



# INDIANA UNIVERSITY ONLINE

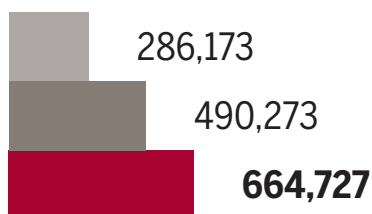
## Annual Summary | July 2018

### MARKETING

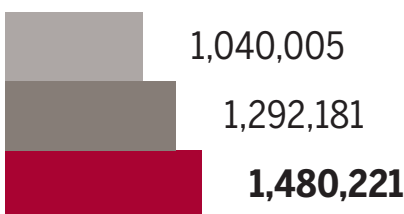
The Office of Online Education (OOE) conducted a robust print and digital marketing campaign that boosted the number of degree-seeking contacts by more than 4,000 over 2017. This marketing initiative included the first phase of a partnership between OOE and EchoPoint Media, a leading national media planning agency.



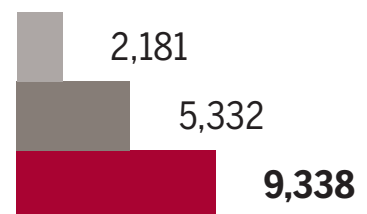
#### Total Web Sessions



#### Total Page Views



#### Total Contacts



Key | 2016 2017 2018

## MARKETING *(Continued)*

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In other marketing activities, OOE:

- moved its prospective student website, [online.iu.edu](http://online.iu.edu), to a new platform hosted by Ranku (a division of Wiley Educational Services) that makes it easier for students to find and engage with information and provides OOE with data on student behavior.
- expanded its relationship with the IU Contact Center, to include outbound calling to prospective students who expressed interest in IU Online.
- launched a microsite to support marketing and enrollment for dual-enrollment graduate courses and certificates.
- began sending “Welcome Kits” to students newly enrolled in IU Online degree programs to help them feel connected to the IU Online community. Kits included an IU Online drawstring bag, ceramic tumbler, hat and postcard signed by success coaches.

## STUDENT SUPPORT

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OOE maintains collaborative partnerships with on-campus student services providers to help students enroll and be successful. Services are available from the student’s first contact with IU Online through the career search.

During 2018, our campus partners:



routed **3,197** undergraduate applications to the campuses.



responded to **621** student requests for math help (126.6% increase from 2016-17) and to **1,550** for writing help (+17% increase from 2016-17).



answered **400+** financial services inquiries.



offered IU Online Onboarding to **1,049** new students. Of those, **86.42%** enrolled and completed coursework.



developed a Career Services module to help IU Online students create a career path and navigate the search and application process.

## STUDENT SUPPORT *(Continued)*

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The UITs Contact Center continues to answer questions and provide support 24/7 for online and prospective students. For more information, visit **[teachingonline.iu.edu](http://teachingonline.iu.edu)**.

OOE renewed its contract with eLearning Design and Services (eDS) for instructional support of online courses, development of IU Expand, and technology support for the student services partnerships.



IU Online renewed the following student service partnerships:

- Recruitment, IU Kokomo, \$112,060
- Financial Literacy, IUPUI, \$101,916
- Onboarding/Orientation, IUPUI, \$63,244
- Math & Writing Support, IUE, \$142,930
- Coaching/Mentoring, IUE, \$180,702; IUPUI, \$157,333
- Career Services, IUE, \$126,514

## ENROLLMENT UPDATES

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### Spring IUOCC and Winter Intersession

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East, Kokomo, and Southeast campuses collaborated to pilot the first IU Online Class Connect (IUOCC) winter intersession term, which offered three-week online classes between the fall 2017 and spring 2018 terms. Ninety-eight students enrolled in six classes. Subjects included astronomy, economics, history, music, and introductory accounting.

