risk predictive models. We then will enable advisors and other university support people to act through intuitive systems to meet and consult with online students.



Example of an ad for the online Bachelors of Social Work program