

Annual Report 2014-2015

online.utah.edu



Online

THE UNIVERSITY OF UTAH



A Hybrid University

Mixing online and on-campus classes

National trends show that 66% of students taking online courses live within 100 miles of their school*. UOnline enables flexible access to University of Utah classes helping students stick with their Plan to Finish and complete their degrees. Online offerings provide people in our communities, state and region options to finish studies they may have started in the past, or enhance their careers through a University of Utah education.

* Source: 2015 Online College Students Comprehensive Data on Demand and Preferences.

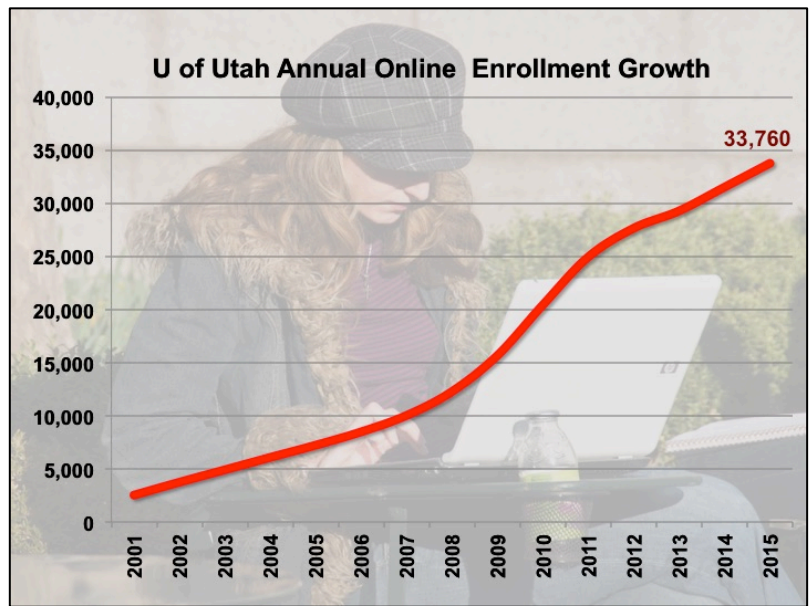
<http://www.learninghouse.com/wp-content/uploads/2015/07/OnlineCollegeStudents2015.pdf>

14,617
U students
taking
online classes

956
Online class
sections offered

13
online degree
programs
offered or in
development

99,302
credit hours
earned online



Enrollment in online sections has increased by 367% over the past 10 years. 14, 617 individual students accounted for 33,760 enrollments last year.

At a Glance

Students embrace online options

Online Degree Programs Offered or in Development (*)

Baccalaureate Programs:

1. Business Administration*
2. Economics*
3. Psychology*
4. Family & Consumer Studies
5. Nursing RN to BS
6. Social Work*
7. Sustainable Tourism & Hospitality Management*

Masters Programs:

8. MBA
9. Nursing Care Management
10. Electrical Engineering*
11. Gerontology*
12. Nutrition Science

Doctoral Programs:

13. Occupational Therapy

Since 2001 the University of Utah has provided students with flexible course scheduling options through online offerings. During the 2014-2015 academic year 14,617 individual students accounted for 33,760 enrollments in 956 online sections. This indicates that 46% of University of Utah students enrolled in at least one online class during the year with many enrolling in two or more online classes. The majority of these students were on campus each week and used online offerings to fit needed classes into their schedules.

An [August 2014 Educause Brief](#)¹ reported that nationally 47% of undergraduates have taken a completely online class and 85% of institutions view online offerings as a strategic priority. However, students report that they often struggle in online classes due to problems ranging from technical issues to course organization to general lack of interaction with instructors and classmates.

A 2014 [BCG U.S. Education Sentiment Survey](#)² suggests that access to knowledgeable advisors and an engaged, expert teacher effectively using teaching technologies can dramatically influence student attitudes and online learning success. As we develop new online programs we've begun concerted efforts to better support our online students and faculty starting with investing to creating modern, mobile friendly courses designed to facilitate engaging learning interaction. We also provide virtual access to advisors, student success advocates and tutors for support outside of the class.

The university is investing significant resources to develop new online programs. This past year significant work began on programs in nursing, economics, psychology, social work and electrical and computer engineering. More programs will be developed, as student and workforce demand reveals sustainable opportunities.

