INDIANA UNIVERSITY
ONLINE

Annual Summary
2019–20

Office of Online Education
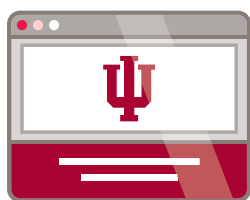
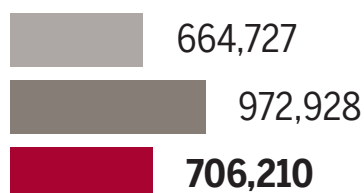Office of Collaborative
Academic Programs

In January 2020, the Office of Online Education (OOE) welcomed Whitnie Shay as director of enrollment management and student services. Under her supervision, the marketing and recruitment teams continued OOE's robust marketing efforts in support of their primary goal of increasing the number of students enrolling in IU Online degrees and certificates. In collaboration with the campuses, Shay leads the office's efforts in marketing, recruitment, student retention, and graduation in online programs across all IU campuses.
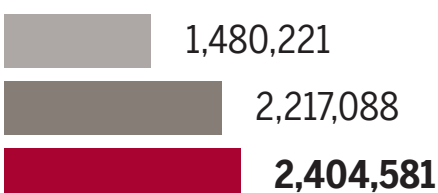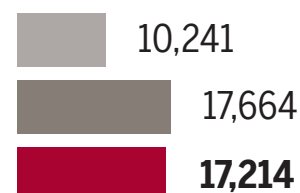
Online Traffic

Total Web Sessions

	664,727
	972,928
	706,210

Total Page Views

	1,480,221
	2,217,088
	2,404,581

Total Contacts

	10,241
	17,664
	17,214

Key | 17–18* | 18–19* | 19–20*

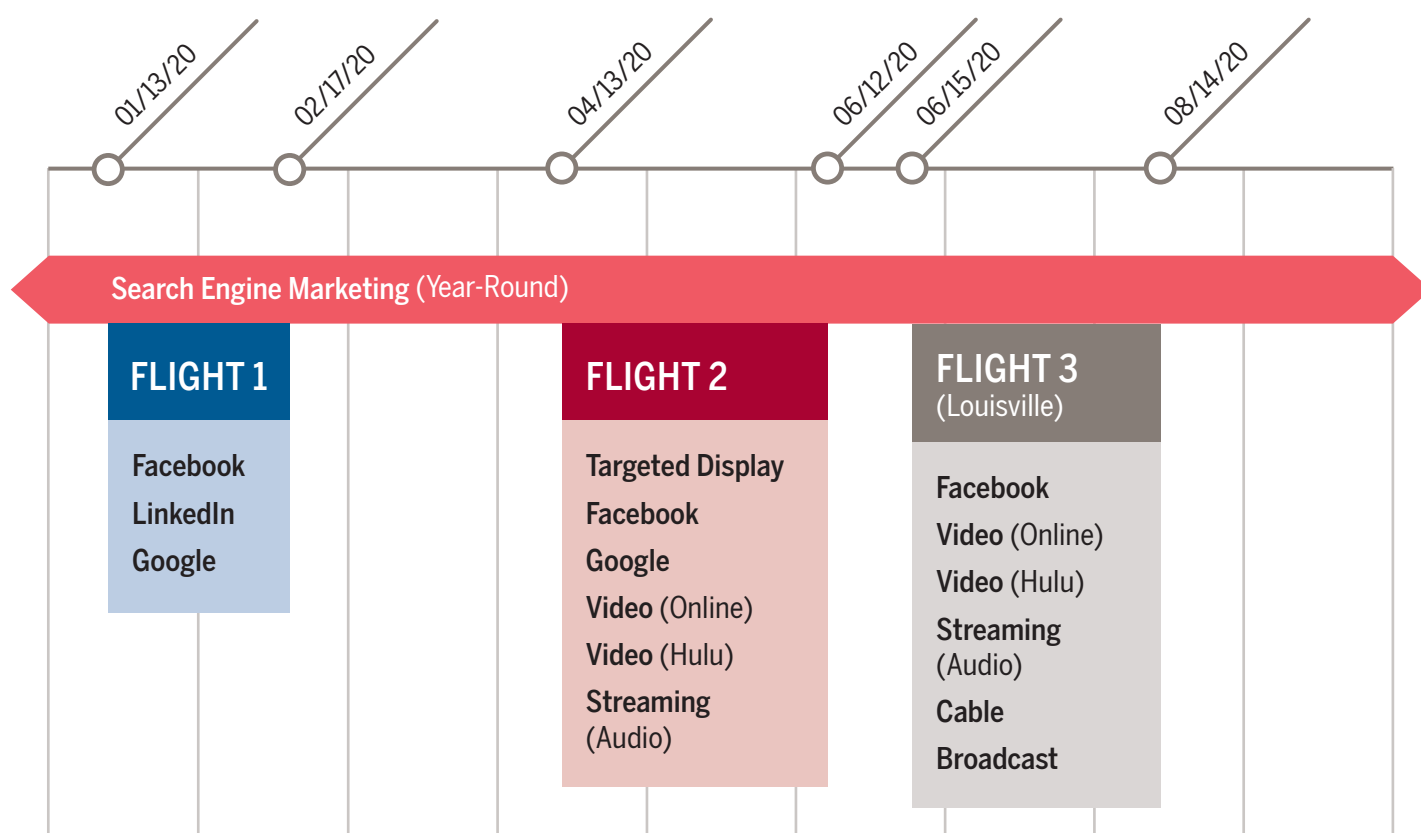*Data reflect totals for the period between July 1 to June 30.*

