Expanding Online Learning at the University of Idaho
Recent events in online program development

• May 2014
  – President’s Leadership Retreat
    • Dedicated more resources to support distance and online learning
    • Committed to hiring an administrator to coordinate distance and online learning
    • Requested proposals for online program initiatives, possible Fall 2015 launch

• Summer 2014
  – Proposals reviewed
    • Showed potential, but tended to be targeted to limited audiences
    • Faculty development suggested to develop strategies to enhance scalability

• September 2014
  – New Executive Director appointed
    • Charged with developing short and long-term action plans
    • To date, have met with numerous stakeholders on and off campus
    • Beginning to analyze data
Current state of online learning at the University of Idaho

- In Spring 2014, 564 students enrolled fully online (~5% of total enrollment)
  - 71% of fully online students enrolled part-time
  - 57% of fully online students are graduate students
- In Spring 2014, 32% of enrolled students took a combination of face-to-face and online courses
- In Spring 2014, 63% of enrolled students took no online courses
- Over 200 online courses offered each semester, generating 3957 credits in Spring 2014
- Courses for 22 complete graduate programs and at least two complete undergraduate majors are available online. Not all undergraduate GEs can be met online.
What trends do we need to address in developing sustainable high quality online programs?

According to a recent study of fully online students (Aslanian & Clinefelter, 2012):

- **Location, Location, Location**
  - 80% of students live within 100 miles of campus or center

- **Older students prevail**
  - 75% of students are over 25 years of age

- **Full-time vs. part-time study**
  - 60% of graduate students study part-time
  - 60% of undergraduate students study full-time
    - This statistic skewed by younger students: 2/3 of online undergrads under 25 study full-time
  - In general, as age increases, preference for part-time enrollment also increases

- **Motivation to complete a degree is career-oriented**
  - 46% wish to advance in current career
  - 29% wish to change careers

- **Nationally, 75.8% of fully online students in Fall 2013 were undergraduates** (NCES, 2014)
Collaboration and development of online programs—Tentative (short-term) benchmarks

- November 3, 2014
  - Identify Fall 2015 programs to be developed and begin market study
- November 24, 2014
  - Academic plan completed, MOU drafted
- December 8, 2014
  - Recruiting plan completed
- December 15, 2014—Northwest Commission and SBOE notified
- Spring semester 2015
  - Program and course development continues
  - Recruitment and outreach begin
  - Online program development workshops for faculty
Developing a long-term plan for online programs at the University of Idaho

- Current budget model scaled to support departments in development on fully online programs
- Centralized vs. decentralized management
  - Decentralized academic functions remain in departments and colleges
  - More centralized administrative/support structures developed for overlapping functions (e.g. marketing, recruiting, faculty/student support, registration)
- Resources
  - Online conversion, technology enhancement, marketing, recruitment...

REPORT/PROPOSAL will be completed by March, 2015