1 - "Key Questions for Online Learning: Where Digital Living and Education Meet". <http://net.educause.edu/ir/library/pdf/ekq01.pdf>

2- "The Five Faces of Online Education, What Students and Parents Want".

https://www.bcgperspectives.com/content/articles/education_consumer_insight_five_faces_online_education_what_students_parents_want/

Why Online?

Today's students expect balance, control and options

Flexibility



Life Happens

Juggling school, work, family and social obligations can be frustrating. The University of Utah offers hundreds of online classes helping students take the classes they need on the schedule they want. With online options they can squeeze in one more class each semester, or take summer classes while away from campus. This flexibility enables them to keep progressing on their Plan to Finish - even if life takes an unexpected turn.

Online also empowers students to pursue impactful learning experiences through travel, service, internships or early career opportunities while still in school. Whether in the campus dorms, connecting from home, or doing classwork on a break at work, the University of Utah offers opportunities for flexible, deeply engaged learning

Degree Access



Beyond Campus

Students who desire a college degree, but who cannot come to campus each week, now have more options than ever to access a University of Utah education and finish their degrees faster. According to a recent [report on job growth and education requirements through 2020](#),³ 65% of all jobs nationally will require postsecondary education with jobs in healthcare, community services and STEM fields as the fastest growing occupational clusters³

Students locally, regionally and nationally can now access the University of Utah's outstanding teaching and research faculty to study and earn degrees online in areas such as nursing, psychology, social work, economics, electrical engineering and business with more programs being developed in the coming years.

Career Connections



On the Job

Employers look to the University of Utah to provide the skilled, creative, high-performing workers they need to succeed. Often those people are already in-place at the company and need the education option to move to the next level in their career.

Online programs from the university of Utah help nurses stay on the job in their community while earning the Bachelor's of Science degree needed to take on expanded responsibilities. The same holds true for companies needing highly educated electrical engineers, data analysts or company management. Regionally, employers are asking the university to provide online professional degree and certificate options in areas such as healthcare, business, engineering, information technology, data analysis and social work.

3- "Recovery: Job Growth and Education Requirements through 2020". Georgetown Public Policy Institute. https://cew.georgetown.edu/wp-content/uploads/2014/11/Recovery2020.ES_Web_.pdf

Shared Success

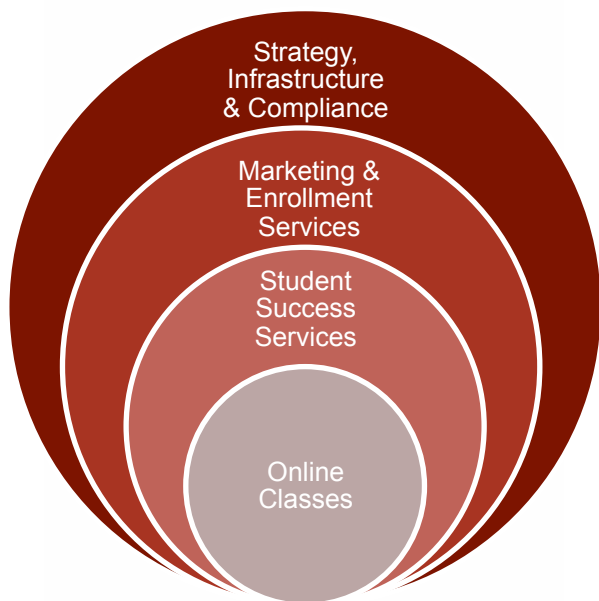
University teams partner to support online programs and services

Building Partnerships

At its core UOnline is a collection of university-wide services provided by many different campus teams working together. This past year has been all about establishing a vision, plan and institutional leadership around these services and then building relationships with multiple organizations and teams to enlist their support in making the hybrid university concept work for students.

From Faculty Innovation to Student Success

Students today have around 950 online classes to choose from to help them fit their classes with their other obligations. Over 115 of those classes meet general education requirements. These choices are possible because innovative faculty and teaching technology support staff have partnered for over a decade to explore delivering classes via online tools. What's been missing are all the additional services surrounding a class that help an online student succeed in their overall college experience.



Several university teams joined efforts to provide expanded services supporting online learners. This expansion includes improving our institutional online infrastructure, regulatory compliance efforts, online marketing communications and assisting students with discovering their options and answering enrollment questions.

