

Distance Learning Leadership Council

April 10, 2019



UNIVERSITY *of*
LOUISIANA
L A F A Y E T T E °

**Distance
Learning**

distancelearning@louisiana.edu

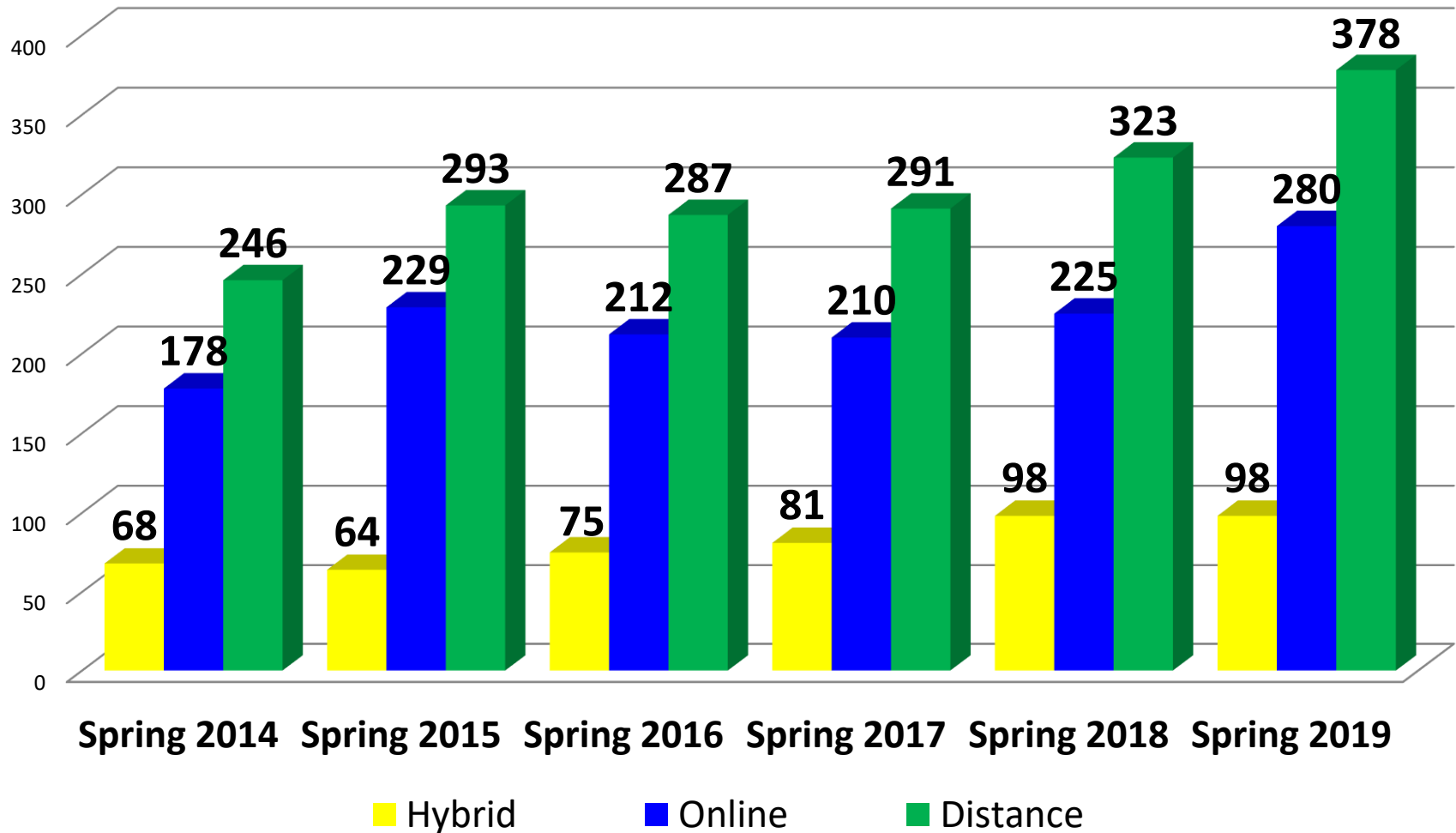


UNIVERSITY *of*
LOUISIANA
L A F A Y E T T E [®]

