The mission of eCampus is to provide leadership, services, support, resources, and accessibility in online and blended education.

Deans’ Report
2016-17 Academic Year

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Online Programs

Currently, UNK offers 8 undergraduate degrees, 33 graduate degree options, 16 endorsements, 9 minors, and 3 certificates. The new online programs are in blue.

**Undergraduate:**
- Business Administration
- Criminal Justice
- Early Childhood and Family Advocacy
- Early Childhood Inclusive
- History
- Organizational and Relational Communication Comprehensive
- Social Work
- Sociology

**Coursework:**
- Speech-Language Pathology

**Graduate:**
- Art Education: Classroom Education Emphasis
- Art Education: Museum Education Emphasis
- Biology
- Curriculum and Instruction: K-12 (choose from eight concentrations)
- Educational Administration: Curriculum Supervisor of Academic Area
- Educational Administration: School Principalship, PreK-8
- Educational Administration: School Principalship, 7-12
- Educational Administration: Supervisor of Special Education
- Educational Administration Specialist: School Superintendent
- English
- History
- Instructional Technology (choose from four concentrations)
- MBA (Blended, Mostly Online)
- Music Education
- Physical Education Master Teacher
- Reading PK-12
- Science/Math Education Program
- Spanish Education
- Special Education: Advanced Practitioner
- Special Education: Gifted Education
- Special Education: Special Education
- Student Affairs
- Post-Baccalaureate Transitional Certification Program
Endorsements:
- Early Childhood Inclusive Additional Endorsement
- Early Childhood Inclusive Initial Certification
- Educational Administration: Curriculum Supervisor of Academic Area
- Educational Administration: School Principalship, PreK-8 or 7-12
- Educational Administration: Supervisor of Special Education
- ESL
- Gifted Education
- Information Technology
- Leadership in Instructional Technology
- Special Education K-6
- Special Education 7-12
- Special Education K-12
- PK-12 School Librarian
- Vocational Diversified Occupations - Graduate
- Vocational Diversified Occupations - Undergraduate

Minors:
- Accounting
- Criminal Justice
- History
- Industrial Safety
- Marketing/Management
- Social Work
- Sociology
- Strategic Communication Support Track
- Women's and Gender Studies

Certificates:
- Alcohol and Drug Counseling
- Early Childhood Family Advocate
- Professional Sales

Future Online Programs
- Masters of Long-Term Care Administration
- Masters of Public Communications
- Masters in Industrial Distribution
- Public History Certificate
- Spanish Certificate
eCampus Facts for 2016-17 AY

Total student credit hours are up by 3,209 or 7%
Total headcount is up by 303 or 5%
Distance Ed Only headcount is up 190 or 7.5% (45% of HC is DE Only)
Distance Ed Only SCH is up 2035 or 6.7% (66% of SCH is DE Only)
Graduate headcount – 89% DE Only
Graduate SCH – 93% DE Only
UG headcount – 12.6% DE Only
UG SCH – 45% DE Only

Significant Headcount Growth of Selected Online Degrees

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National Trends

The following are the key findings of The Learning House, Inc. and Aslanian Market Research, in the report “Online College Students 2017“:

1. Online college students are heavy users of mobile devices.
2. Students expand their search to more schools with 52% searching three or more schools an increase from 2016 (29%). Only 18% consider only one institution.
3. Institutional responsiveness is important because 66% of students decide where to apply in 4 weeks or less. They also expect schools to respond quickly.
4. Business and healthcare remain the most popular for undergraduates. For graduates, computer science and IT continue to be more popular than education.
5. Program availability is the primary driver in choosing an institution. If a desired program is not offered, the student will choose a different school rather than choose a different program.
6. Top three important factors when choosing a school are tuition and fees, reputation of the program, and reputation of the school.
7. Eight-week courses, courses offered year-round, and scholarship and tuition discounts are necessary for online programs to compete.
8. The top marketing channels are listings on search engines, emails, and ads on websites.
9. Ninety percent of prospective online students visit a college’s website to gather information about their program. Therefore, a school’s website should be its number one marketing effort. Sites need to be up-to-date and provide complete information.
10. Students frequently enroll at the institution that responds to them first. Rapid responsiveness may make a significant difference in enrollments.
Online Duplicated Enrollments by College – 2010-17 AY

- Online enrollments grew by 6.6% from 2015-16 to 2016-17
Headcount Enrollment – Fall 2005-2017

In 2005, distance ed only headcount was 542 students or 8% of UNK’s total headcount, while in 2017, it grew to 1,863 students or 28% of total. If you add the number of students who are taking both an on-campus class and a distance ed class, in 2005, the total was 761 and 11.8% of total UNK headcount. In 2017, 3,657 students were enrolled in a distance ed course, resulting in 55% of all UNK students enrolled in at least one distance ed course.
Of the 159,610 total student credit hours (SCH) in 2016-17, there were 32,321 SCH from distance ed ONLY students. Distance ed ONLY students are not enrolled in any on-campus classes and take all of their coursework online. Out of the total UNK SCH, 20.2% are from distance ed ONLY students.