Transforming the university's online efforts from a focus on experimenting with online teaching to embracing online learning as a strategic enabler of student success requires building capabilities to deliver key university services to students who may never come to the campus. From the first marketing and admissions contacts through financial aid assistance, advising, registering, classes, high-impact learning experiences and graduation; we must extend the University of Utah beyond the physical campus.

Key Online Success Partners

The UOnline initiative is led by Cory Stokes, Associate Dean for Undergraduate Studies and UOnline Director, who gratefully acknowledges the contributions from these university partners:

- Academic Departments*
- Continuing Education & Community Engagement*
- University Admissions Office*
- University Registrar's Office*
- University College Advisors*
- Student Success and Empowerment Office*
- University Writing Center*
- Marriott Library*
- Center for Teaching & Learning Excellence*
- Teaching & Learning Technologies*

115+
online classes
meeting
general education
requirements

UOnline Services

- Interstate regulatory compliance coordination
- Program market analysis
- Online program marketing
- UOnline gateway website
- Online inquiry and enrollment support
- Faculty online teaching preparation
- Online teaching core technologies
- Instructional design & course technology configuration
- Media production
- Proctored exam services
- eTutoring services
- Online student services meeting system
- Class technology support helpdesk
- Online teaching & learning data analytics services

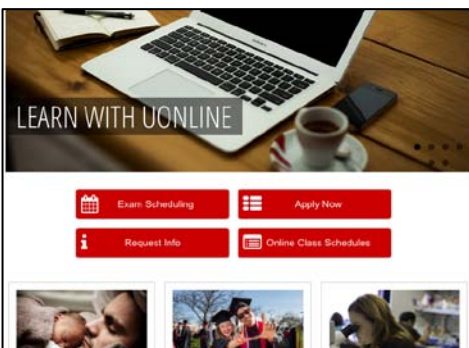
UOnline Partnership Accomplishments 2014-2015

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. This past year we focused on discovery, connections and laying collaboration foundations.



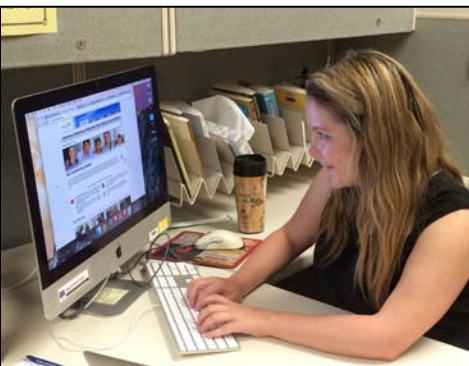
Institutional Leadership and Infrastructure

- *UOnline institutional leadership formalized* under the Associate Dean of Undergraduate Studies and UOnline Director coordinating partner services from across the university.
- *Online program strategic development and funding plan implemented* with 6 degree programs selected for 2014-2015 strategic investment and services focus.
- *State Authorization Compliance Coordinator hired* to bring the university in line with distance education regulations across the United States
- *Authorization obtained to deliver online offerings in 31 states.*



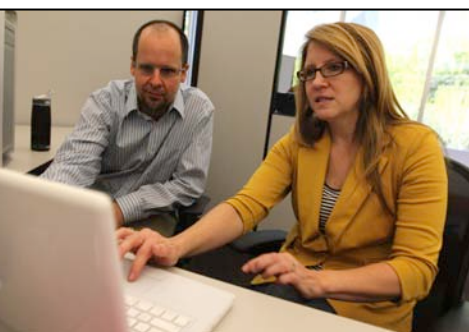
Market Analysis and Marketing

- *Online market analyst, enrollment support and web designer positions hired* through a new partnership with Continuing Education
- *UOnline website redesigned* (<http://online.utah.edu>), providing easy-to-find information about online offerings and supporting services, created in partnership with the Continuing Education marketing team
- *Market analysis conducted* around an online undergraduate program in Sustainable Tourism and Hospitality Management offered through the Department of Parks, Recreation and Tourism



Online Student Support Services

- *eTutor online tutoring and writing help services implemented* in partnership with the Writing Center (<https://www.etutoring.org/login.cfm?institutionid=416>).
- *Cranium Café virtual advising meeting system pilot implemented* with University College advisors (<https://online.utah.edu/student-advising-support/>).
- *Online program coordinators supporting online students and faculty hired* in Nursing, Social Work and Economics departments.
- *Shared enrollment support processes and technology systems established* between UOnline enrollment support team in Continuing Education and the university Admissions Office.