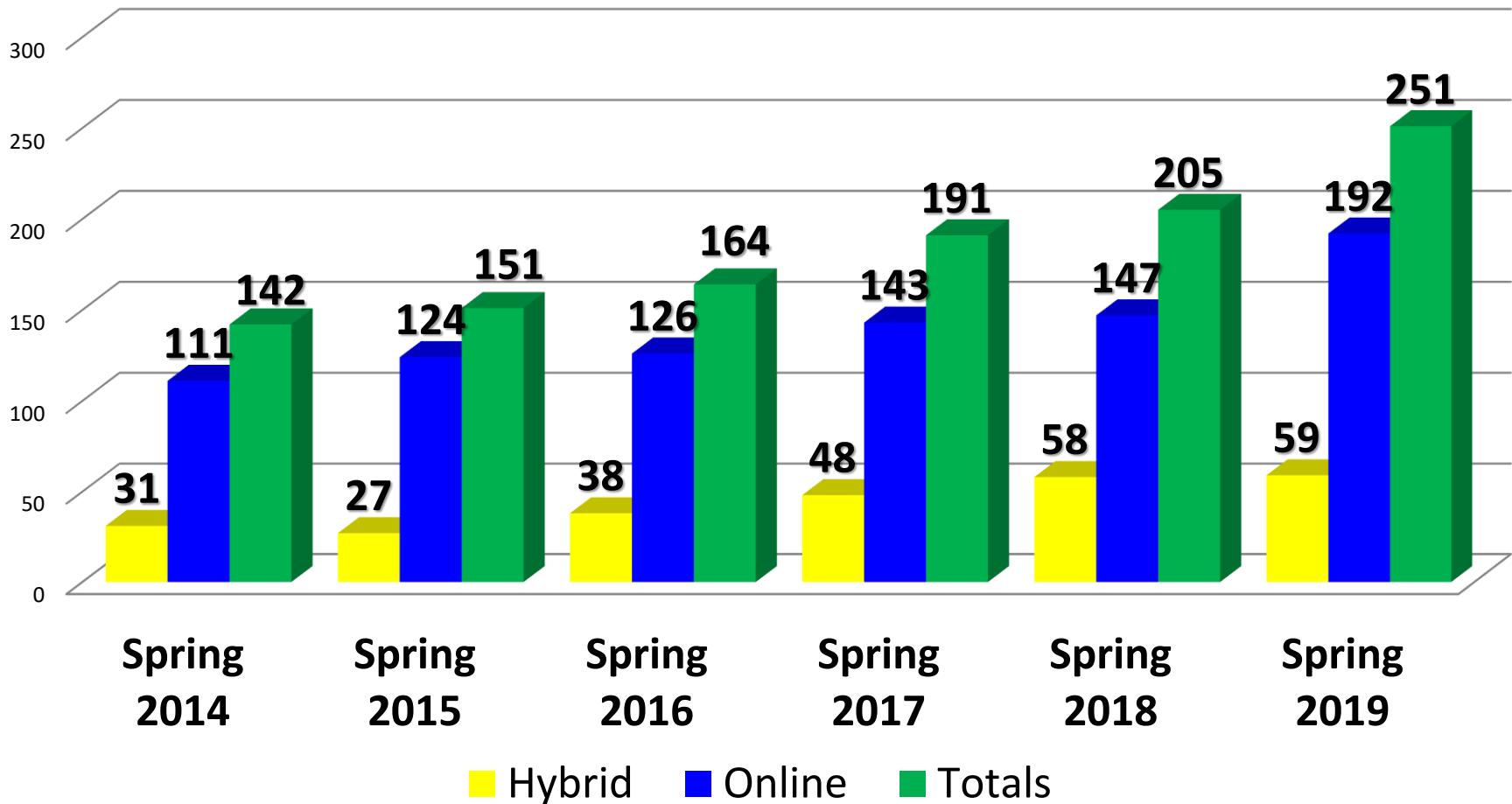
Distance Learning

Director's Report

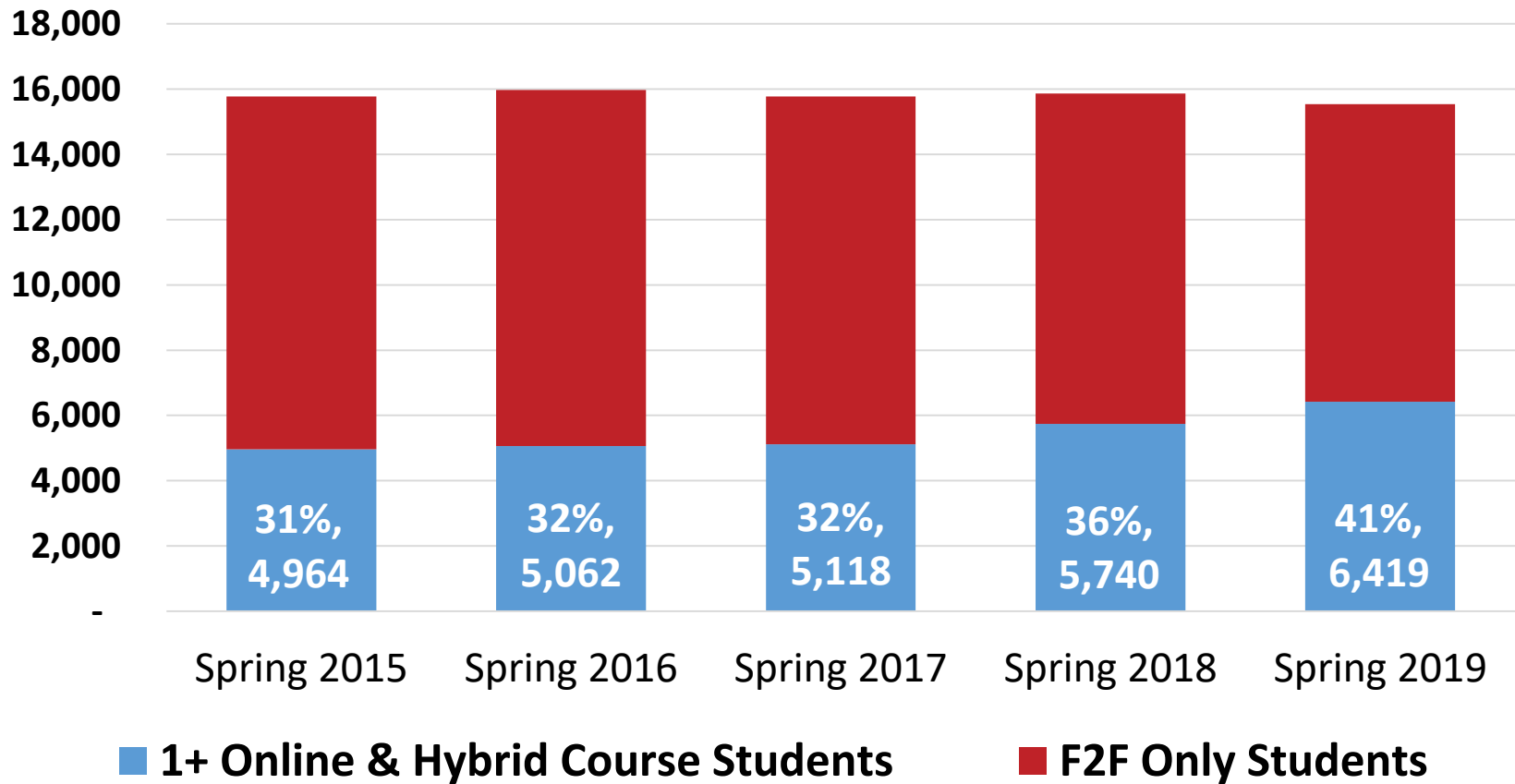
Total Sections Made



Unique Courses Made

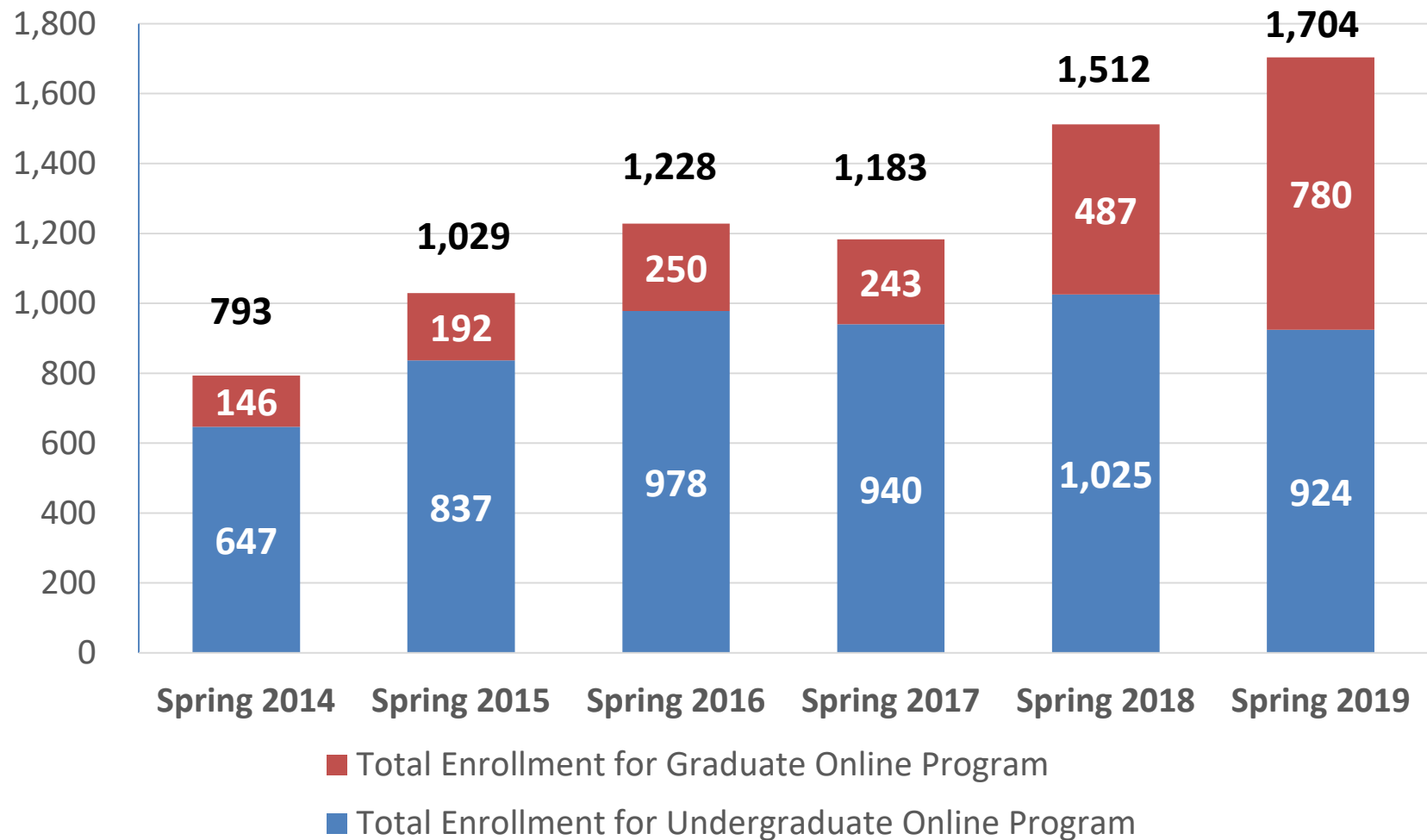


