Distance Learning Leadership Council

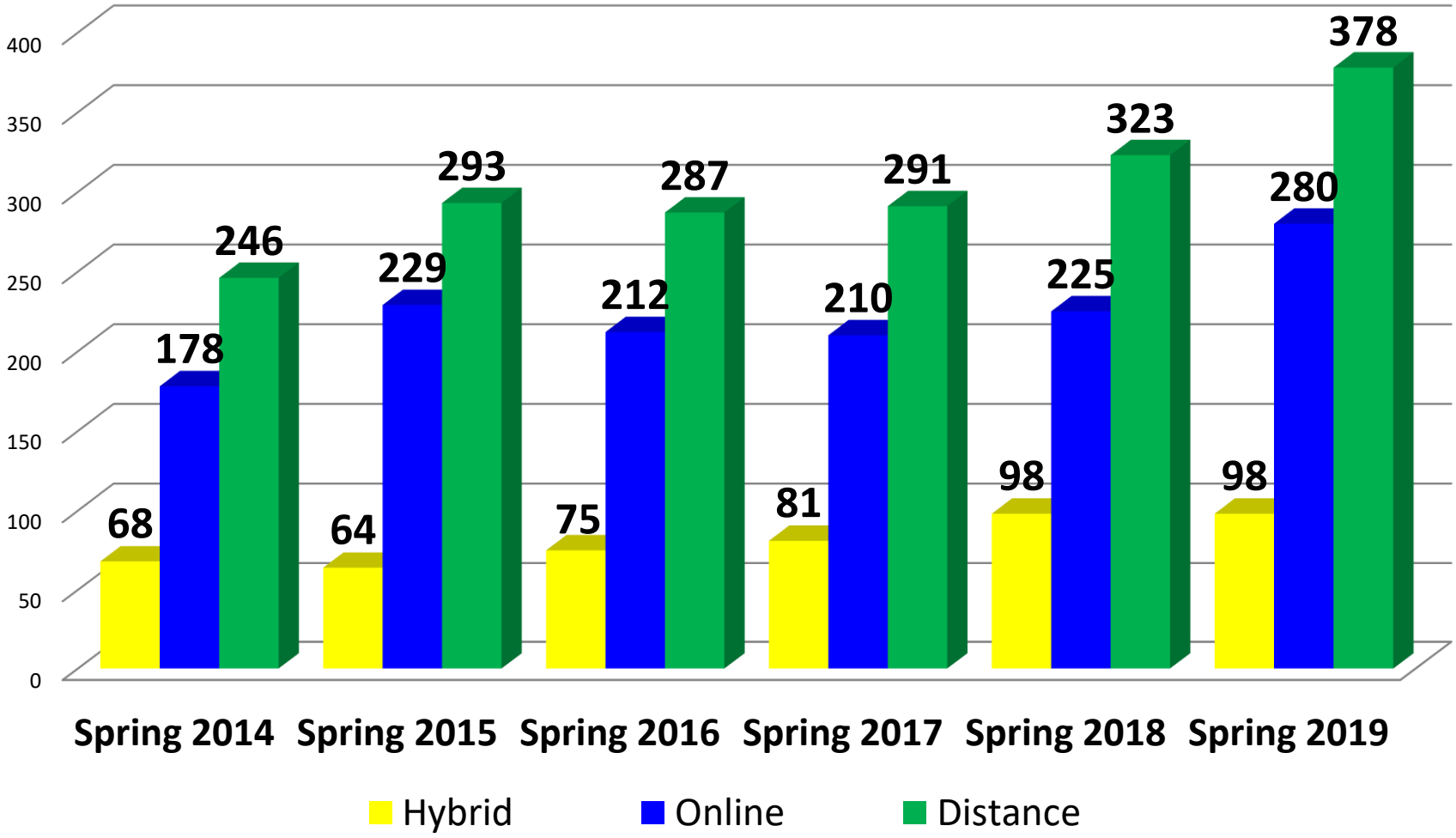
April 10, 2019

UNIVERSITY of LOUISIANA LAFAYETTE

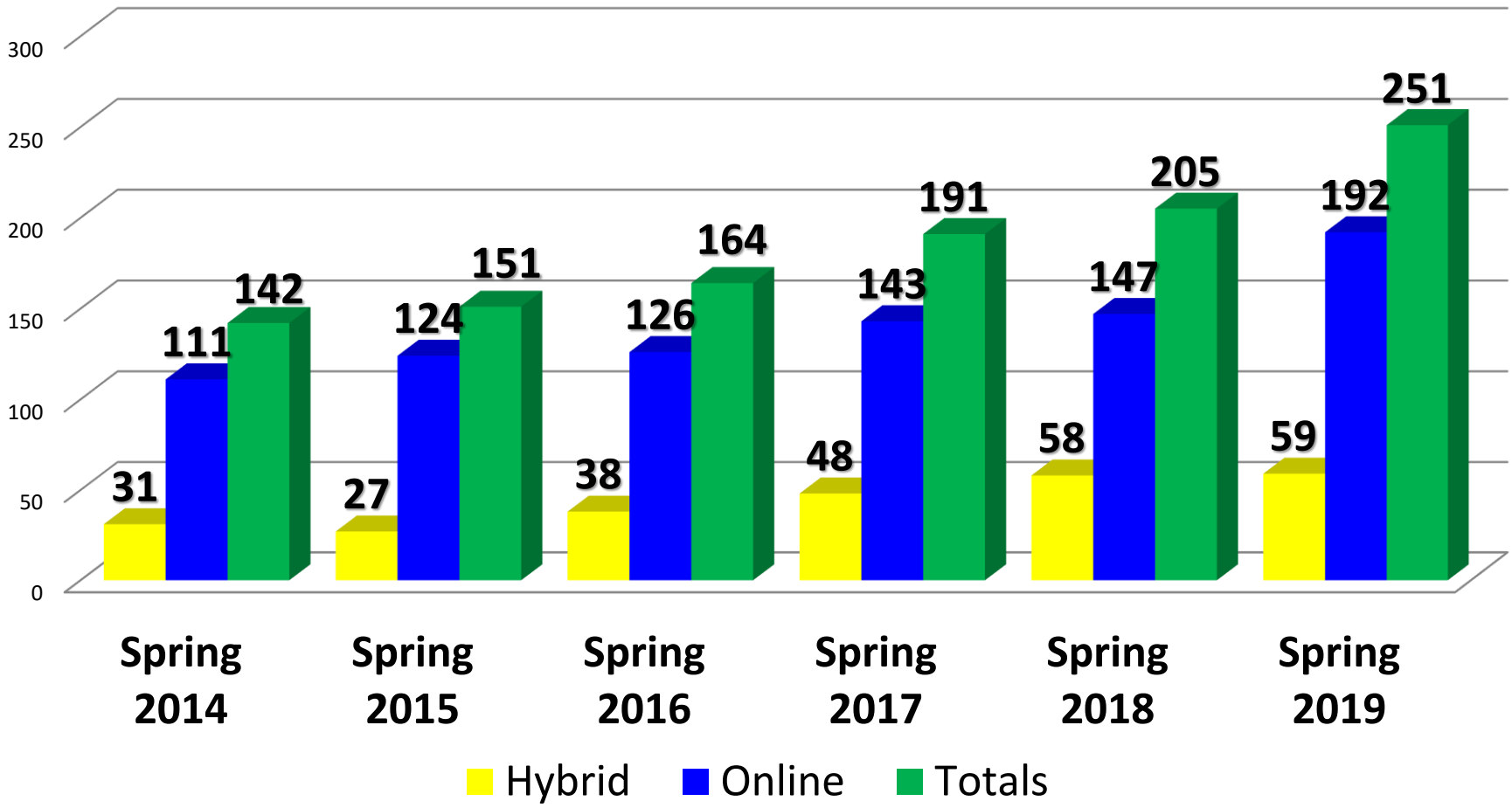
Distance Learning

Director's Report

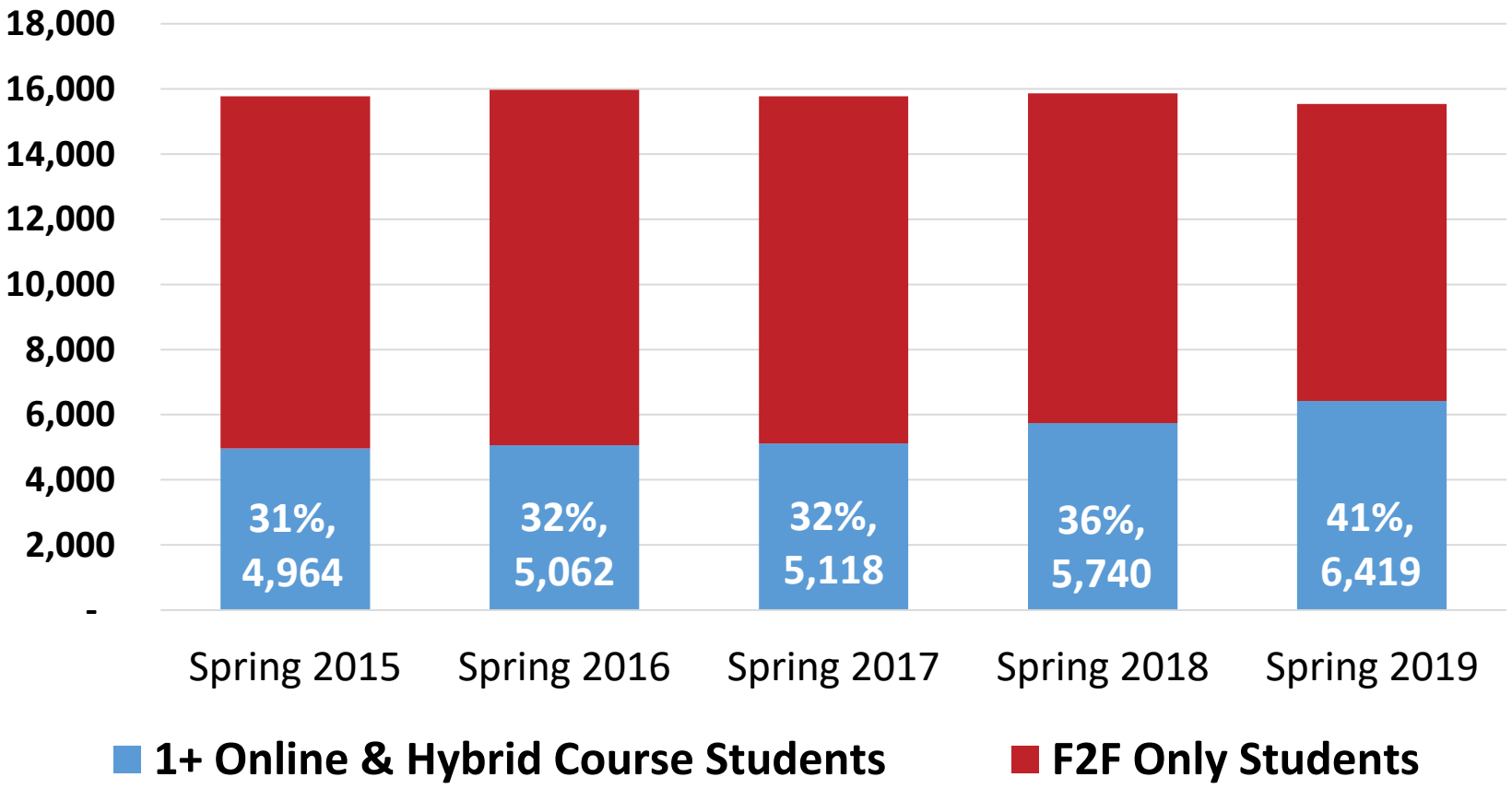
Total Sections Made



Unique Courses Made

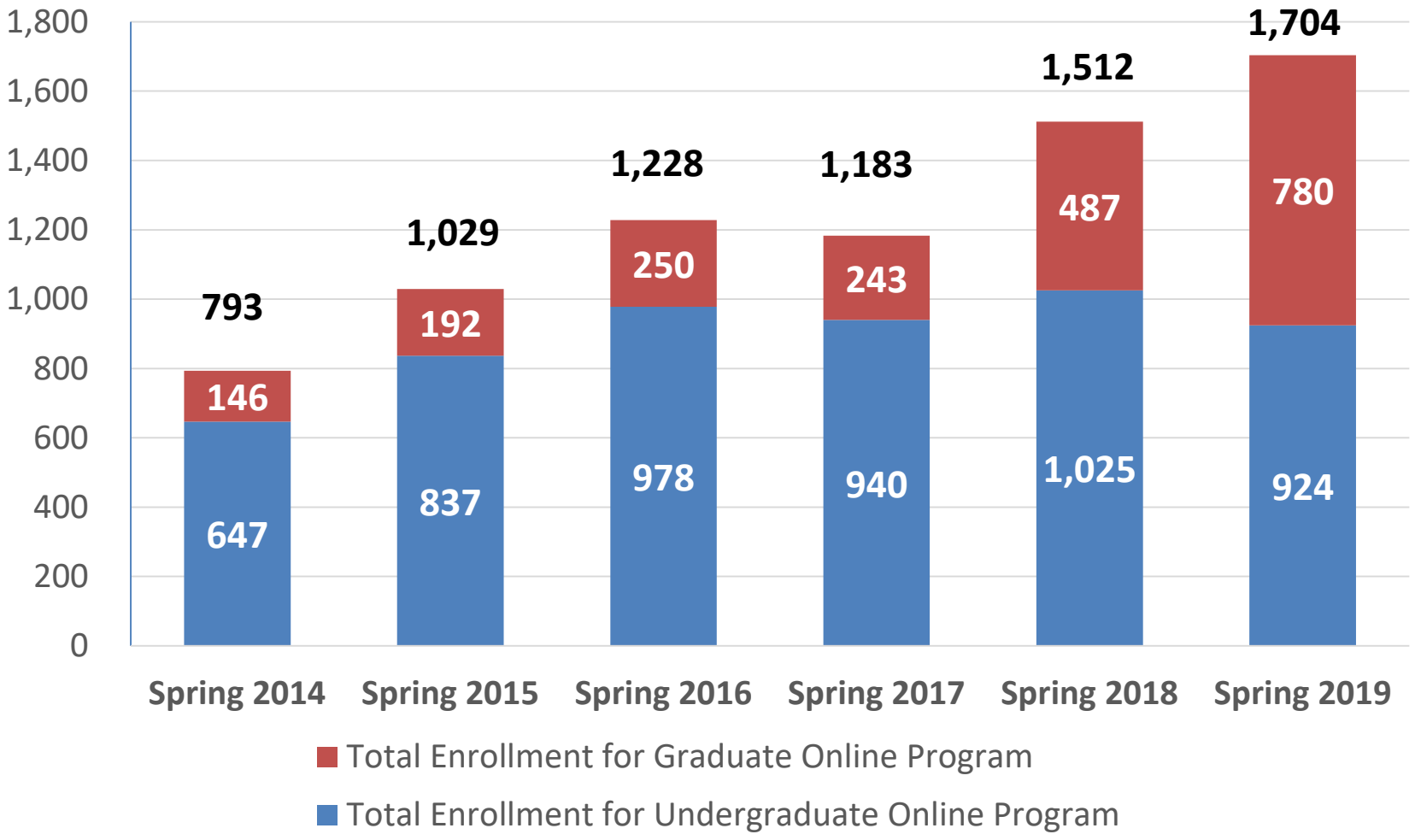