OOE continued marketing campaigns to support enrollment growth in online programs. Fall 2019 once again saw a 10 percent increase in enrollments in IU's 150+ online programs.

To improve the efficiency of IU's marketing dollars, 2019–2020 marketing campaigns emphasized finding the right contacts, not simply more contacts. This is reflected in a modest decline in contacts for 2019–20, but an increase in the yield of applicants to IU Online programs.

MARKETING *(Continued)*

OOE launched several campaigns with EchoPoint Media. Highlights include a January and February social media flight designed to launch marketing for new IU Online programs earlier than in previous years. The flights and their marketing components are outlined in the chart below.

Marketing Flights from January to August 2020

01/13/20   02/17/20   04/13/20   06/12/20   06/15/20   08/14/20

Search Engine Marketing (Year-Round)

FLIGHT 1

Facebook
LinkedIn
Google

FLIGHT 2

Targeted Display
Facebook
Google
Video (Online)
Video (Hulu)
Streaming (Audio)

FLIGHT 3
(Louisville)

Facebook
Video (Online)
Video (Hulu)
Streaming (Audio)
Cable
Broadcast

Other Marketing and Recruitment Activities

In 2020, OOE and its partners:

Spearheaded the implementation of corporate contracts with Infosys and the National Electrical Contractors Association (NECA) for launch in fall 2020.

Fielded requests from 13,349 individuals for information about IU Online programs between January 1 and June 30, 2020.

MARKETING *(Continued)*

Launched the IU Online Gear Shop, a web store featuring more than 20 IU Online–branded items, including apparel, accessories, drinkware, and electronics. Royalties support the IU General Scholarship Fund.

Launched **iu.edu/online** to provide a high-level view of the IU Online model for institutional peers, journalists, and researchers, as well as audiences internal to IU.

Instituted a new process that ensures IU marketing directors around the state receive timely updates about the launch of new online collaborative programs.

ENROLLMENT UPDATES

## Reducing Barriers to Enrollment

Intercampus Transfer Application
OOE partnered with University Student Services & Systems (USSS) and the campuses to develop and design a process that reduced the number of intercampus transfer questions from 40 to 4, greatly increasing the speed and ease with which students can access courses across IU and lowering the likelihood students will look for coursework outside of IU.

Electronic Transcript Collection
OOE expanded its pilot program of collecting and paying for student transcripts to simplify and expedite the admissions application process. Based on pilot results, this process will increase enrollment yield by four to eight percentage points.
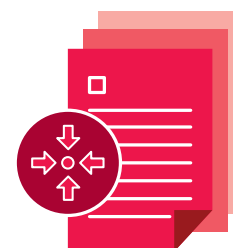
ENROLLMENT UPDATES *(Continued)*

RN to BSN Program Redesign

OOE worked with representatives from IU Studios, University Academic Affairs, the campus administrations, and the IU Schools of Nursing to simplify the RN to BSN program's pricing structure and admissions process. The program is now positioned to more effectively meet market expectations and be a market leader in nursing and education in the state and region.

