



HLC Accreditation 2016-2017

Evidence Document

Academic Affairs

Office of Online Learning

Wichita State Online: Annual Reports AY2015 & AY2016

Additional information:

Wichita State ONLINE

Taking Shockers **Further** through Online Classes and Programs.


ACADEMIC YEAR 2014-2015 ANNUAL REPORT

Today's typical college student is no longer an 18-year-old recent high-school graduate who enrolls full-time and has limited work and family obligations. **Students today are older, more diverse, and have more work and family obligations to balance.** The mission of **Wichita State Online** is to serve today's student by delivering a cadre of online programs and certificates that address workforce needs and provide opportunities for timely completion of undergraduate general education requirements.

ONLINE PROGRAMS

RN to BSN DEGREE COMPLETION PROGRAM
WSU'S FIRST FULLY ONLINE PROGRAM LAUNCHED FALL 2014

54 STUDENTS ENROLLED
446 CREDIT HOURS PRODUCED
9 STUDENTS ELIGIBLE FOR SPRING COMMENCEMENT 2015



ONLINE LEARNING FACTBOOK

35,067
Online Credit Hours Produced 2014-2015

12,774 Online Student Headcount AY15

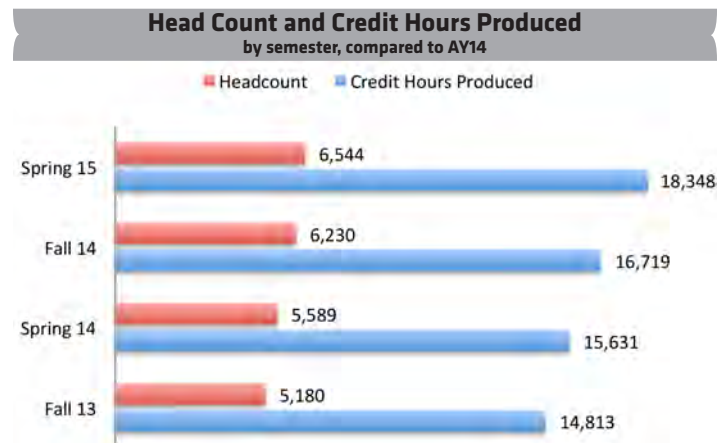
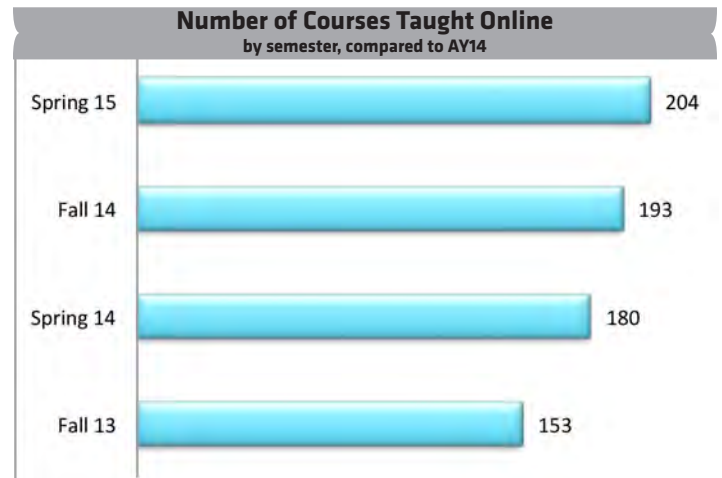
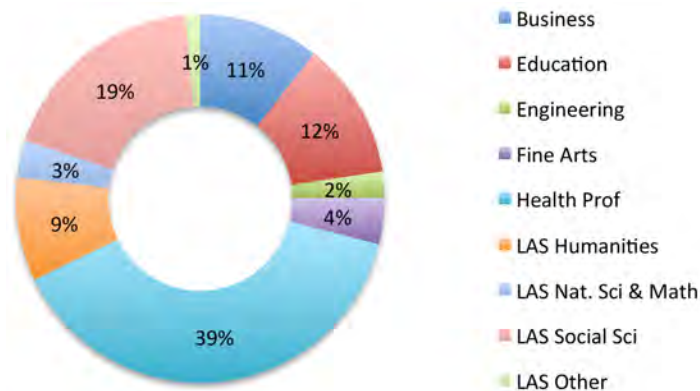
15 Fully online degree program options developed for launch Academic Year 2015-2016.