Faculty Support and Course Development

- *3 new instructional designers hired* to assist online course faculty authors working with Teaching & Learning Technologies.
- *Online course development process & project management implemented* with Teaching & Learning Technologies.
- *Media production studios and expanded video services* provided to online instructors building courses with Teaching & Learning Technologies.
- *Online teaching workshops for faculty instituted* in partnership with the Center for Teaching & Learning Excellence.

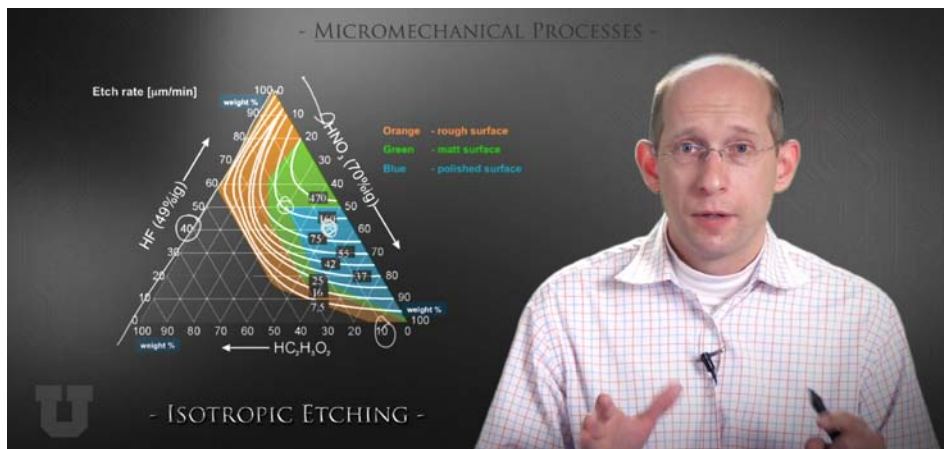
Online Classes

Effective, Efficient Engaged Learning

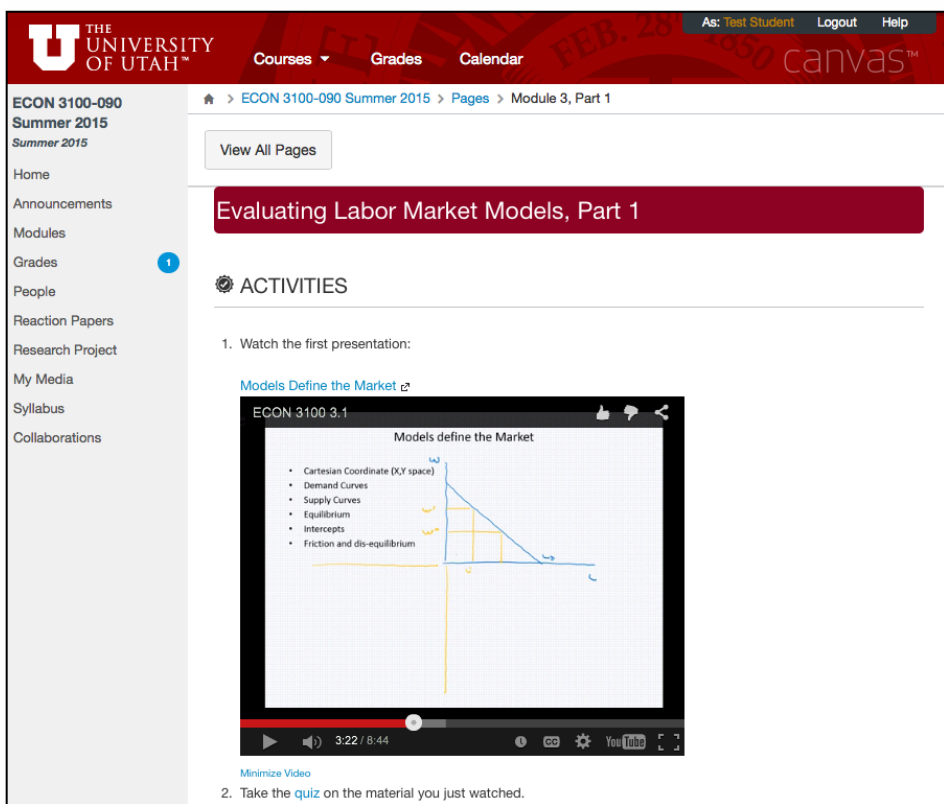
Students enrolled in an online course can expect an engaging learning experience facilitated by university faculty who encourage communication, inquiry and peer interaction. Learning activities include presentations, readings, practice exercises projects and exams in media-rich, mobile-friendly learning environments with online tutors available for extra help on those challenging assignments.