Unduplicated Students Taking 1+ DL Course

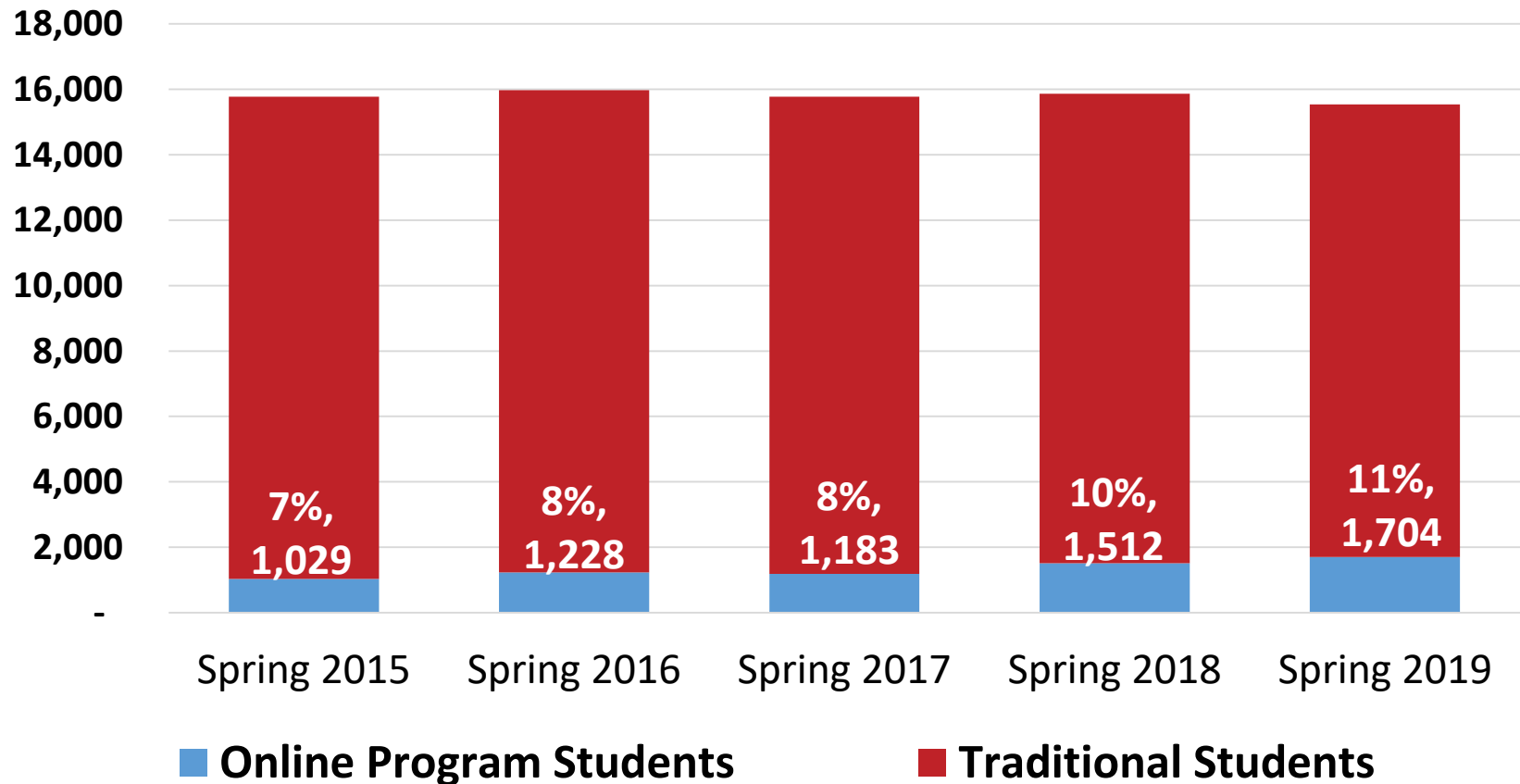


Based on the number of students paying the distance learning fee per administration and finance data including accelerated terms D1 & D2.