3 Online Academic Advisors/Enrollment Specialists dedicated specifically for online programs.

6 Instructional Designers developing course content for fully online programs.*

*Instructional Design Team = 3 FTE + 3 Contractors

19.2% Increase in the number of courses taught online across all divisions AY14-15.



STATE AUTHORIZATION

WSU gained approvals to accept students from **43 of the 50 United States** into distance education programs.

December 14, 2014 WSU joined NC-SARA to make it easier for students to take online courses offered by postsecondary institutions based in another state.

51 STUDENTS ENROLLED FROM KANSAS
3 STUDENTS ENROLLED FROM OTHER STATES



ONLINE ADVISORY COMMITTEE

The Online Advisory Committee ensures that faculty, staff, and students have an input into decisions about policies and procedures for the Office of Online Learning.

- 9 Committee members, representing each academic college, the graduate school, library, and unclassified professionals.
- 10 Monthly work meetings accomplished the following:
 - Final draft of the **Online Procedure Manual** presented to Faculty Senate and Academic Affairs Committee. The Online Procedure Manual was adopted as a standard guideline for developing and teaching online courses at WSU Fall 2014.
 - Review of student **course evaluation tools** for online courses and recommendation for faculty to use eIDEA.
 - Completion of the first **tri-ennial Online Learning Consortium Quality Scorecard Review**. The Quality Scorecard is the criteria for excellence in the administration of online programs and is how Wichita State Online collects, measures and reports for HLC accreditation.

ONLINE FACULTY FELLOWS



The Online Faculty Fellows inaugural cadre (L to R). David McDonald, LAS; Jeri Carroll, Co-Chair, Education; Jen Tiernan, Co-Chair, LAS; Rodney Boehme, Business; Lisa Belt, CHP; Jeff Pulaski, Fine Arts; Mark Vermillion, Education. Not Pictured, Rajeev Nair, Engineering.

The Online Faculty Fellows were established to create a culture of online education by working together to become leaders and ambassadors for online learning on the campus of WSU and to help their peers increase the quality and quantity of online courses offered.

- 8 Inaugural Cadre Members (2 co-chairs, 1 representative from each academic college)
- 14 2014-2015 Cohort Members (2 representatives from each academic college, 4 from LAS)
- 22 OLFF Members completed Session 1 Quality Matters Training: Applying the QM Rubric.
- 17 OLFF Members completed Session 2 Quality Matters Training and are eligible for Peer Review Certification.
- 22 hours of Professional Development Training were provided to WSU Faculty by OLFF.
- 14 2015-2016 Cohort Members selected for AY2015.

2015-2016 GOALS

- 290 enrollments across all online program offerings.
- Begin Quality Matters review on WSU online courses using OLFF and Instructional Design team resources.
- Complete orientation modules for online students, in collaboration with the Office of Student Success.
- Improve faculty development and training options.
- Establish a process for retention of online students.
- Begin work on a virtual campus experience for online students.

Improvement Opportunities

Marketing:

Scaling our marketing message from one niche program to include 14 more programs with a greater general appeal was a challenge. While marketing efforts did yield impressions to our websites the conversion to enrollment is not at the desired ratio, as such the entire marketing strategy must be revised. Focus for improvement: audience targeting, marketing for enrollment not branding, and metric reporting.

Lead Management:

Management and conversion of leads continues to be a weakness, as such, implementation of Recruiter as a standard tool for the Online Student recruitment process will occur in 2015.