Unduplicated Students Taking 1+ DL Course

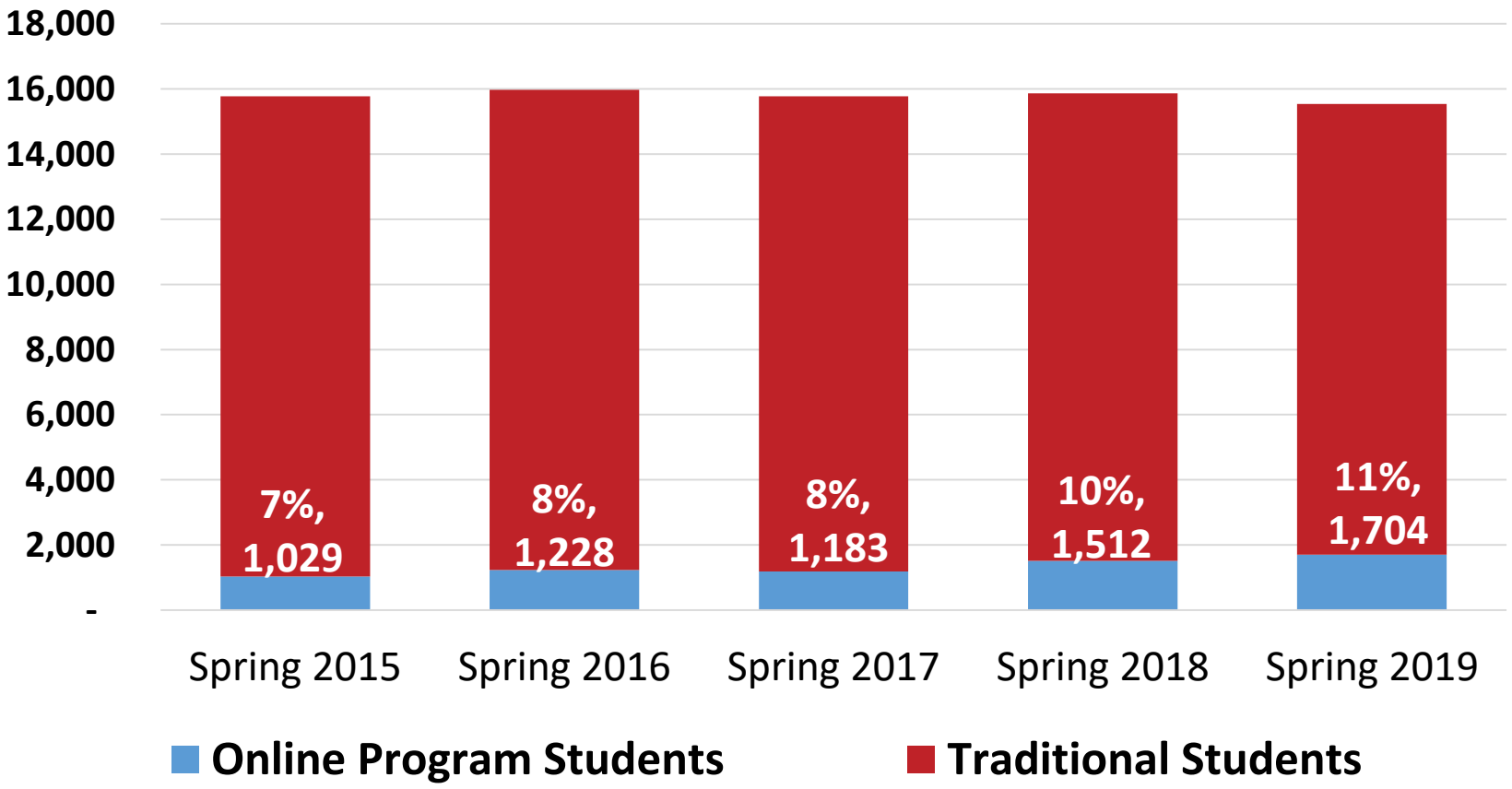


Based on the number of students paying the distance learning fee per administration and finance data including accelerated terms D1 & D2.

Total Online Program Enrollment



Online Program Enrollment



Based on the number of students paying the distance learning fee per administration