In fall 2017 and spring 2018, IUOCC shared 572 individual class sections. Students enrolled in 15,164 credit hours at a campus other than their home campus of enrollment. A total of 242 distinct courses were offered. Sixty-eight of the IUOCC courses were part of collaborative academic programs, sharing expertise and better utilizing excess capacity in university classes.



## ENROLLMENT UPDATES *(Continued)*

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### Dual-Enrollment Instructor Summer Enrollments

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OOE, the Office of Collaborative Academic Programs (OCAP), and the Advance College Project (ACP) are working with all seven campuses to create graduate courses and certificate programs for those who teach college courses to high school students and for community college instructors.

Twenty-four online graduate class sections in biology, chemistry, communications, education, English, history, math, and political science were offered in summer 2018. As of July 3, 2018, 231 dual-enrollment instructors had taken 773 graduate credit hours.

### IU Expand

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IU Expand is a portal that provides campuses a means to offer online non-credit, certificate, and continuing ed classes to the IU community and the public. It is supported by OOE and eDS. Recent courses include: “Academic Writing for Lawyers” from the Robert H. McKinney School of Law, “The Career Playbook” from the IU Alumni Association, and “Inclusive Prekindergarten Best Practice Series” from the Indiana Institute on Disability and Community, Early Childhood Center. See more availability at **[expand.iu.edu](https://expand.iu.edu)**.

#### Enrollment

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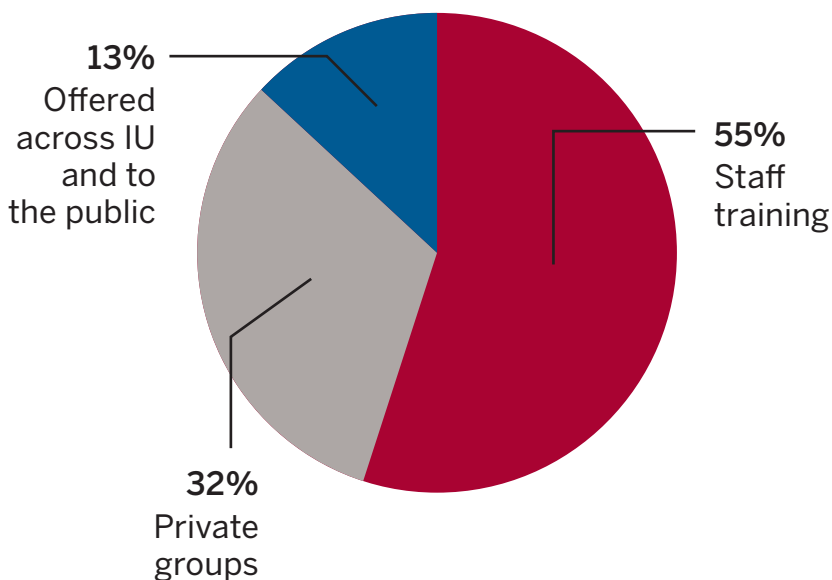


**107,678**  
Total Enrollment

**44,180**  
Total Unique  
Users

#### Types of Courses

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# QUALITY & COMPLIANCE

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To maintain the integrity and quality of its online programs, OOE:

- worked with General Counsel, the University Registrar, and UITS to review the requirements of the Global Data Protection Regulation (GDPR) that standardizes laws on protecting personal data in the European Union.
- updated **teachingonline.iu.edu** website to provide more clarification to faculty regarding OOE's role in ensuring compliance with state and federal law relating to online education practices and the significance of maintaining compliance
- renewed membership for all seven campuses in the NC-SARA agreement that allows accredited online education institutions to offer their classes to students in other states.
- reviewed compliance for several OOE initiatives including the Dual-Enrollment Graduate Programs website.
- ensured that all IU Online programs comply with online education regulations in all US states and territories.
- monitored the discussion and potential impacts of new federal legislation that affects the affordability of online higher education, and Indiana legislation that sets new guidelines for offering online education in other states.