Total Online Program Enrollment



Online Program Enrollment



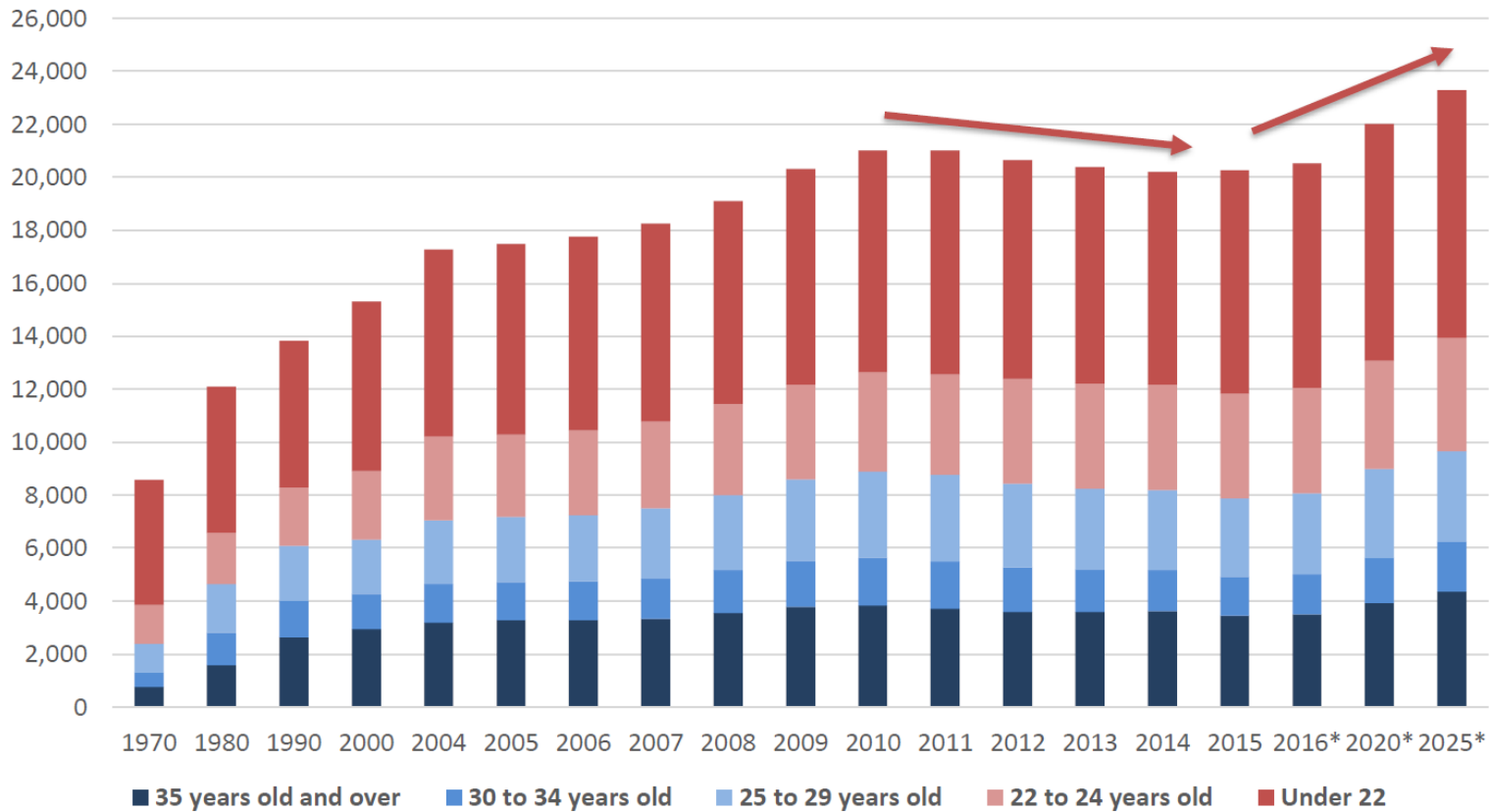
Based on the number of students paying the distance learning fee per administration and finance data including accelerated terms D1 & D2.

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

Total Enrollment by Age 1970-2025* (NCES Fall Enrollment)

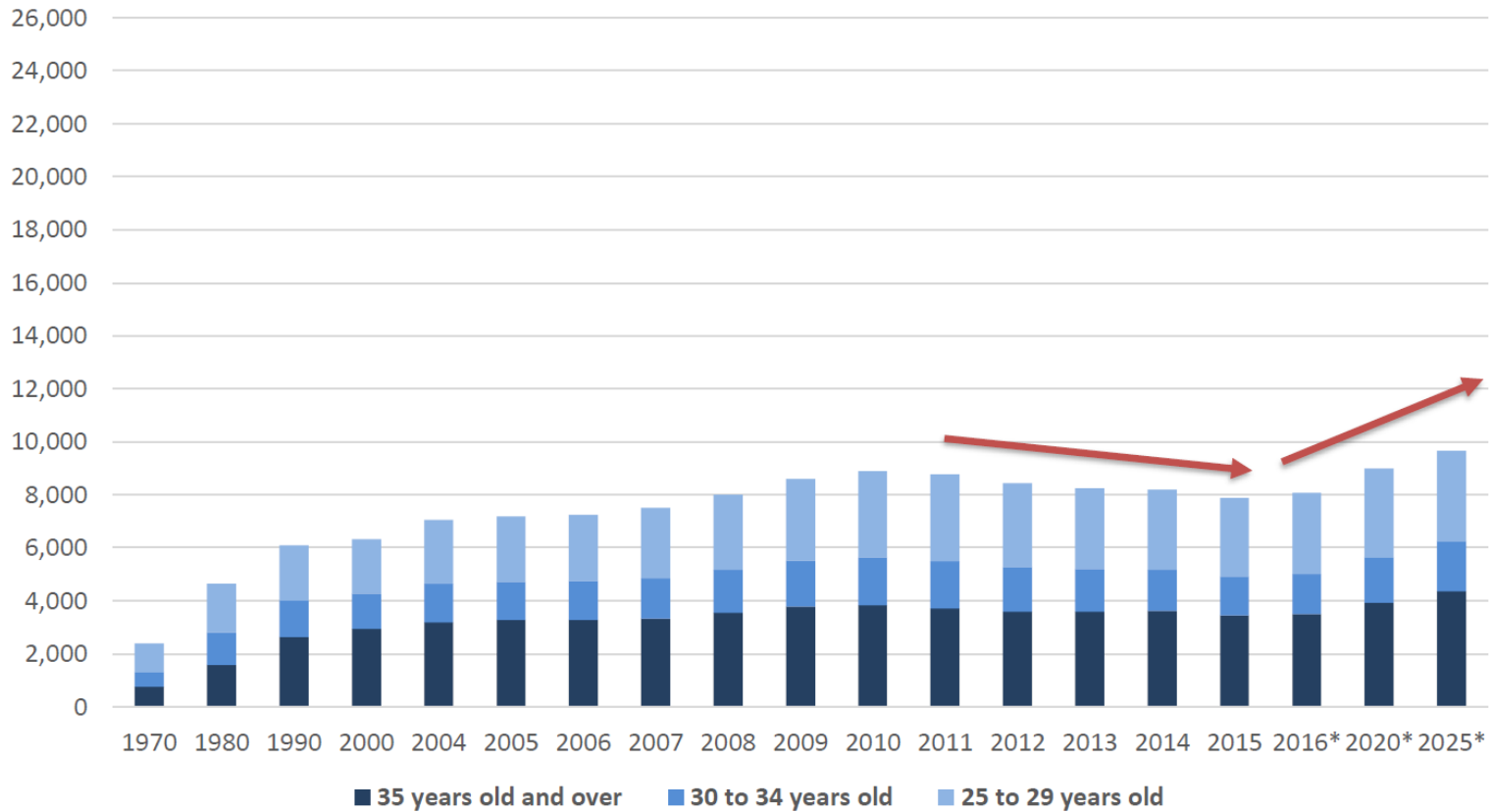


Source: Aslanian Market Research. (2019). Know Your Audience: Applying Demand Theory to Programs, Marketing, Outreach, and More, Conference on Adult Learner Enrollment Management, Scottsdale, AZ, February 2019.