and finance data including accelerated terms D1 & D2.

University of Louisiana Lafayette | Distance Learning

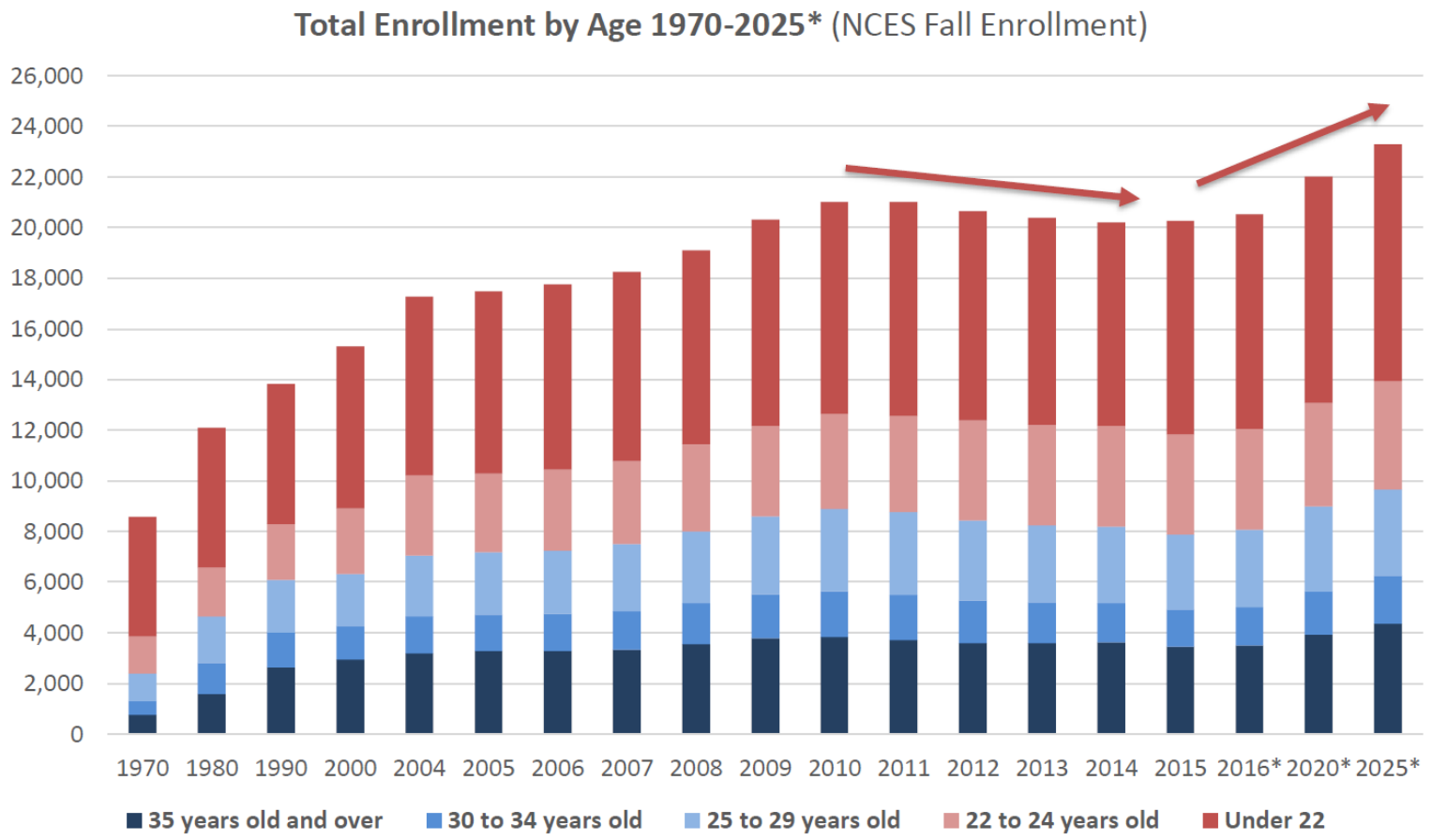
Office Updates

- Moved to Whittington House
- 2018 Staff Additions

  Budget Analyst, Communications Strategist, Instructional Designer, Program Manager, Retention Specialist
- In-process hires