## LEADERSHIP & ADVISORY GROUPS

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OOE and OCAP continue to benefit from collegial support across the university. The following advisory groups have been active since spring 2018:

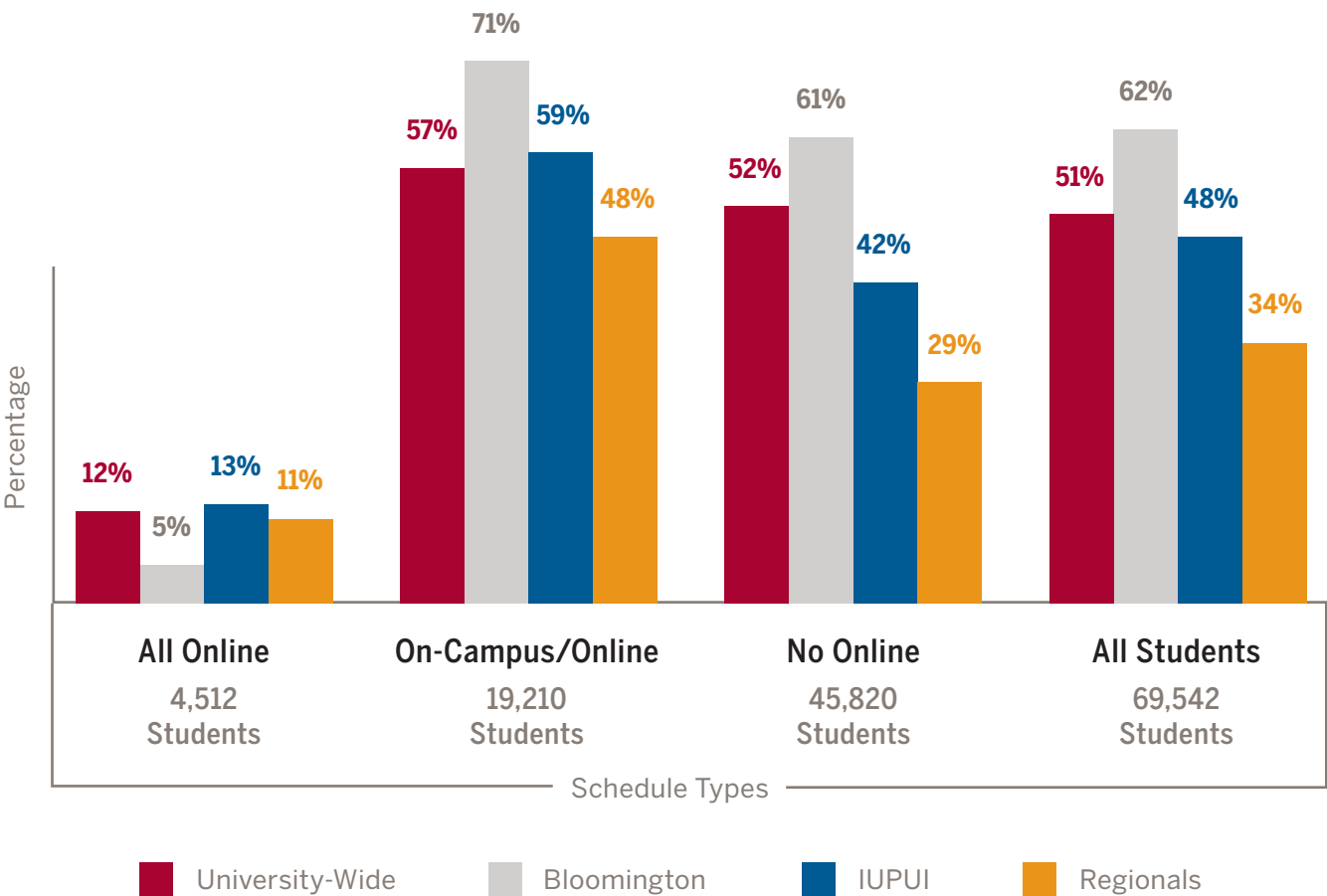
- IU Online Advisory Council
- IU Online Faculty Advisory Committee
- IU Online Marketing Advisory Committee
- IU Online Regional Chancellor's Summit