Faculty developing online courses now have a production team that includes experienced online faculty peers, instructional designers and media production facilities and specialists helping them create high-quality courses optimized for easy access, meaningful interaction and mobile participation.

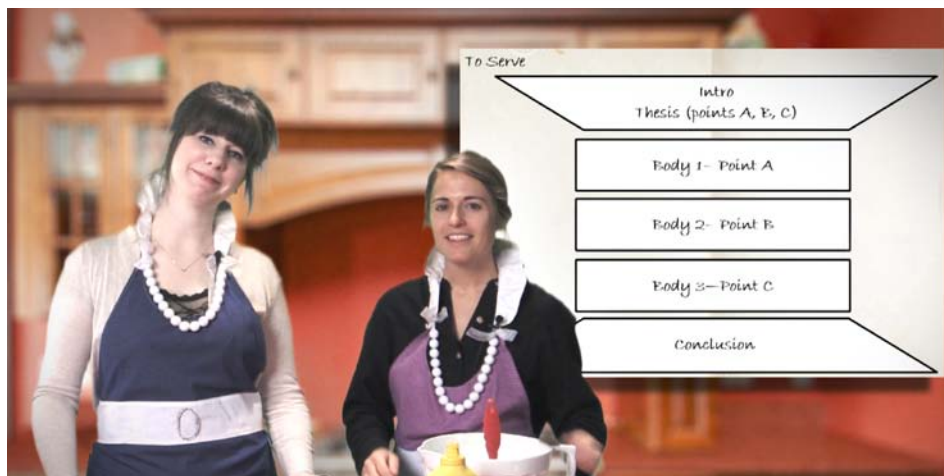
34
new online courses
in development
2014-2015



Dr. Florian Salzbacher provides highly visual video explanations for complex electrical engineering concepts in his graduate level online course.



Dr. Richard Haskell's online Labor Economics course showing a common online course structure and one of many video examples provided throughout the course.

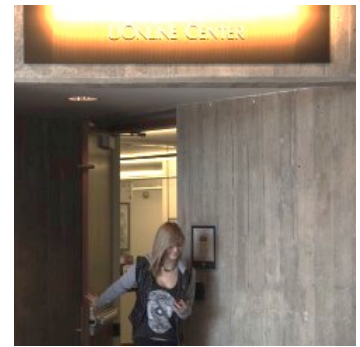


Lindsay Shepherd and Kara Mileski use video metaphors to teach advanced writing techniques online for social work students.



27,028
Proctored exams
administered

22
Individual students
employed supporting
online classes



UOnline Center

Proctored exams and technology support for online students

Anxious students line up in the J. Willard Marriott Library's first floor lobby waiting for the UOnline Center to open for their mid-term exams. This space, formerly a storage room housing the library's LPs, CDs and audiocassette collections, provides 110 secured computers and a quiet, distraction-free environment for administering tests. Student employees efficiently check students in at their scheduled exam time, assign them to a computer and assist them in accessing their test through the Canvas course system. Exam proctors quietly circulate to ensure exam integrity.

The UOnline Center serves the many students who are here on campus each week taking online classes to augment their on-campus class schedule. For students who cannot come to campus, UOnline partners with Continuing Education to provide proctored testing

services at the extension sites around the Salt Lake area. For students outside that area, UOnline coordinates proctored tests through partnerships or approved individual proctors throughout the United States and other countries.