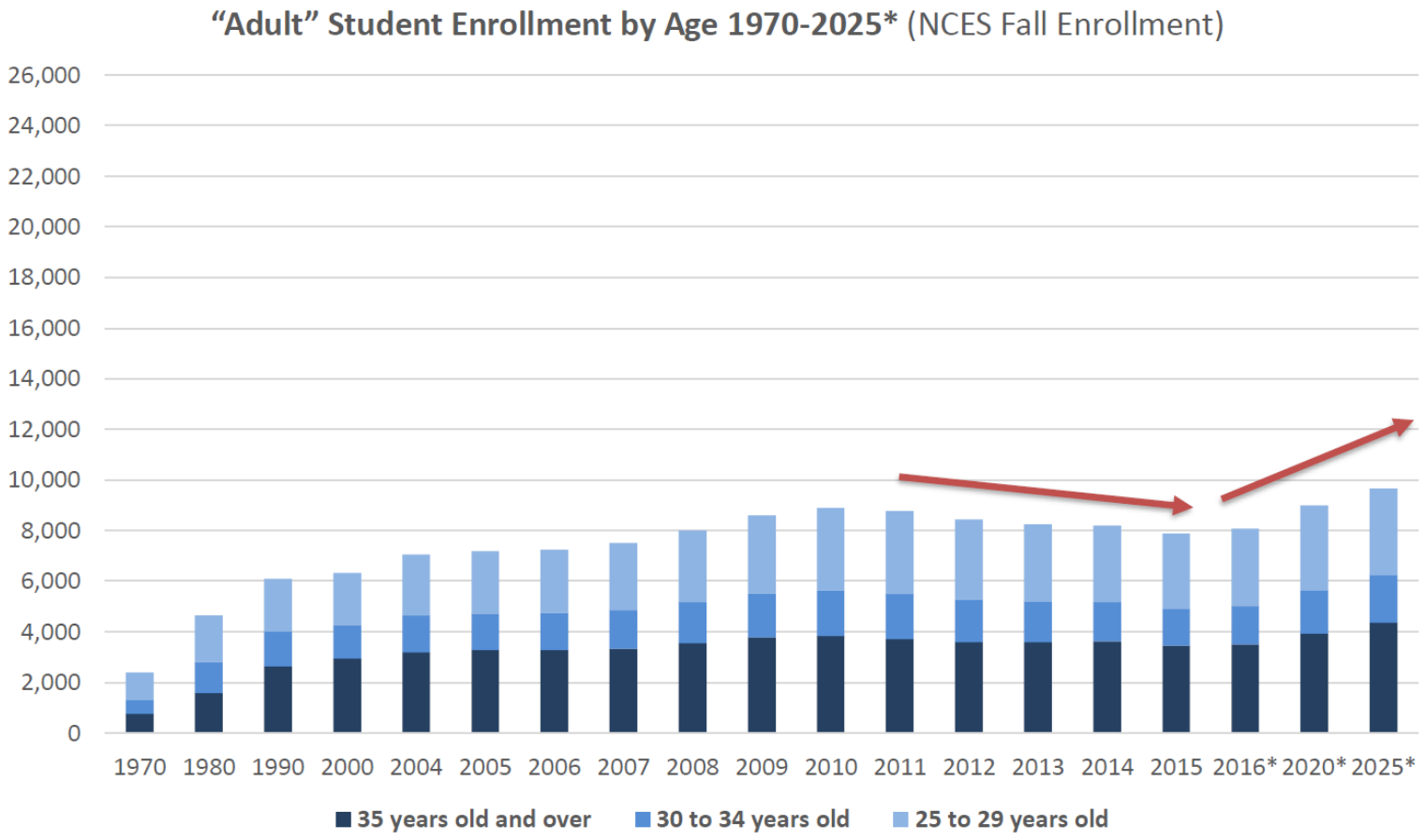
  Instructional Designer, Online Student Support Specialist

National Enrollment Predictions



Source: Aslanian Market Research. (2019). Know Your Audience: Applying Demand Theory to Programs, Marketing, Outreach, and More, Conference on Adult Learner Enrollment Management, Scottsdale, AZ, February 2019. https://learn.educationdynamics.com/hubfs/CALEM-2019/Know-Your-Audience-AMR.pdf

National Adult Learner Predictions



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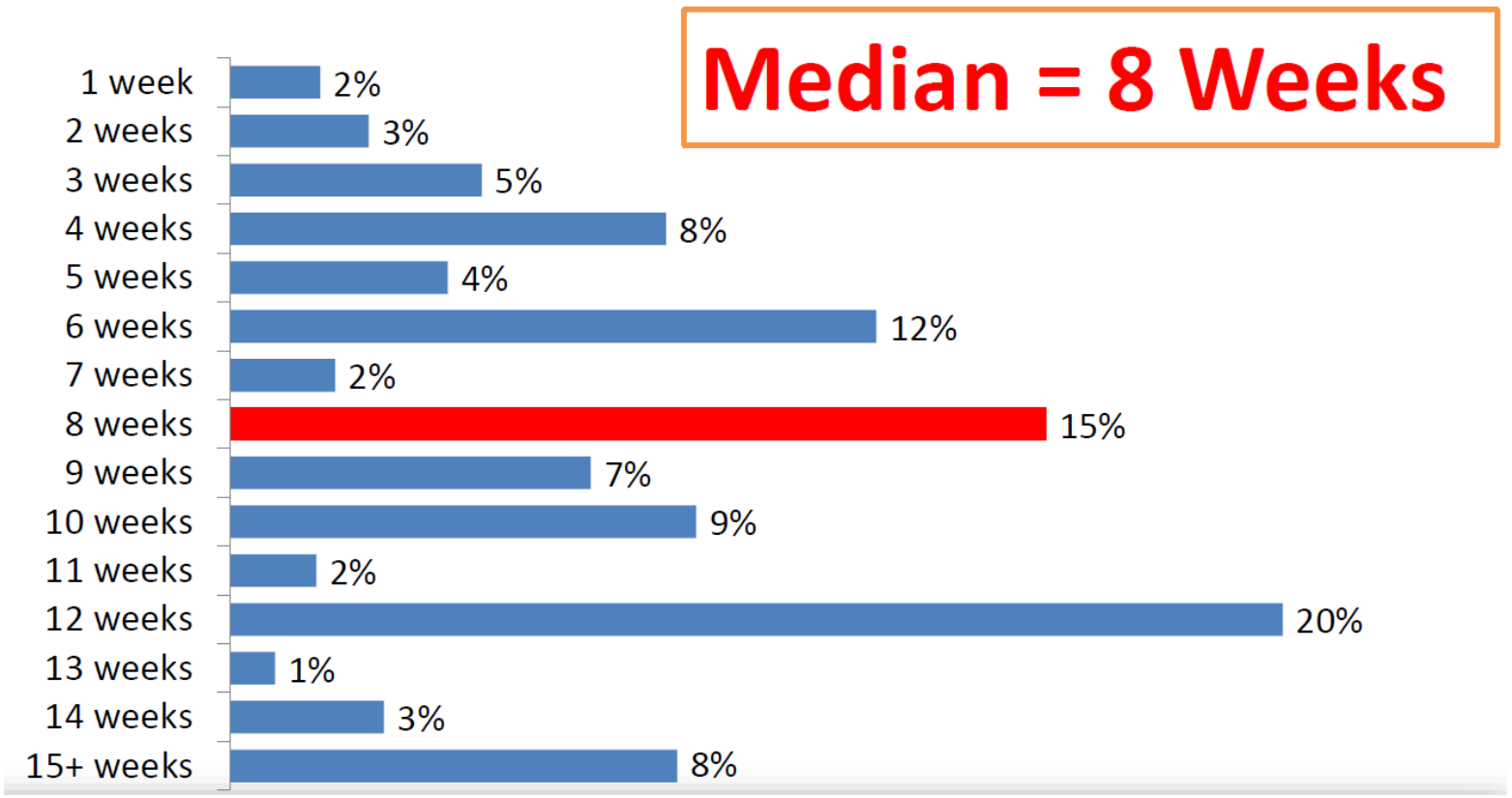
Programs Status Overview

- **Newly Launched**
  - BSBA Management Online Degree beginning Fall 2019
- **Researching and Discussing**
  - 5 new online programs
- **Growth Planning for Current Programs**
  - Researching competitors, curriculum, alumni employment, job growth, prospective student inquiries
  - Proposing and implementing changes to fuel enrollment growth

Preferred Course Length



Source: Aslanian, C. B. (2017). Post-traditional College Students: Attracting and Serving the New Majority.