<https://learn.educationdynamics.com/hubfs/CALEM-2019/Know-Your-Audience-AMR.pdf>

National Adult Learner Predictions

“Adult” Student Enrollment by Age 1970-2025* (NCES Fall Enrollment)



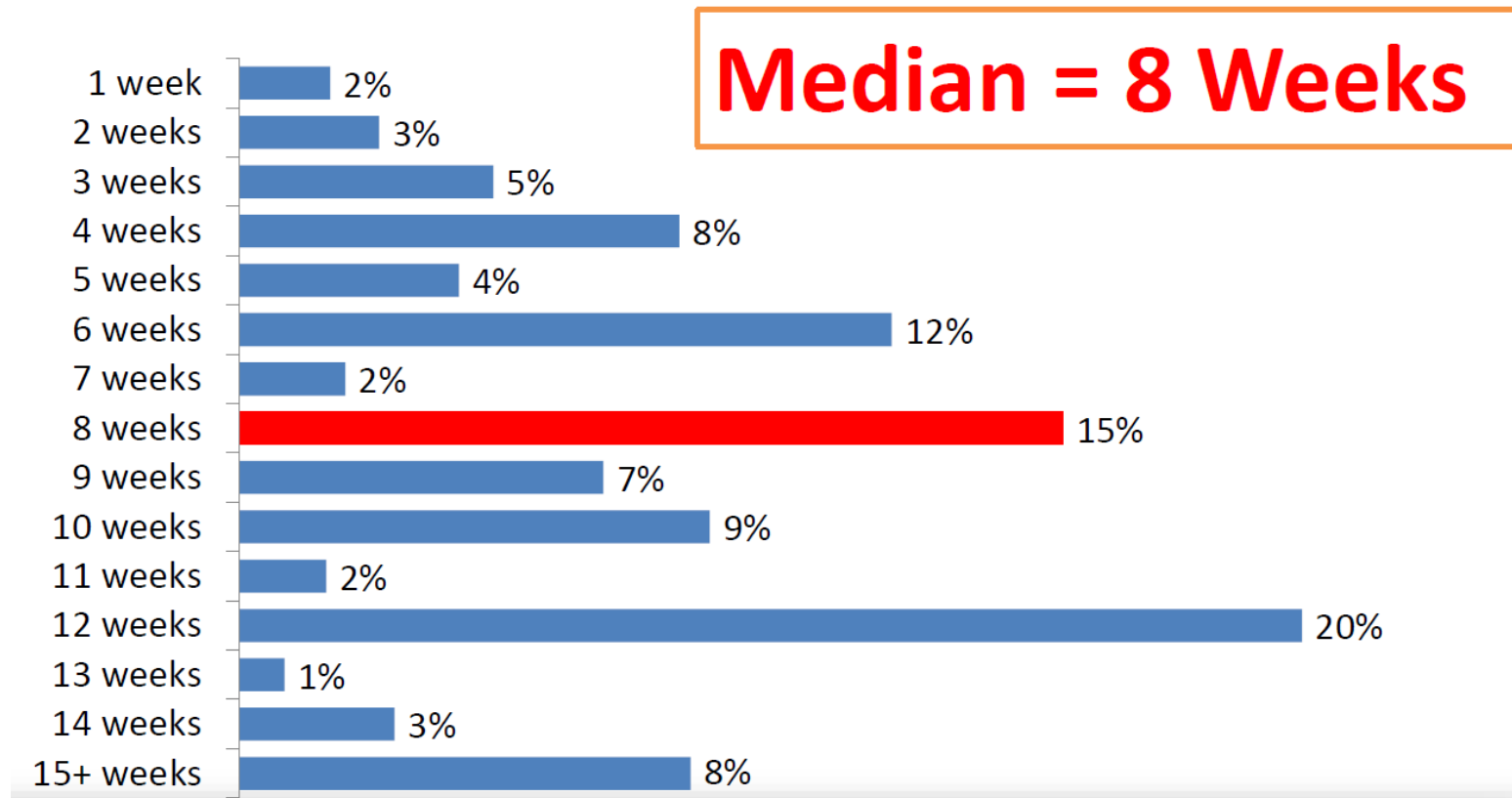
Source: Aslanian Market Research. (2019). Know Your Audience: Applying Demand Theory to Programs, Marketing, Outreach, and More, Conference on Adult Learner Enrollment Management, Scottsdale, AZ, February 2019.

<https://learn.educationdynamics.com/hubfs/CALEM-2019/Know-Your-Audience-AMR.pdf>

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>

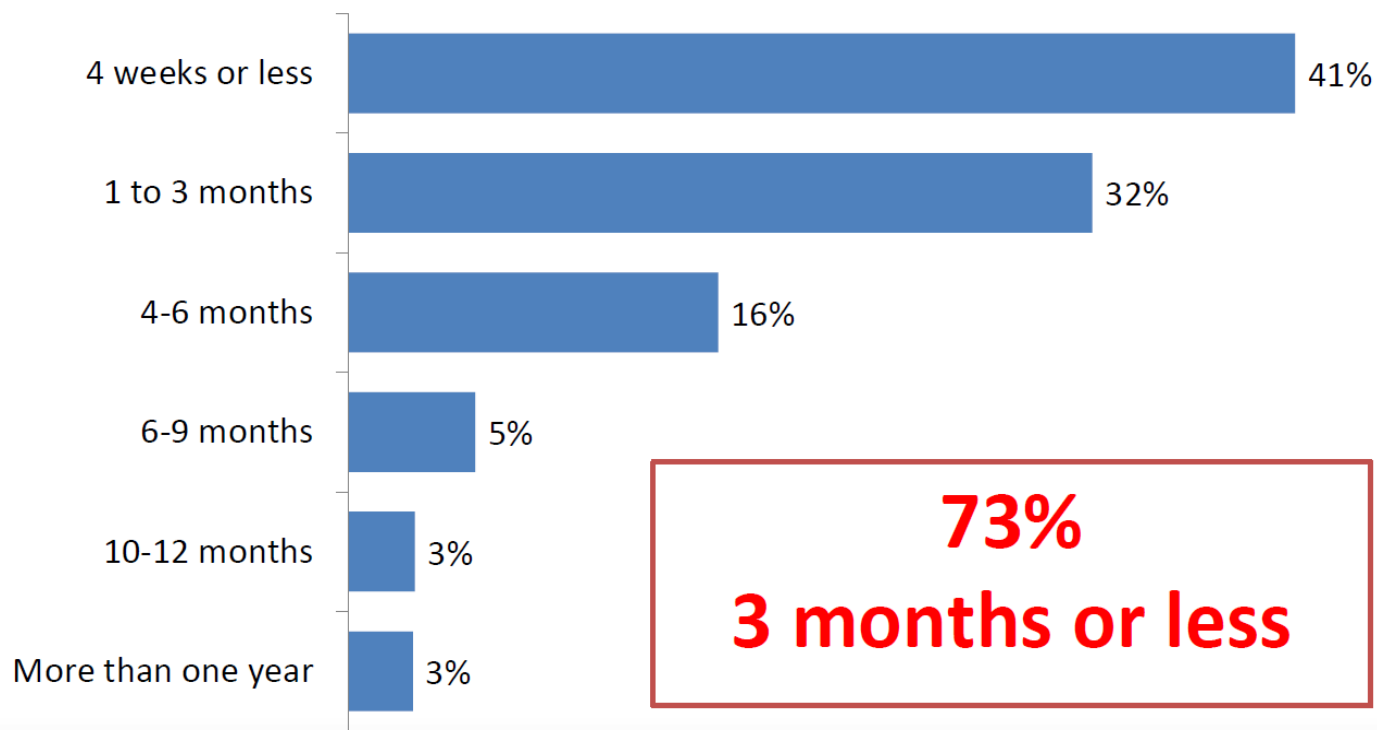
Top Online Program Features

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? <i>[Selected top three]</i>	All Students
<input type="checkbox"/> Available scholarships, grants and/or assistantships	31%
<input checked="" type="checkbox"/> Courses offered year-round (across all 12 months)	27%
<input checked="" type="checkbox"/> Courses that are self-paced/do not have set deadlines	25%
<input checked="" type="checkbox"/> Ability to complete studies in less time than a classroom program	25%
<input checked="" type="checkbox"/> Availability of fast-track accelerated courses	20%
<input checked="" type="checkbox"/> Ability to enroll in classroom courses also (if desired)	18%
<input checked="" type="checkbox"/> Frequent program start dates throughout the year	18%
<input checked="" type="checkbox"/> Graduates are well-respected by employers in my field	17%
<input checked="" type="checkbox"/> Some online classes have sessions with set time to facilitate contact between students and instructors	15%
<input type="checkbox"/> Generous policies regarding acceptance of previously earned credit	14%
<input checked="" type="checkbox"/> Many faculty are also practitioners in their field	11%
<input checked="" type="checkbox"/> Ability to work in teams with other students	9%
<input checked="" type="checkbox"/> 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