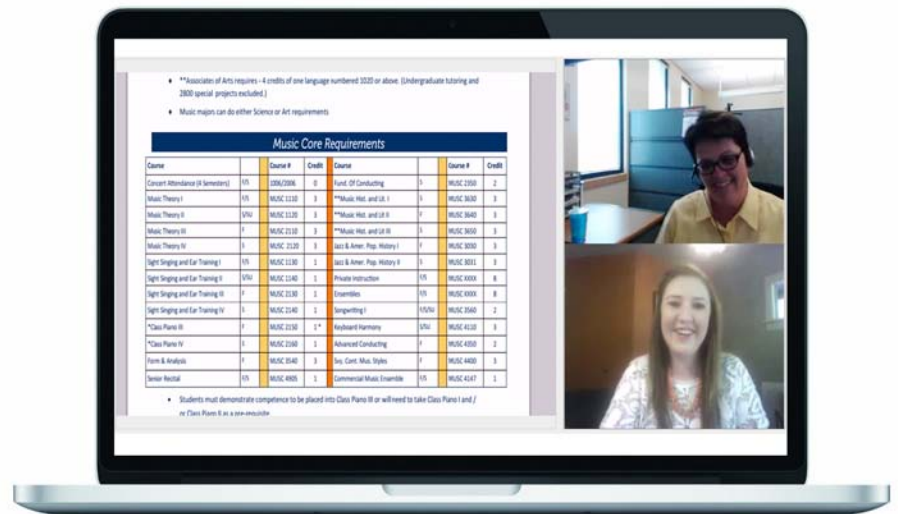
In addition to exam services, the UOnline center staff also handle technical support requests from students and faculty needing help accessing and using the university's course management system, Canvas. Students staff the UOnline Center. These coveted on-campus jobs provide great work schedules, good wages and an opportunity for these students to learn in-depth about the emerging field of educational technologies. Several UOnline student employees have gone on to take their first career jobs with Instructure, the Utah company that provides the Canvas course management system used by schools around the country and the world.

Online Student Services

Anywhere access to people who can help

Online students, especially those living far from campus, need access to the same supporting services their campus peers enjoy. As we thoughtfully invest we can remove time and location barriers to provide a better experience for students enrolling in programs, planning their degree path, exploring their interests, building social and career connections and participating in high-impact learning experiences.

This past year we began work with advisors, student success advocates and online enrollment support staff to explore [Cranium Caf ](#), an online live video, chat and screen sharing system that empowers students to connect with these helpful college experience guides. In addition we've joined with over 115 schools in the [eTutoring](#) collaborative giving students in online classes access to tutors for writing and other key skills.



Online video advising with a Snow College student via Cranium Caf 

Other schools in the Utah System of Higher Education also use the Cranium Caf  and eTutoring platforms. Adopting these technologies at the U helps transferring students by giving them a familiar way to connect and ask questions. Both systems seamlessly connect with Canvas online class environment.

31

States where the U is authorized to offer online classes



State Authorization

Complying with regulations for students living in other states

State Authorization is a regulatory term describing the university's compliance with individual statutes, regulations, and rules in the states where we facilitate educational services, programs, activities, or have a physical presence. The University of Utah must make a good faith effort to seek appropriate authorizations, and have documentation of these efforts. To do this, we must have a clear understanding each state's regulations, authorization processes and associated fees. Common compliance triggers include proctored tests, internships, practicums, the instructor's physical location, marketing and recruiting activities.

This past year we hired Amanda Babcock as the UOnline compliance coordinator tasked with building relationships with the regulators in each state to get the University of Utah authorized to provide online offerings. Our initial focus was on western states. Through concerted efforts she has helped us gain the necessary approvals in 31 states. We seek additional authorizations as students around the country indicate interest in our online programs.