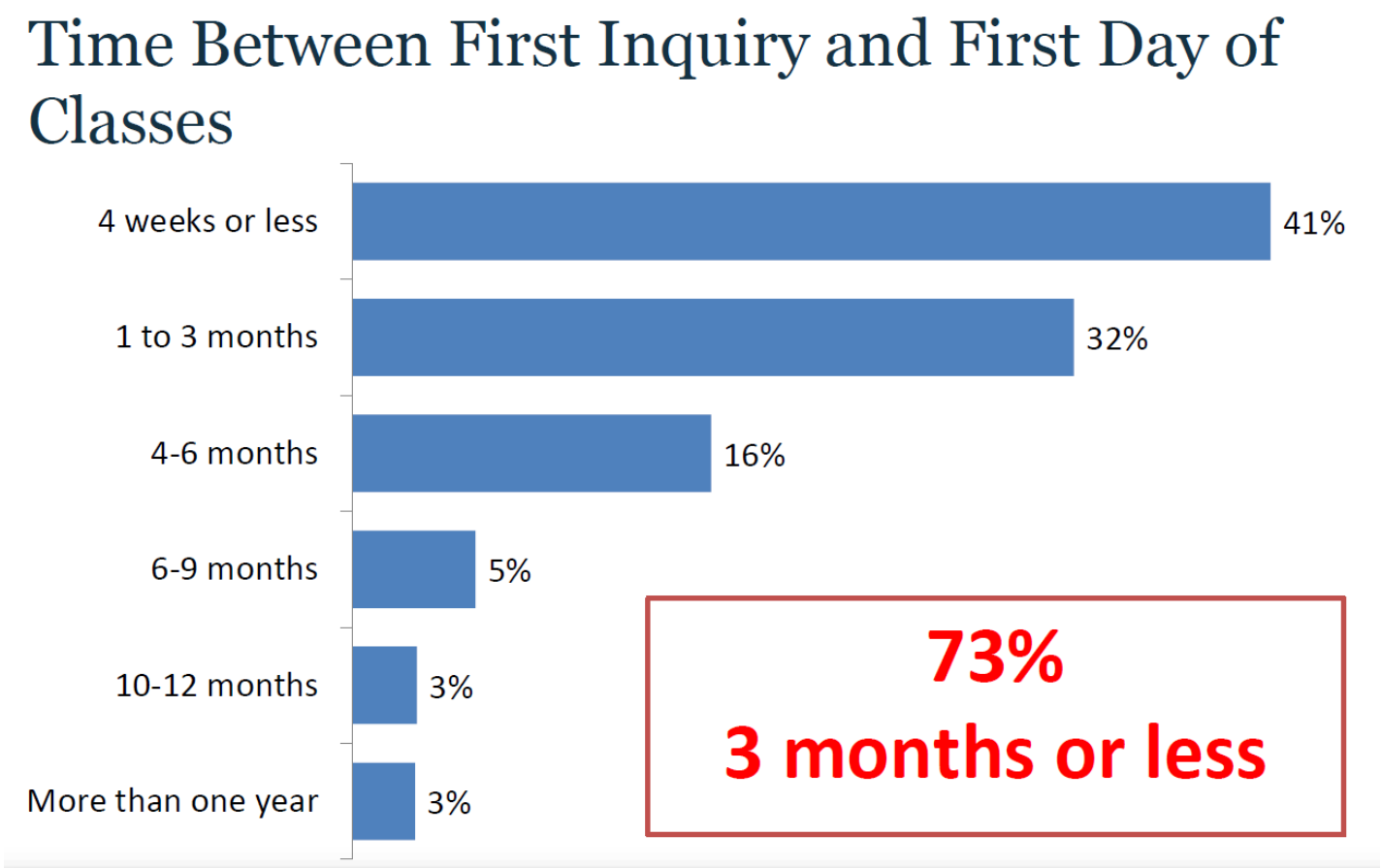
Aslanian Market Research. (2018). Post-traditional Students in Higher Education, Conference on Adult Learner Enrollment Management, New Orleans, LA, March 2018.
https://learn.educationdynamics.com/hubfs/CALEM%202018/Post-traditional%20students%20CALEM%202018-Aslanian.pdf

Top Online Program Features

Which of the following specific features of some online programs are most important in your selection of a specific online program in which you want to enroll? *[Selected top three]*	All Students
Available scholarships, grants and/or assistantships	31%
Courses offered year-round (across all 12 months)	27%
Courses that are self-paced/do not have set deadlines	25%
Ability to complete studies in less time than a classroom program	25%
Availability of fast-track accelerated courses	20%
Ability to enroll in classroom courses also (if desired)	18%
Frequent program start dates throughout the year	18%
Graduates are well-respected by employers in my field	17%
Some online classes have sessions with set time to facilitate contact between students and instructors	15%
Generous policies regarding acceptance of previously earned credit	14%
Many faculty are also practitioners in their field	11%
Ability to work in teams with other students	9%
Many faculty teach full time, hold a doctorate	8%
Something else	0%

Source: Magda, A.J., & Aslanian, C.B. (2018). Online college students 2018: Comprehensive data on demands and preferences. Louisville, KY: The Learning House, Inc.

Speed of Decision Making



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Distance Learning Initiatives

- Implement a flat-rate, per-credit-hour price for online programs
- Implement an electronic immunization waiver and ultimately get the law amended to exempt online students from all immunizations
- Implement electronic course withdrawal process
- Ensure University student communication verbiage is online-student-friendly
- Decrease application-to-start windows for all online programs
- Reestablish a 6th accelerated term
- Establish an internal tuition revenue share for online programs marketing and enrollment services

UNIVERSITY of LOUISIANA LAFAYETTE

Distance Learning

Program Management

Programs Status Overview continued

- **Programs with Academic Partnerships**

RN to BSN

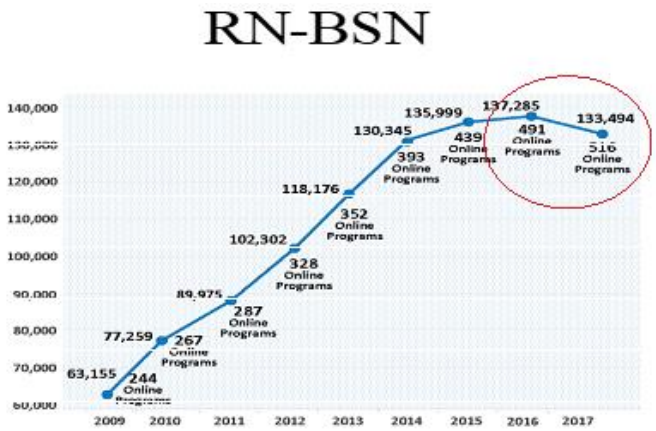
2017 and 2018 application decline

Competitor growth vs. student growth

2018 and 2019 new marketing tactics

- » Partner site refresh, new videos
- » Marketing surveys, alumni

Results YTD - application loss has slowed



MBA

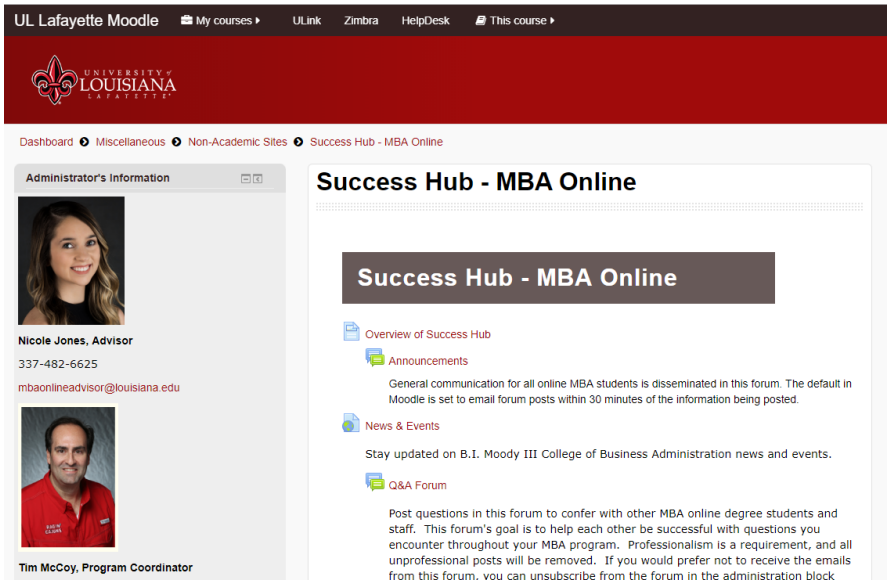
Applications growing

Summer alumni campaign

Program Support

- Data-driven course requests
- New, comprehensive orientation
- Success Hubs
- Electronic welcome letter
- Scalable, impactful term courses
- Improved access to OWL, Net Tutor, and Proctoring