Variety of Online Courses:

Increasing the variety of online General Education courses, especially in Humanities and Sciences, is important in order to provide students a choice and to have contingency if a faculty member stops teaching online. Improving partnerships with online programs and faculty will be a key focus to achieving more robust offering of online courses.

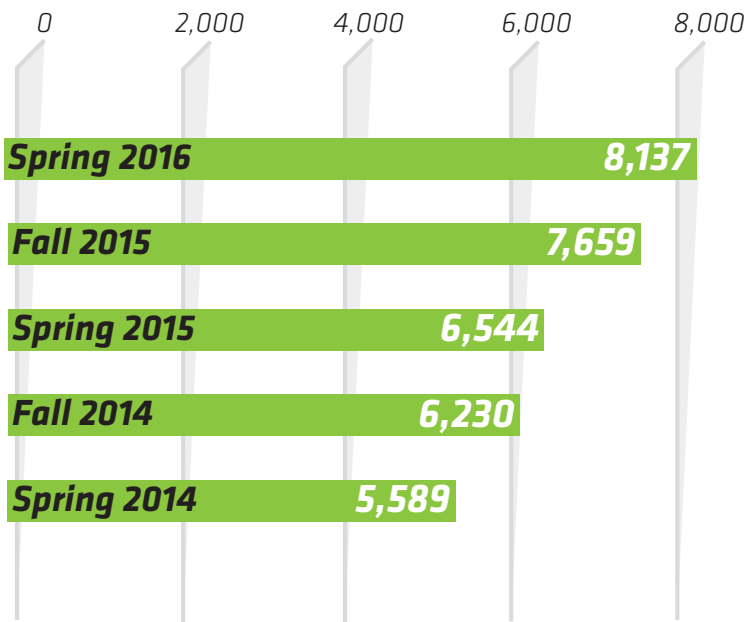
Quality of Online Courses:

A plan has been developed for using OLFF to begin Quality Matters review of WSU online courses beginning in 2015. Review of online courses in general is part of our 3-year initial plan, and until we have done a full review of all online courses, we are not able to ensure that every online course meets the minimum standards set forth in the Online Procedure Manual.