Time Between First Inquiry and First Day of Classes



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>

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
L A F A Y E T T E ®

Distance Learning

Program Management

Programs Status Overview continued

- **Programs with Academic Partnerships**

RN to BSN

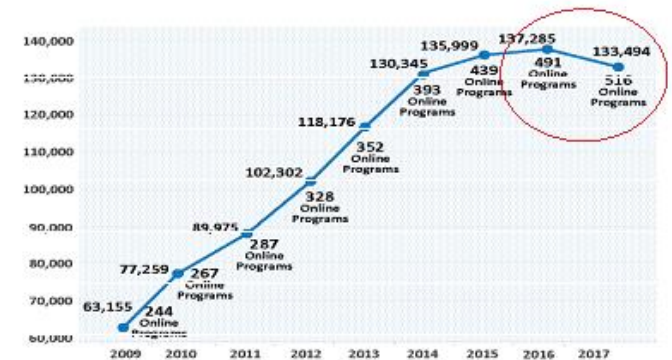
- 2017 and 2018 application decline
- Competitor growth vs. student growth
- 2018 and 2019 new marketing tactics
 - » Partner site refresh, new videos
 - » Marketing surveys, alumni

Results YTD - application loss has slowed

MBA

- Applications growing
- Summer alumni campaign

RN-BSN



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

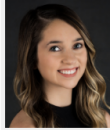
Common		SPR 2018						
Class Size	Course	Seats	Students	% Filled	HPW	GSO	RN2BSN	HSA
105	MUS2 105(S)	210	221	105%	0	1	0	1
105	MUS2 108(S)	105	115	110%	0	0	0	0
16	MUS2 323(S)	16	16	100%	0	0	0	0
105	MUS2 360(S)							
50	THEA 161 (S)	40	41	103%	0	0	1	0
30	THEA 161 (A)	30	19	63%	0	0	19	0
30	THEA 161 (B)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


UL Lafayette Moodle My courses ULink Zimbra HelpDesk This course

UNIVERSITY OF LOUISIANA LAFAYETTE

Dashboard Miscellaneous Non-Academic Sites Success Hub - MBA Online

Administrator's Information


 Nicole Jones, Advisor
 337-482-6625
 mbaonlineadvisor@louisiana.edu


 Tim McCoy, Program Coordinator

Success Hub - MBA Online

Success Hub - MBA Online

Overview of Success Hub

Announcements
 General communication for all online MBA students is disseminated in this forum. The default in Moodle is set to email forum posts within 30 minutes of the information being posted.

News & Events
 Stay updated on B.I. Moody III College of Business Administration news and events.

Q&A Forum
 Post questions in this forum to confer with other MBA online degree students and staff. This forum's goal is to help each other be successful with questions you encounter throughout your MBA program. Professionalism is a requirement, and all unprofessional posts will be removed. If you would prefer not to receive the emails from this forum, you can unsubscribe from the forum in the administration block



UNIVERSITY *of*
LOUISIANA
L A F A Y E T T E [®]

Distance Learning

Communications, Marketing, and Enrollment

Marketing

UNIVERSITY OF LOUISIANA AT LAFAYETTE
ONLINE PROGRAM
In partnership with the Office of

Hybrid Piano Course Improves Class Time

Undergraduate Programs

Earn your degree Anytime. Anywhere.

Online Program Helps Grad Jumpstart Health Career

DNP Coordinator: UL is Perfect Combo of Culture, Rigor

Home » Blogs » UL Online's blog

Kinesiology Graduate Finds Meaning in Helping Moms, Families

UL Online -- Mon, 12/03/2018 - 8:51am
Lively and effervescent, Kailey Hanks is well-suited for a health & Wellness degree prepared her to tackle during her graduate program was not the now 26-year-old

How Instructors are Connecting with Online Students

Kailey began her studies at the University of Louisiana at Lafayette after high school, pursuing nursing in the mold of family members who had gone before her. But the Crowley native, like many new college students, began exploring other career paths.

Through a friend, Kailey learned the University of Louisiana at Lafayette would allow her to shift her focus from patient care to a field she had always been interested in: kinesiology.

"It sounded like a good fit for me between my previous experience and what I wanted to do," Kailey says. "If it wasn't direct hands-on care (nursing), I could help people healthwise so many different ways."

The program would also let Kailey get her degree — a bachelor's in kinesiology — completely online.

How did she feel about moving from a classroom to online?

"I can't even tell you how much I loved it," Kailey says. "I took 18-19 hours a semester so my plate was super full, but it was so doable. It took a lot of hard work and time management. But I got to manage my time on my own."

Through that time management, Kailey was able to customize a

Apply Now
Learn More
Will My Courses Transfer?

UNIVERSITY OF LOUISIANA

SET YOUR *Schedule*

GROW YOUR *Skills*

POWER YOUR *Potential*

EARN YOUR MANAGEMENT DEGREE ONLINE

LEARN MORE »

LEARN MORE »

LEARN MORE »

LEARN MORE »

UL Lafayette Online | B.S. in Kinesiology | 100% Online Program

[Ad onlinedegrees.louisiana.edu/Programs/Kinesiology](https://onlinedegrees.louisiana.edu/Programs/Kinesiology) (337) 482-1126

Earn your B.S. in **Kinesiology** 100% online from UL Lafayette. Promote health and wellness through education in your community. Learn more. A Personalized Experience. Experienced Educators. Nationally Ranked. Degree Programs: Undergraduate Programs, Graduate Programs.