Common Class Size	Course	SPR 2018 Seats	Students	% Filled	HPW	GSO	RN2BSN	HSA
105	MUS2 105(S)	210	221	105%	0	1	0	1
105	MUS2 108(S)	105	115	110%	0	0	0	0
16	MUS2 323(S)	16	16	100%	0	0	0	0
105	MUS2 360(S)							
50	THEA 161 (S)	40	41	103%	0	0	1	0
30	THEA 161 (A)	30	19	63%	0	0	19	0
30	THEA 161 (B)	30	22	73%	0	3	13	0
26	THEA 300(S)	26	26	100%	0	0	0	0
30	VIAR 120(S)	30	30	100%	0	0	0	1

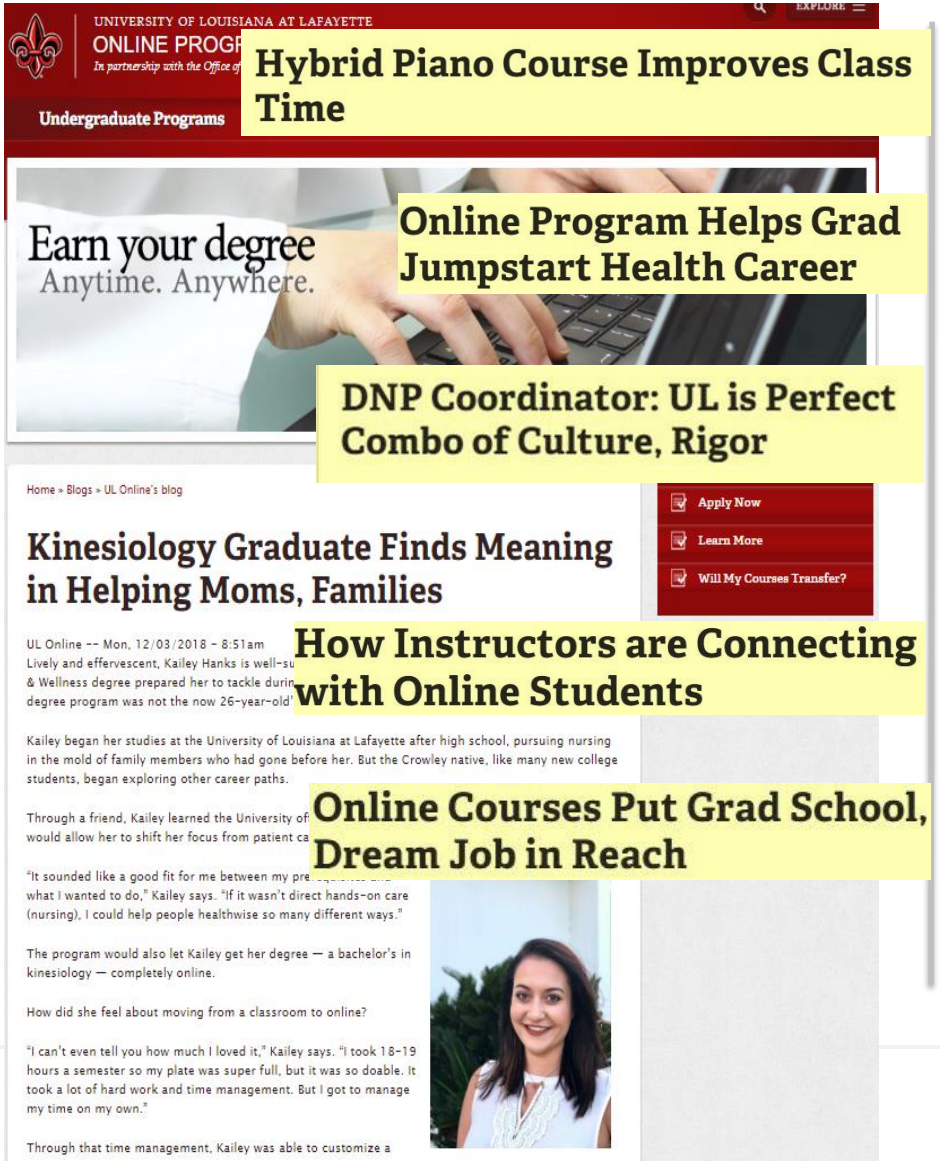


UNIVERSITY of LOUISIANA LAFAYETTE

Distance Learning

Communications, Marketing, and Enrollment

Marketing



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Dedicated Resources
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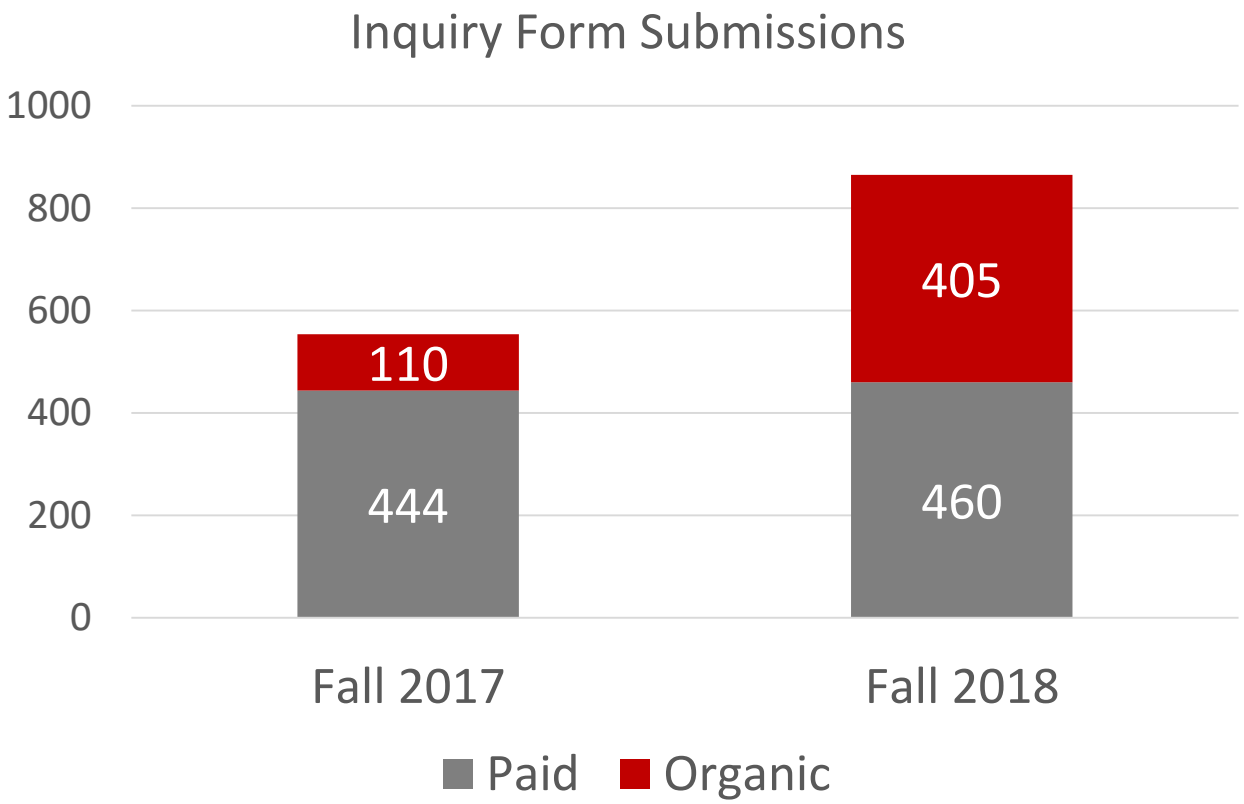
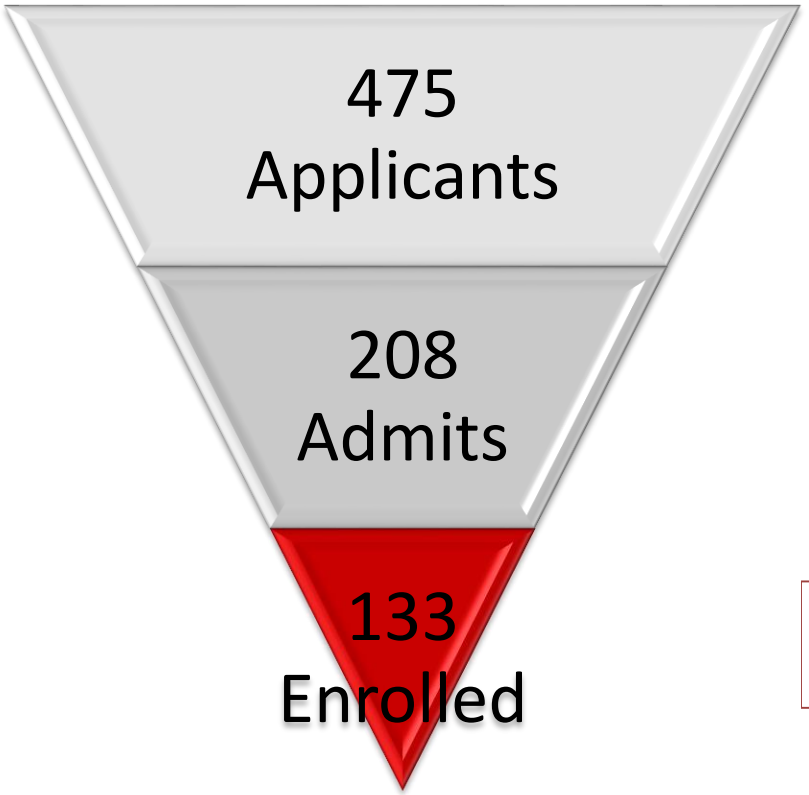
Flexible Courses
Earn your degree while continuing to work full time