# RESEARCH

## Students Taking 15+ Credit Hours

OOE analyzed the course loads of enrolled students in the spring 2018 semester, grouping students into 4 categories by class schedules: no online classes, part online/on-campus classes, and all online classes. The percentage of students taking 15 or more credit hours was higher among the students whose schedules were part online and part on-campus. The result held true at the university-wide and campus levels. This finding is a good indication that IU students use online coursework to take more credit hours and stay on track to graduate.

% of Undergraduate Students Taking 15+ Credit Hours



## RESEARCH *(Continued)*

### Non-Degree Students with Online Schedules

A spring 2018 study of non-degree students taking all their classes online showed that the majority were intercampus transfer students (ICT) taking online classes offered by campuses other than their campus of enrollment. Many of the students were from IUB and IUPUI, and many were taking BUS-A201, BUS-A202, MATH-M118, or ECON-E270. Information from this research is available to campuses to help them in their enrollment planning processes.

#### Spring 2018 Online ICT Enrollment

Home Campus	ICTs to another campus
Bloomington	288
East	5
IPFW	3
IUPUC	31
IUPUI	100
Kokomo	65
Northwest	25
South Bend	56
Southeast	56
<b>Total ICT Enrolls</b>	<b>629</b>

## TECHNICAL INNOVATIONS

Recent technical innovations benefitted OOE as well as current and prospective students. These innovations enhance data collection for OOE and provide students with an easy-to-navigate IU Online web site.



#### Recruitment Website

The Ranku-powered prospective student website at <https://online.iu.edu>

Phase	Program
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#### Program Approval Transparency

A program approval tracking dashboard showing where new programs are in the approval process.

## TECHNICAL INNOVATIONS *(Continued)*

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### Headcount & Credit Hour Insights

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A point-in-cycle dashboard showing term headcount and credit-hour enrollment.



### Clarity About OOE's Mission & Work

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A reporting dashboard on the Office of Online Education website:  
<https://ooe.iu.edu/resources/reports.html>

## OOE & OCAP PUBLICATIONS & PRESENTATIONS

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"Look at Online Course Student Reviews," US News & World Report—Online Education, January 12, 2018, Jan Holloway and Chris Foley.

"Investigating the Impact of Online Classes on Degree Completion," Indiana Association for Institutional Research (INAR) Annual Conference, March 2018, Sharon Wavle.

"Investigating the Impact of Online Classes on Undergraduate Degree Completion," Indiana University Instructional Systems Technology Graduate Student Conference, March 2018, Sharon Wavle.

"Managing Online Innovation and Change at a Strategic Level: Examples and Perspectives from 3 Institutions," UPCEA Annual Conference, March 2018, Chris Foley, Sharon Wavle, Robert Wagner (Utah State University), and Kim Obbink (Montana State University).

"How do you Rate our Service? Leveraging a Survey Tool as an App. to Improve User Satisfaction," CALEM, March 2018, Kayla Miller, Mitchell Farmer.

"Online Ed for Special-needs Students," US News & World Report—Online Education, May 18, 2018, Jan Holloway and Chris Foley.

"Touchpoints for Financial Wellness: Impacting Students Throughout the Enrollment Cycle," ISFAA Summer Conference, June 2018, Mitchell Farmer, Nathan Lohr, Kayla Miller.

"Online Education Compliance: Engaging Administrators, Faculty, Staff, Students, and Vendors in the Implementation of Compliance Goals," UPCEA Summit for Online Leadership, June 2018, Richard LaFosse and Ilona Marie Hajdu.