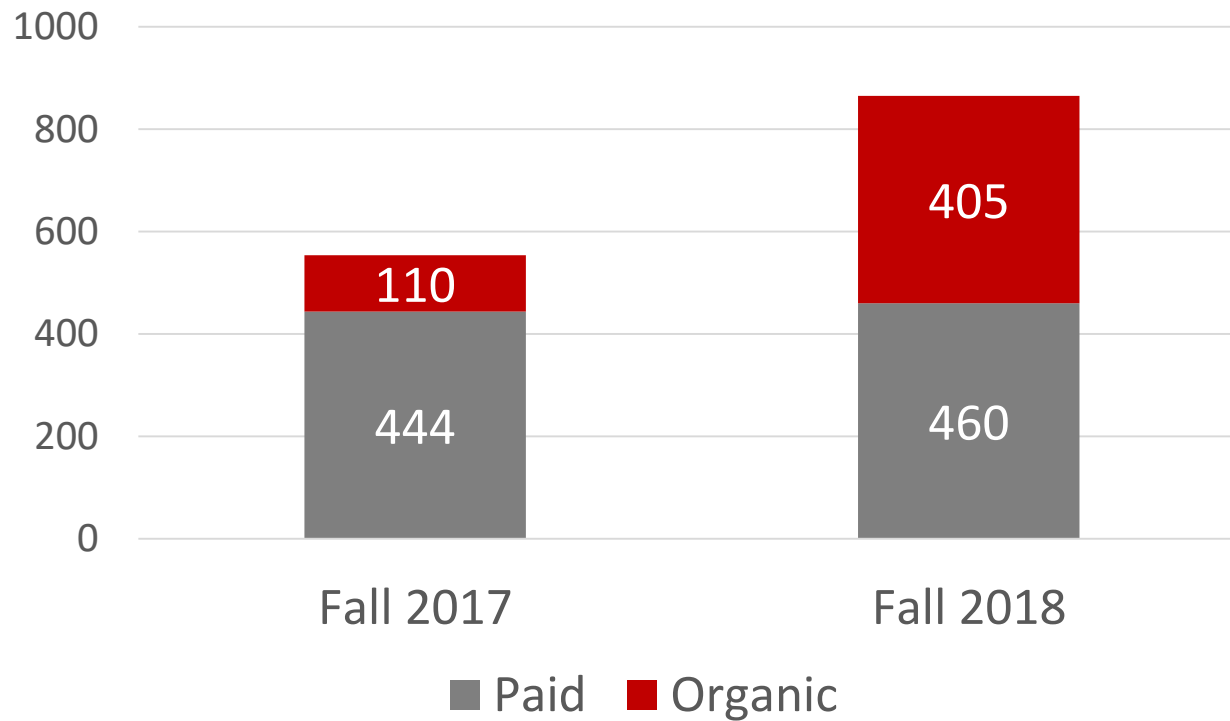
📍 Lafayette · 15 locations nearby

Dedicated Resources
Distance learning librarian & 24/7 technical support available to you

Flexible Courses
Earn your degree while continuing to work full time

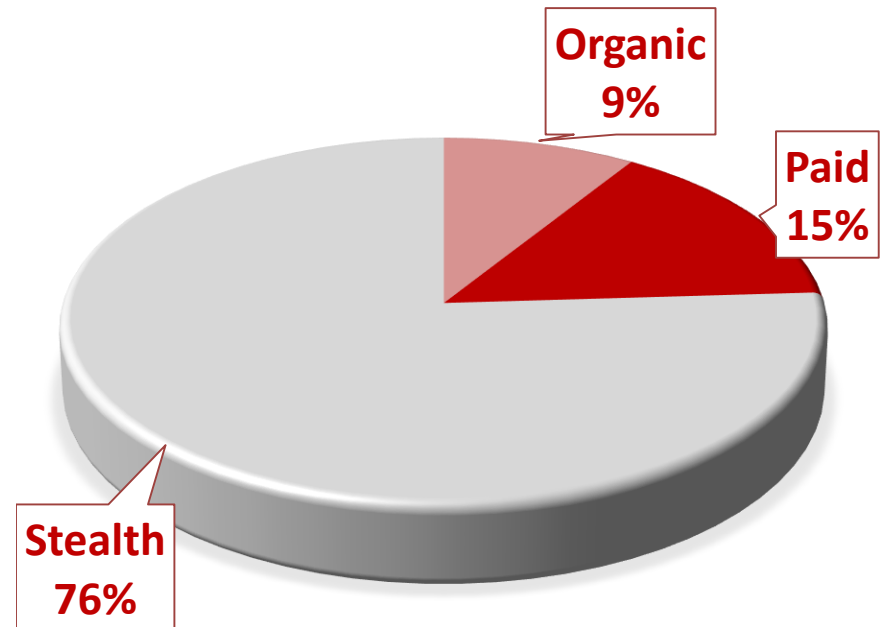
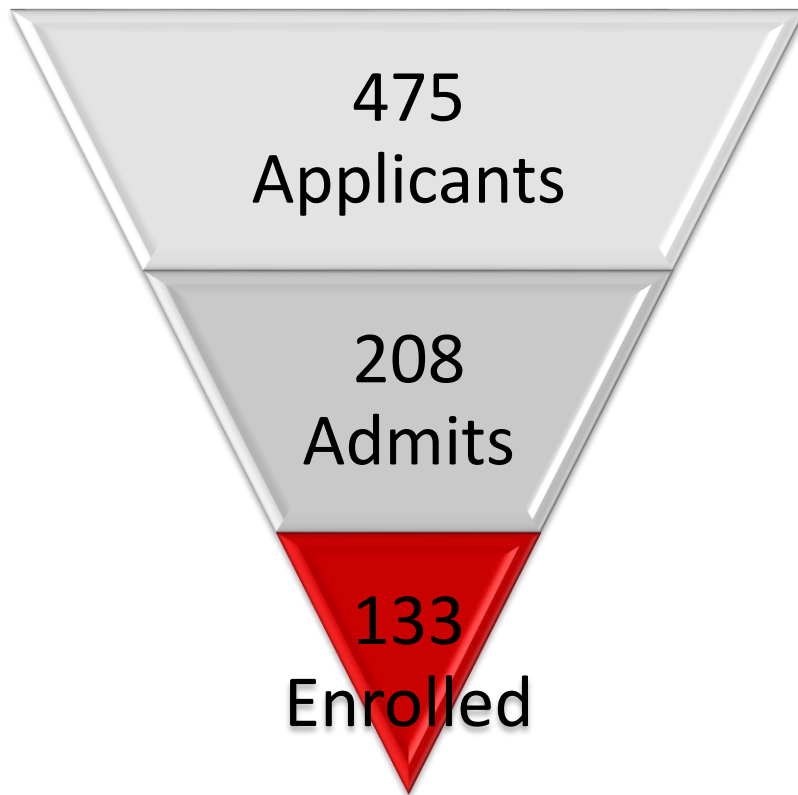
Marketing

Inquiry Form Submissions



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.