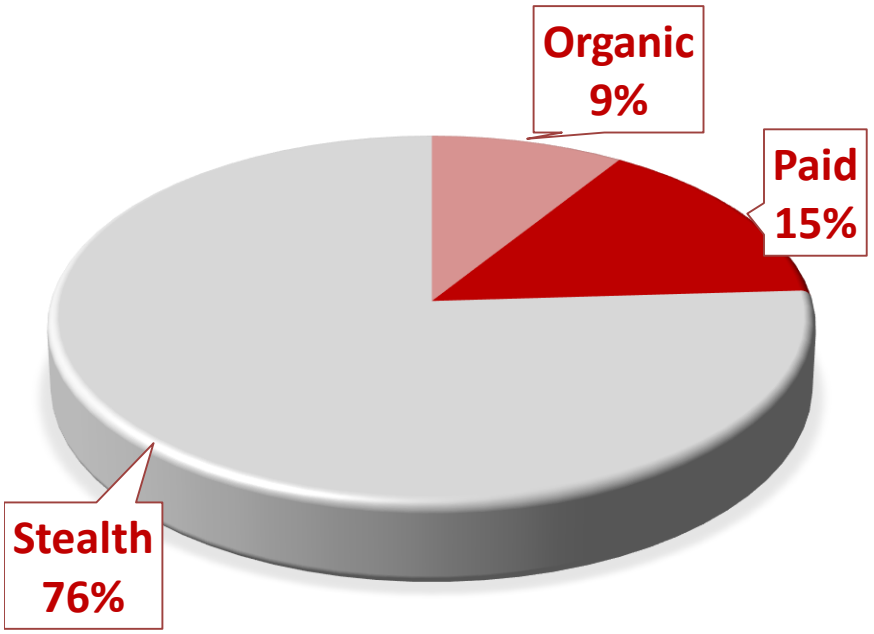
Marketing


Inquiry Form Submissions
1000
800
600
400
200
0
110
444
405
460
Fall 2017
Fall 2018
Paid
Organic

Enrollment

FALL 2018 NON-AP ONLINE PROGRAMS NEW ENROLLMENTS





Retention Services

Home » Blogs » UL Online's blog

Meet Laura Zito: A Problem Solver for Online Students

UL Online -- Mon, 08/27/2018 - 11:58am
You're approaching your first semester at the University of Louisiana at Lafayette, and you're not a traditional student. You'll be taking classes totally online, juggling studies around your work schedule and family time. Where do you turn if you need help?

You turn to Laura Zito.

"By nature, I'm a problem solver," she says emphatically. "That's what I do a lot of."

Her official title is "retention specialist" in the Office of Distance Learning, and Zito is standing by to lend a helping hand when online students need information. Those students can request help by emailing onlinesuccess@louisiana.edu.

She has three things in her favor when it comes to making sure those students get the help they need. First, she's a UL Lafayette graduate. Second, she is highly experienced; this is her second time around in working at the Distance Learning office, where she was online student support specialist from 2013 to 2016 before leaving to focus on her family. She rejoined the department in March of 2018.

And third, she has strong credentials from her career before UL, with nearly 20 years of sales, operations, and customer service experience.

Her dedication to customer service — "Students are our customers," she says — underpins her daily approach to her job.

"When I'm working with them, especially if they are frustrated with something, we see how quickly we can find an answer to something," she says. "When online students run into problems, they may not know who to contact for what. Maybe they're working and can't make calls during the day. So having one person they can go to and trust is really important."

She provides ongoing support to all students enrolled in online degree and certificate programs, ensuring newly enrolled students transition easily into the online learning environment and creating ways to encourage and track student success.

- Online Student Communication Plan
  - Comprehensive plan to engage students and notify them of key dates and deadlines
  - Includes phone, email and success hub outreach
- CRM Advise implementation underway.
  - Will be used to track communications with students and establish at-risk indicators triggering intervention.