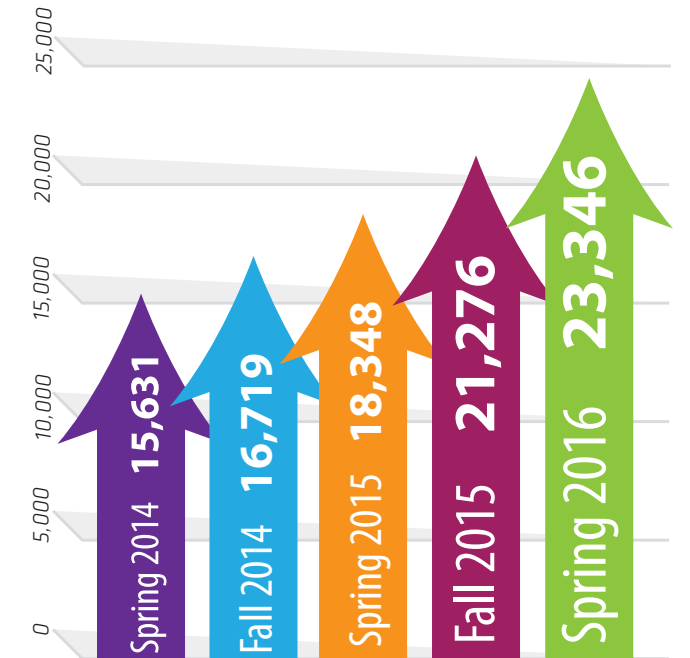


Wichita State **ONLINE**

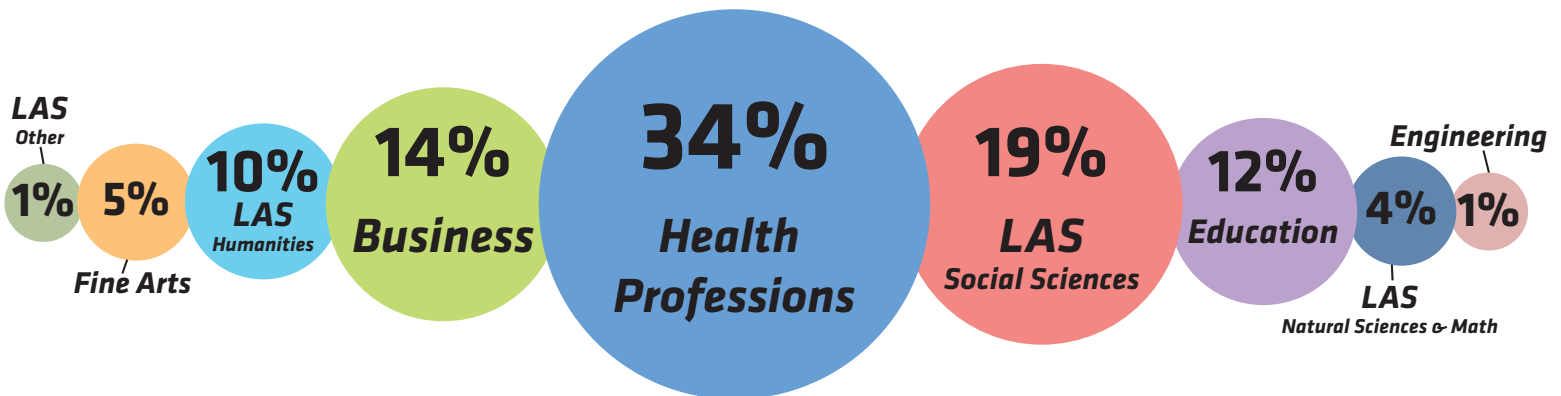
ACADEMIC YEAR 2015-2016 ANNUAL REPORT



ONLINE STUDENT HEADCOUNT SEMESTER BY SEMESTER



ONLINE CREDIT HOURS PRODUCED SEMESTER BY SEMESTER

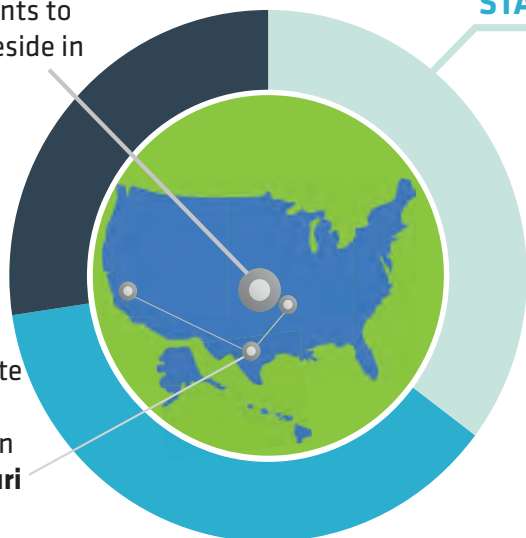


PERCENTAGE OF ALL ONLINE COURSES BEING TAUGHT BY DIVISION

85% of applicants to online programs reside in **Kansas.**

52% of those online program applicants reside in the **Wichita area.**

6% of out-of-state online program applicants reside in **California, Missouri or Texas.**



STATE AUTHORIZATION

WSU has **full approval** to offer online courses and programs in **47 states and the District of Columbia.**

