Explanation of Core Elements in Online Programs

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Enrollment Trends

Enrollment trends are based off of a certain category or students such as:

- Size
- Number of students taking courses
- Type of institution

For example, take a look at the graph to the right. This shows an enrollment trend that the numbers are increasing every year for students taking online courses.

Source: Digital Learning Compass: Distance Education Enrollment Report 2017, P. 34
State University Trends

State trends can be an overview of trends from state universities. State trends that universities should be aware of are:

- Sliding enrollments
- Concerns about cost and access
- Value
- Focusing on careers and job placement
- State support
- Campus climate

High-Profile Institutions

High-Profile Institutions can be categorized by having high enrollment. These schools will start to utilize internal resources to show an effective program management. Some high-profile institutions are:

- Arizona State University
- University of Central Florida
- Penn State- World Campus
- Colorado State University- Global Campus

Take a look at this article to see how Arizona State University reached is record enrollment in 2016. I believe that if online-universities are taking off, more students are going to be obtaining their degree online which makes it more flexible for them to excel in their work.
Mergers and Acquisitions

Merge refers to the combination of two or more separate institutions that surrender their legally and cultural independent identities in order to join a new identity. This can differ from acquisition where one institution is subsumed into another with retaining its name and presence. You must think why does this happen? This happens because sometimes institutions do not have enough enrollment which can cause a financial drain as well as keeping up-to-date on the buildings, even if they are not using them. A financial drain can lead to bankruptcy, so Merging with another institution would allow the enrollment to be high again and combining the students would not allow a financial drain.

For example, Daniel Webster College and SNHU merged together when Daniel Webster went bankrupt. They took the majority of their employees and hired them in with SNHU as well as transferred all students over to SNHU.
Marketing and Recruitment

Marketing and recruitment is a need for any type of university. It is used to grab someone’s attention if they are interested in attending a certain school or program. Marketing and recruitment can happen through:

- Search engine advertising
- Video ads
- Radio ads
- Print advertising
- Social media
- ...many more!

Take a look at this video....
Source: https://www.youtube.com/watch?v=Og8_kMQXS7Q
Learner Concierge Services

Many institutions use the word "advisor" or "student leader" when students need help. However, when enrolling in an online institution, it can end up being very frustrating trying to figure out who to contact. Learner Concierges are the "single point of contact" for the student. The concierge serves as an advisor, but is able to give information and resources to the student instead of the student reaching out to a million places. Some institutions are even focusing on creating a "one stop" (like Kent State University) so students can take care of information like payment, scholarships, registration, etc. all at once, instead of going to office to office. Learner Concierge Services can consist of:

- Financial Aid
- Registrar
- Bursar
- Academic Support
- Accessibility Services
Learning Experience

It is time for business... having learning experiences helps the learning with knowledge, skills, abilities and dispositions (KSADs) to become successful. Online programs can support learning experiences through already designed and developed courses to work with instructional designers and faculty to create an overall high-quality course.
Faculty Support

There are many different types of support that are needed for online courses and programs. Without the support, students can find themselves struggling to finish coursework. Utilizing the faculty and staff that are available will help the student succeed. Some services are:

- Student Advising
- eTutoring
- Library Services
- Health Services
- Accessibility Service
- ...and more

In this video, Capstone uses online College Advising for their students, take a look! Source: https://www.youtube.com/watch?v=q6EKSCF0B2Q
Data and Analytics

Data can show learners and faculty members how the online environment is working. For example, Kent State offers an ALEKs math placement test for incoming students who do not receive a certain score on their ACT/SAT. ALEKs is an online test that students can take on their own time that is not proctored. Data would help in this case to see if a student scored low on their ACT/SAT but extremely high on their ALEKs test.

Here is a link to learn more about ALEKs testing...

https://www.aleks.com/
Financial Models

There are many financial models that are used for online programming. Here are a couple of things you can put into a financial model:

- Tuition and fees
- Start-up funding (grant and/of foundation)
- Expected enrollment
- Expected retention
- Cost of academic support

Financial models can help decide whether a program needs enhancement or cut-backs. This is a good way to look at finances as a whole and delegate the finances to the respectable parties.
Program Development

Online programs are selected for development in various ways. Some institutions have individual programs/departments or colleges determine what programs to put online.

To the right is a flowchart for Kent State’s course proposals

Source: http://provostdata.kent.edu/roadmapweb/06/approval-flowchart-courses.pdf
eLearning Environment

The eLearning environment is an overall look at the function and effectiveness of the virtual classroom (Sasha Thackaberry). It can hold the challenges and collection of data from the use of a learner. This also includes Learning Management System (LMS) like Blackboard, Moodle, or Canvas.

To the right is a graph of the number of institution using LMS by full-time employees.

Moodle VS Blackboard -- Who's the winner? Click Here!

Source: http://www.elearninglearning.com/blackboard
Technology Integrations is needed to impact online courses, programs, and customer service. One main system is Student Information Systems (SIS) that houses information like student data. Other main systems are Banner, Enterprise Resource Planning System, and Customer Relationship Management System.

To the right is a picture of Kent State’s annual report from 2017 on the technology integrations.

Source: [https://www.kent.edu/sites/default/files/file/IS-annualreport-2016-17.pdf](https://www.kent.edu/sites/default/files/file/IS-annualreport-2016-17.pdf)
Regulations

There are numerous of regulations that apply to online courses and programs. Main regulations include:

- Attendance reporting (usually happens first week of school)
- Regular and Substantive INteraction
- Accessibility in a large commitment for online courses

Attached is Kent State’s Policy Register that goes through all the regulations from Governance to Research and Sponsored Programs

https://www.kent.edu/policyreg/administrative-policy-regarding-class-attendance-and-class-absence
Partnerships and Continual Innovation

Partnerships help to innovate new programs! Some partnerships may offer granting organizations that fund innovate projects. Forming partnerships help universities become more relevant to employers and builds connections to groups of learners. With more partnerships, more universities are willing to work together for everyone to have a brighter future.

Lebron James Fan? Read this article to learn how Kent State partners with LeBron James Family Foundation to get kids ready for college!


Distance Education State Almanac 2017. Retrieved from http://digitallearningcompass.org/


L. (2015, February 03). Liberty University Online Imagine. Retrieved from https://www.youtube.com/watch?v=Og8_kMQXS7Q


www.elearninglearning.com/blackboard/

https://www.tiaainstitute.org/sites/default/files/presentations/2017-09/TIAA%20Institute_Higher%20Ed%20Mergers%20Report_Azziz_Seeptember%202017.pdf