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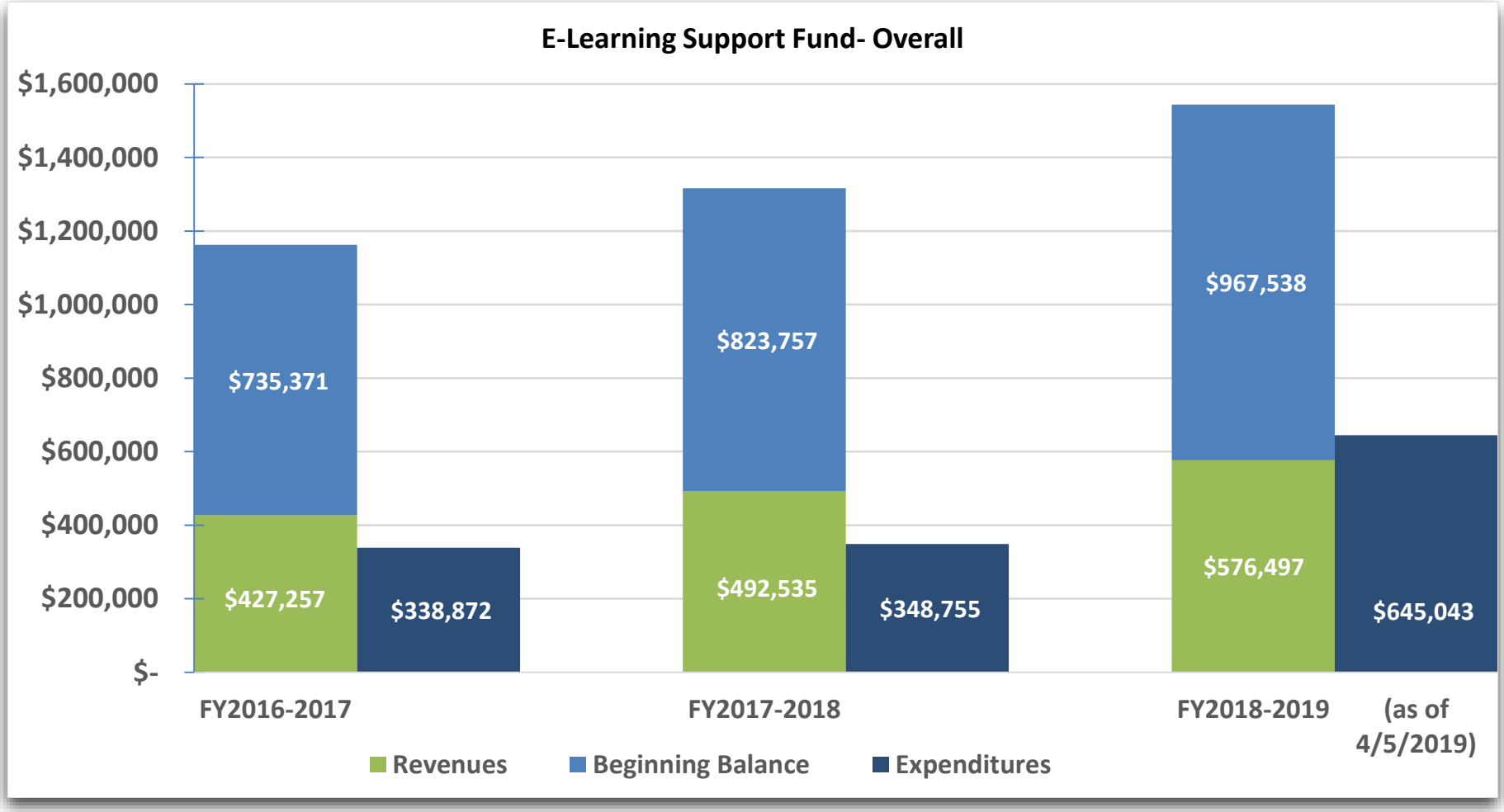
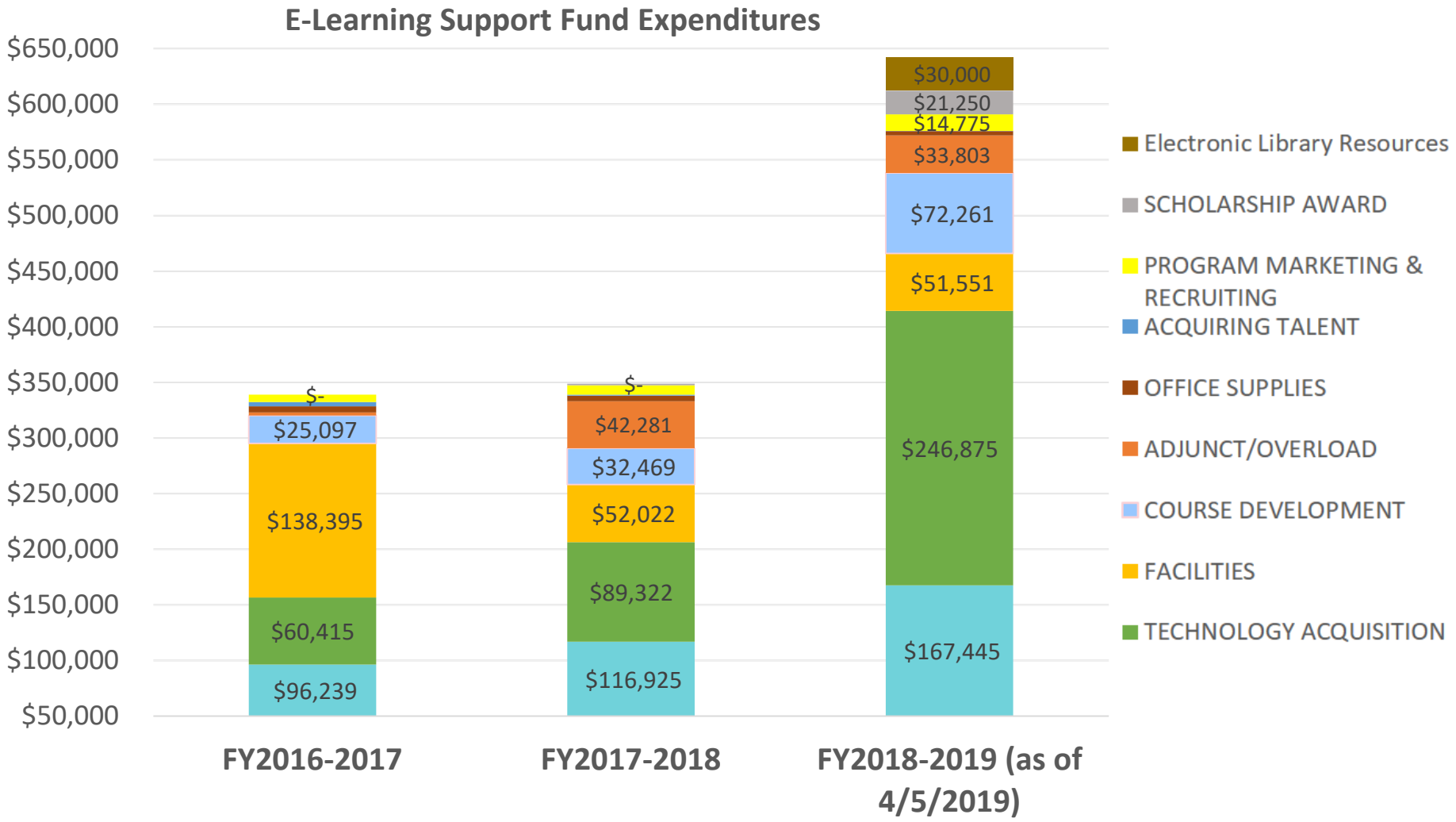
Distance Learning

Business Management

Departmental Support Funds



Departmental Support Funds



Notable Investments

- $100,000 to rehabilitate and occupy the Whittington House for DL operations
  - $50k Office Furnishings / Work-Spaces
  - $28k Electrical / Phone / IT / Security System
  - $20k Flooring / Renovation / Repairs
  - $2k Street Signage / Miscellaneous

- $1.2 million dedicated for Electronic Library Resources and Services (FY12-19)

UNIVERSITY of LOUISIANA LAFAYETTE

Distance Learning

Instructional Support

Faculty Certification

ULearn Faculty Certification:

1. Recruit new online and hybrid faculty
2. Provide **bench depth** for our online programs and supporting courses

	TOTAL CERTIFIED (Active)	Inactive	TOTAL CERTIFIED (Active / Inactive)
Certified*:	**314**	109	423

	In Progress (with end date)	In Progress (date TBD)	TOTAL In Progress
Pending*:	13	21	**34**

*As ofApril 9, 2019

*As of April 9, 2019

UNIVERSITY of LOUISIANA LAFAYETTE | Distance Learning

Certified Faculty by College

College	Certified (Active)	In Progress
Arts	13	0
Business Administration	50	8
Education	64	6
Engineering	9	1
Liberal Arts	82	9
Nursing / Allied Health Professions	51	5
Sciences	39	4
Other	6	1
TOTALS	**314**	**34**

**As of April 26, 2016*

Professional Development

- **Quality Matters APPQMR** – April 5-26 (28 participants)
- **Moodle User Group (MUG) Meeting** – Thursday, April 11
- **Adaptive Learning Keeps Students Engaged, Active, and Test-Ready** – Thursday, April 25
- **Humanizing Your Online Course** – Monday, May 13
- **Collaborative Groups** – Tuesday, May 14

UNIVERSITY of LOUISIANA LAFAYETTE

Distance Learning

Upcoming Events

Upcoming Events

Apr 12	WCET Conference Proposals Due
May 16-Jul 29	Course Design Practicum (CDP)
May 22	OLC Accelerate Conference Proposals Due
June 14	QM Conference Proposals Due
Oct 27-30	QM Conference (Grapevine, TX)
Nov 5-7	WCET Annual Meeting (Denver, CO)
Nov 19-22	OLC Accelerate Conference (Orlando, FL)