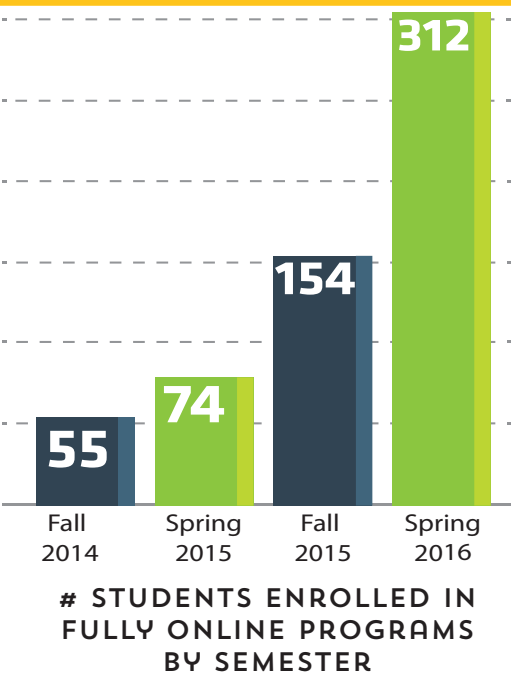
WSU has **limited approval*** to offer online courses and programs in **3 states.**

*RN to BSN program is not approved due to clinical requirements.

20
Fully online programs launched.

176
New students enrolled in fully online programs.

\$70K
In scholarships awarded to new, fully online program students.



STUDENTS ENROLLED BY ONLINE MAJOR (SPRING SEMESTER 2016)

- ▶ **RN to BSN 118 students**
- ▶ **BBA 59 students**
- ▶ **DNP 20 students**
- ▶ **RDH to BSDH 15 students**
- ▶ **MA Aging Studies 15 students**
- ▶ **BGS Criminal Justice 14 students**
- ▶ **BGS Sociology 14 students**
- ▶ **BS Criminal Justice 14 students**
- ▶ **MA Criminal Justice 14 students**
- ▶ **MEd Learning & Instructional Design 12 students**
- ▶ **AA 6 students**
- ▶ **BGS Women's Studies 3 students**
- ▶ **BGS Aging Studies 3 students**
- ▶ **BGS Math 1 student**
- ▶ **BGS Psychology 1 student**
- ▶ **Field Major Sociology 1 student**
- ▶ **Field Major Criminal Justice 1 student**
- ▶ **UAS Undecided 1 student**
- ▶ **Field Major Aging Studies 0 students**
- ▶ **Field Major Women's Studies 0 students**
- ▶ **BBA-Management 0 students**

AY 2016 ANNUAL REPORT SUMMARY

Marketing

Because our marketing efforts did not result in the type of enrollments we expected, we partnered with a third-party, Blackboard Marketing and Enrollment, and not only are our leads up this year heading into Fall 2016, but our applications and enrollments in all terms (Spring, Summer, and Fall 2016) at this time are all up. Because of this, we will continue to work with Blackboard for another year to reach our goal from the Strategic Enrollment Management process of 110% increase in enrollments in online programs by 2020.

Lead Management

The Online Advisors/Enrollment Specialists have been working hard to ensure that they reach out to every lead and applicant personally. This year we also engaged in an outbound call campaign in May to contact those who had requested information, but never filled out an application. The campaign reached 264 inquiries and of those 105 expressed interest in enrolling. It also helped us understand the enrollment funnel better as 116 had no further interest in attending and 43 were still unsure. The area where we still need to improve is to be able to utilize a CRM to track and reach out to students. Our efforts to be integrated into Recruiter encountered problems that made it so that we could not use the system as we had hoped. We are still exploring options for integrating a CRM into our lead management workflow.

Variety of Online Courses

Several new departments have come on board to offer new online courses, helping us bring some variety to our online offerings. Some of the notable additions are Biology 106 and soon 107 (the lab component), History 132, IIC 301, Phil 105 and 306. We continue to work with departments to encourage teaching key courses online to give students a variety of delivery methods.

Quality of Online Courses

In order to see where we can improve in the design of online courses, we have engaged in a semester-by-semester review of all online courses. Using a review rubric based on Quality Matters standards, we have reviewed all courses from Fall 2015 and Spring 2016 and have noted areas where we need to improve systemically in faculty professional development and support. In courses that appear to have individual issues, individual faculty members have been contacted with suggestions and an invitation to meet with the Instructional Design and Technology team to get further one-on-one support.