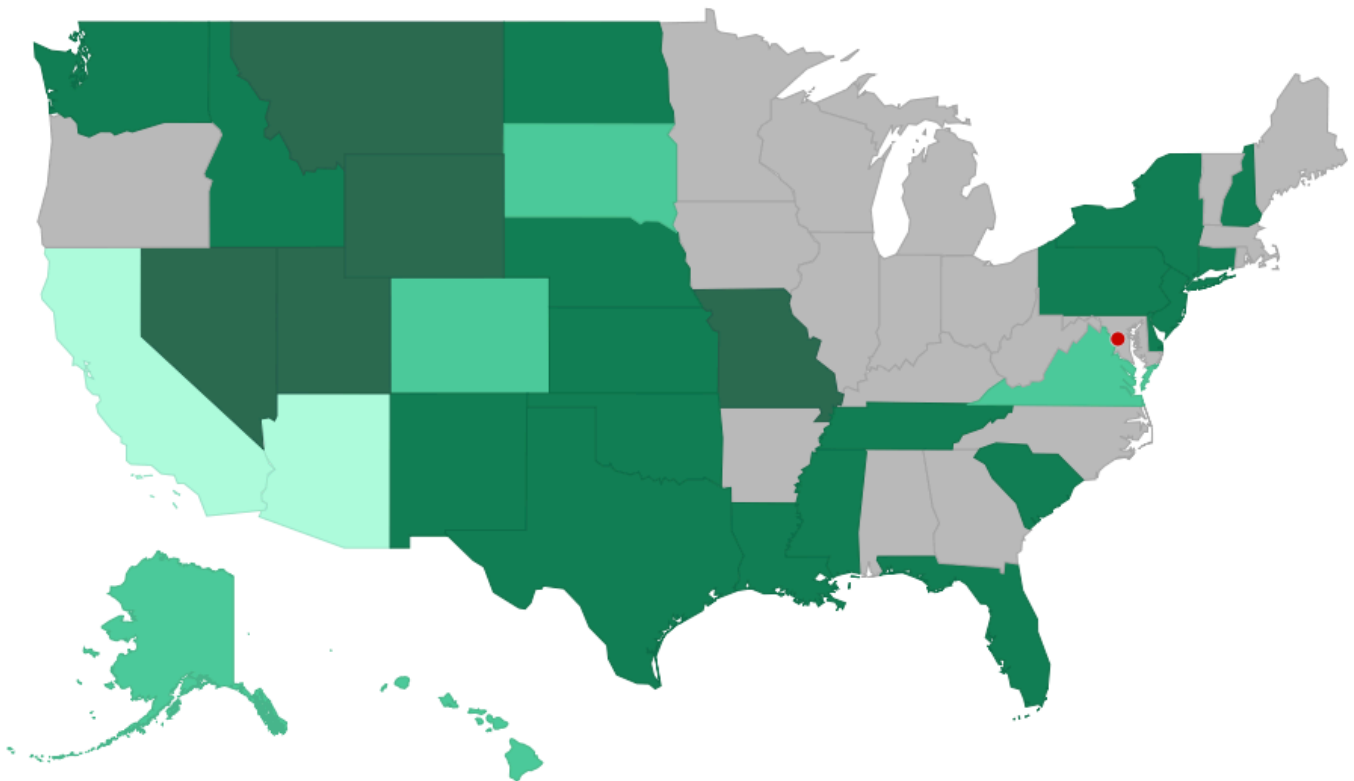
Authorized

Not Authorized

Exempt by Regulation

Exempt with Conditions

Not Regulated



2015-2016 Goals

Begin actively marketing online programs & recruiting new students



Increase participation in online offerings to at least 32,274 annual enrollments

- Fall semester 2015 target – 12,000 enrollments
- Spring semester 2016 target – 13,184 enrollments
- Summer semester 2016 target – 7,090 enrollments

Complete online course development for 3 fully-online degree programs

1. Nursing RN-BS program
2. Economics Bachelors degree program
3. Electrical Engineering Master degree program

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

Launch general UOnline marketing campaign and regional marketing for 2 online programs

- “Keep Going” general UOnline campaign
- Nursing RN-BS targeted marketing to workforce partners
- Social Work bachelors degree program regional marketing campaign

Invest to expand online general education options and develop 2 additional online programs

1. Global Citizenship General Education Block U
2. Bachelors program in Family, Community and Human Development
3. Non-credit professional certificate in Business Analysis

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 Mid-west. 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 for these unique online-only students. Who otherwise would not choose to attend the University of Utah.

Develop a learning systems data & analysis infrastructure

Attracting students to our online offerings is just the first step in enabling their higher education aspirations. We also must quickly identify when they are struggling and intervene to help them stay on track and succeed in their courses. Early-warning reports allow faculty and advisors to proactively reach out to students before they fall too far behind and give up. Sometimes the problem may not be on the student side of the equation. Sometimes the course itself has design flaws or content issues that impede student performance and progress. In both cases we can analyze data gathered from the online class systems to identify warning signs and focus corrective efforts.

Data analytics depend on a robust data storage and management infrastructure. This feeds regularly updated standard reports to the people and teams who can most effectively intervene. As we expand and improve up our online offerings we should also develop the teaching and learning data infrastructure, reports and analysis services needed to effectively retain our students when they struggle and improve our course offerings.

“When I look to the next phase and strategic priorities, we are really using online education as a cornerstone of achieving our higher education agenda of student success.”

Dr. Ruth Watkins,
senior vice president
for academic affairs
University of Utah
<http://continuum.utah.edu/features/uonline>