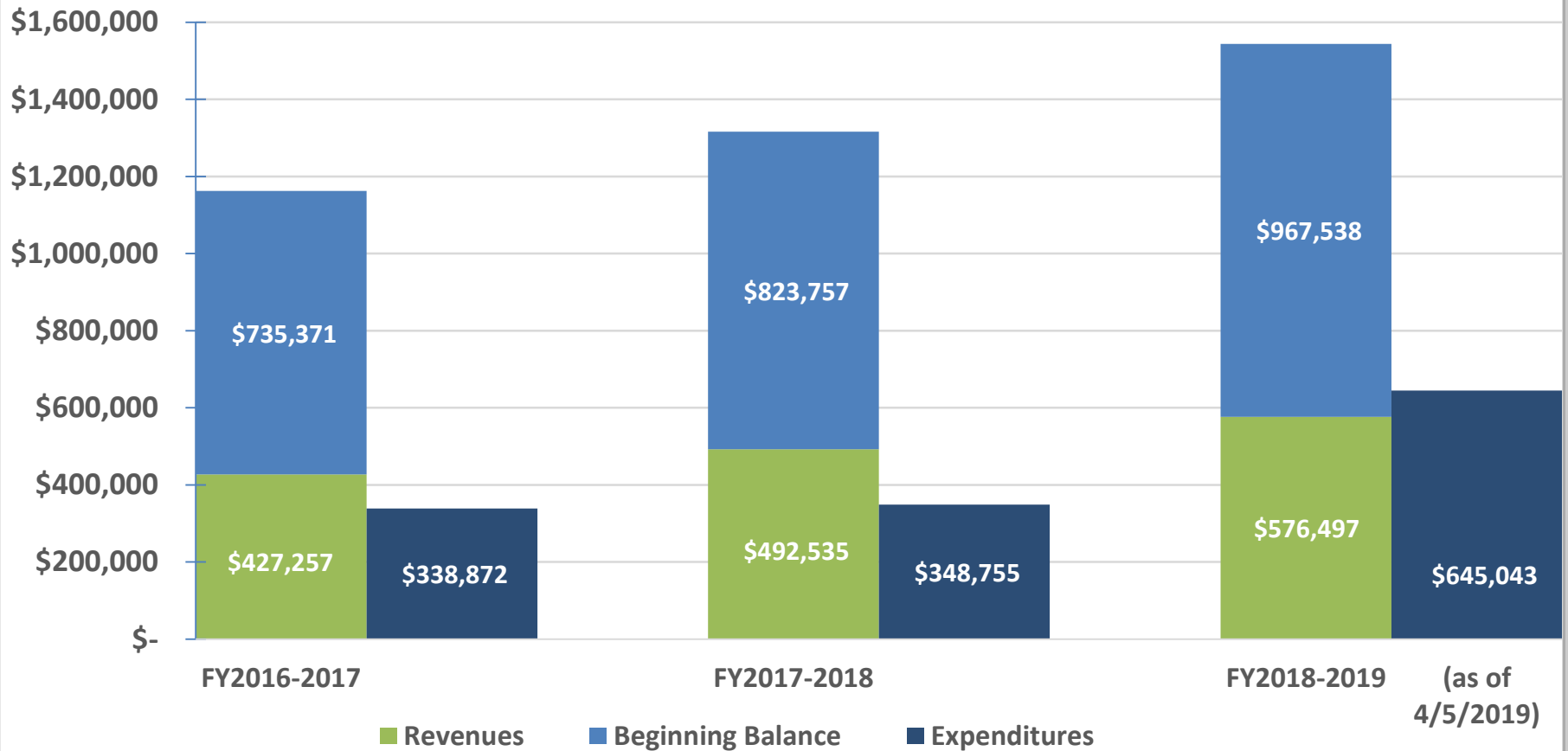
UNIVERSITY *of*
LOUISIANA
L A F A Y E T T E ®

Distance Learning

Business Management

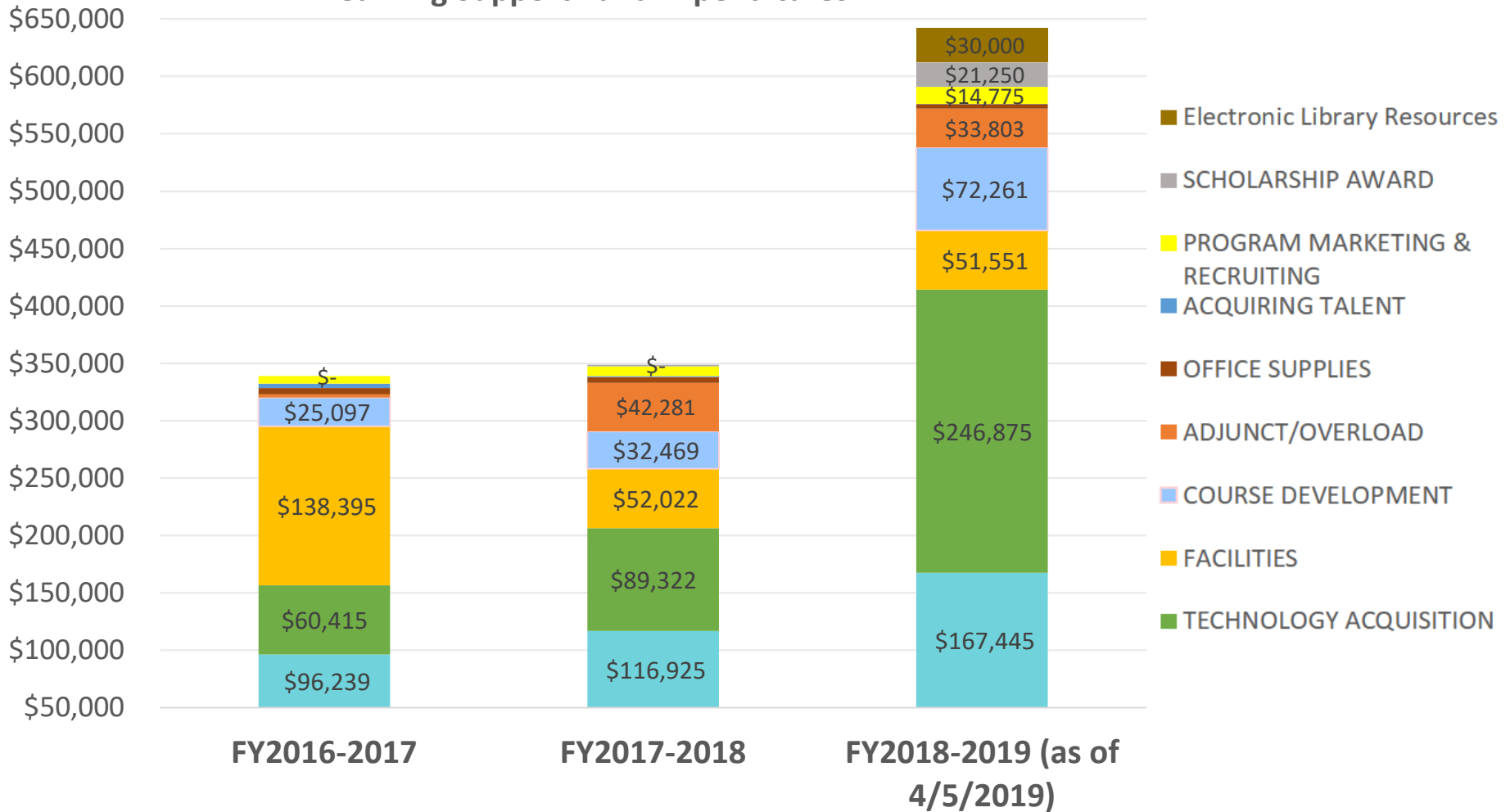
Departmental Support Funds

E-Learning Support Fund- Overall



Departmental Support Funds

E-Learning Support Fund Expenditures



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
L A F A Y E T T E [®]

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 of April 9, 2019

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*



Distance Learning

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
L A F A Y E T T E [®]

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)