• DE ONLY SCH are 20.2% of the total UNK SCH

• DE ONLY SCH has grown from 13% to 20% in the past 7 years
Students by State – Spring 2017

- Online Students in 49 States - 80% are Nebraska residents

- Top 5 States: Colorado, Iowa, Kansas, California, Texas
Training

In order to keep faculty and staff at UNK informed on the latest information and best practices in online and blended education, eCampus offered several training opportunities in the 2016-17 school year.

Faculty Online Training – 8-week training course focusing on online pedagogy and course management. This course is completely online and is targeted to issues that faculty (tenure-track and adjunct) may encounter in developing and teaching online courses.

eLuncheons – Seminars that focus on broad topics and issues related to online and blended education. These 60-minute lunchtime sessions provide attendees with information about the concepts that enable quality learning in the online classroom.

eWorkshops – Workshop sessions that focus on specific topics related to both the pedagogy and technology of online education. These 90-minute sessions are typically more specific to certain programs or topics and include hands-on activities.

Fall 2017 Training Session Topics

eLuncheons:
  Collaborative Blended Courses: Strategies to Succeed in the Blended Classroom
  MicroLectures: Give Me 2 Minutes and I Will Give You the World
  Faculty Online Course Showcase

eWorkshops:
  Building Student Engagement and Learning with VoiceThread
  Understanding and Building Rubrics
  Creating Learning Units with Hoonuit
  Engaging Discussions: Building a Community Instead of an Assignment
  Learning with Gamification: How Game Theory Can Improve Students’ Learning
  Learning on the Go: How Mobile Can Expand Your Course
New Resources

Collaborative Classrooms - Education is shifting from the traditional lecture presentation to more interactive methodologies. In blended education, interaction and collaboration is a key component for success. To facilitate collaboration in these courses, eCampus has converted two of the videoconference classrooms to collaborative classrooms. Each room has pods that accommodate up to six students and contain technology that enables the sharing of information across the classroom and other pods. The videoconference capabilities of the rooms have been retained and enhanced as well. The larger room holds up to 60 students and the smaller room holds up to 30 students.

AV Studio Room - Video for online courses is important for many reasons including instructor presence, engagement with content, and demonstration of complex concepts and processes. To provide faculty with more options for their courses, eCampus has designed and constructed a new studio room that features high-definition cameras, professional backdrops, and a green-screen capabilities. This studio room is available for UNK faculty and staff to use to record high-quality audio and video for their online and blended courses.

Customized Course Templates - The change to Canvas has provided faculty with a unique opportunity to rework their online classes for the new learning management system. For departments that are interested in enhancing the functionality and ease of development for the faculty, eCampus is creating customized Canvas templates. These are developed in concert with the department faculty and are meant to address the specific issues that arise with different disciplines. Custom content includes, but is not limited to, citation and research issues, department policies, technology issues and tutorials, program/degree information, and post-degree and career opportunity information.

Projects in Process

On-Demand Department Presentations - Sometimes faculty are unable to attend training presented by eCampus. As a way of bringing more options to those who are interested in online education, a new On-Demand Department Presentation system is being developed. The eCampus instructional design team is curating a set of 10-20 presentations based on previous training sessions that will be developed as 15-minute presentations that can be given at department meetings. A master list of the sessions will be given to department chairs.
Online Teachers’ Toolkit - Online education takes more than just a web browser and an instructor. Giving faculty easy access to the information and tools they need to teach effectively online is a priority for eCampus. To facilitate the dissemination of these tools and information, a toolkit is being developed to put them in an easily accessible format. Tools presented in the toolkit would include VoiceThread, Grovo, Hoonuit, SmarterMeasure, Zoom, etc. Additionally, information on using Canvas, recording video and audio, developing assessments and rubrics, copyright concerns, ADA issues, and more. The distribution method has yet to be determined, but initial discussions focus on both online and physical distribution of the materials.

Internship Program - In addition to supporting faculty in their development and teaching needs, eCampus is focused on helping to develop the next generation of instructional designers. A plan to implement a formal internship program for students interested in instructional design is being prepared. eCampus has had interns in the past, but only sporadically. The new program would create a formal training curriculum for students and create a more consistent rotation of interns through future semesters.