IU Online Class Connect

IU Online Class Connect (IUOCC) utilization continues to grow in support of a larger number of collaborative degrees and certificates. IUOCC provides a mechanism for sharing faculty resources and unique classes among participating campuses. It also makes online classes more available to students, allowing IU to serve larger numbers of students without managing multiple, underenrolled class sections.

IUOCC Enrollment as of Official Census	Fall 2019	Spring 2020	Summer 2020
# Class Sections Added to IUOCC	389	385	151
# Distinct Courses Added to IUOCC	247	238	122
# Distinct IUOCC Courses for Collaborative Degrees	99	103	64
# Distinct Grad IUOCC Courses for Dual-Credit Teachers	19	22	28
Total IUOCC Class Credit Hours	28,875	28,955	8,412
Total IUOCC Away* Credit Hours	10,912	10,768	3,961
% of IUOCC Credit Hours Taken at an Away Campus	38%	37%	47%

*"Away credit hours" represent credits that students earn at campuses other than their campus of enrollment.

Summer IUOCC offerings are carefully planned to support collaborative degrees. In summer 2020, more than half of the courses (64) offered through IUOCC supported collaborative degrees. Another 23 percent supported the needs of dual-credit teachers.

Dual-Credit Teachers

The Office of Collaborative Academic Programs (OCAP) and the Advance College Project again worked with IU campuses to deliver graduate courses to 453 high school teachers in the fall 2019, spring 2020,

Term	# of Sections	Distinct Headcount	Credit Hours
Fall 2019	21	240	789
Spring 2020	17	259	835
Summer 2020	28	298	1,056
Academic Year 19–20	66	453	2,680

and summer 2020 terms. All seven campuses collaborated to offer 66 graduate class sections in biology, chemistry, communications, education, English, history, math, and political science, for a total of 2,680 credit hours over the academic year.

IU Expand

OOE, OCAP, and eLearning Design and Services (eDS) started the fiscal year with an ambitious plan to upgrade the content and marketability of IU Expand, IU's portal for noncredit and professional development coursework. This work established a solid platform that enabled units to generate more than $150,000 in revenue. IU Expand also provided a strong platform where units could, at no cost, quickly deploy noncredit coursework for faculty, staff, students, and the public in response to COVID-19.

Recent IU Expand courses and highlights include:

Teaching for Student Success
Designed by IU faculty and staff, this free professional development resource for faculty has enrolled more than 1,100 faculty. It replaced a third-party training program that cost the campuses $1,200 per enrollee.

Telebehavioral Practice Basics for Social Work Educators & Clinicians Responding to COVID-19
This course, created by MSW Direct at IUPUI, has more than 3,100 enrollees. Some 2,000 students have successfully completed the certificate.

ENROLLMENT UPDATES *(Continued)*

Student Online Toolkit
Built as part of the university's rapid response during the pandemic, this course provides guides for students new to online learning and instruction related to the technology used most frequently in coursework.

Elementary Pashto 101
This is the first noncredit foreign language course being offered in Expand.

Mind Over Chatter
This information literacy course was developed at IU Kokomo as part of a grant-funded project with English and psychology. The course has attracted national attention.

IU Expand by the Numbers

	NEW EXPAND ENROLLMENTS	EXPAND REVENUE
FY 17–18	68,479	$64,591
FY 18–19	88,567	$96,273
FY 19–20	120,839	$147,124
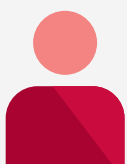
Total Unique Users: **104,111**

Catalogs: **82**

Active, Enrollable Course Listings: **1,028**

QUALITY & COMPLIANCE

During the past year, OOE worked with the campuses to maintain the integrity and quality of IU's online programs by:

Participating in a consulting review conducted by Internal Audit during fall 2019 and spring 2020. The review involved academic units at all seven campuses and was completed in summer 2020, with follow-up beginning in fall 2020.

Providing a Quality Matters (QM)–inspired syllabus template created by OCAP in coordination with eDS and teaching and learning center directors from seven IU campuses. The template, located in Canvas Commons, follows QM best practices and covers 10 out of the 42 QM-required standards. Faculty who use the template meet almost 25 percent of QM standards.

Monitoring and managing quality and compliance efforts in IU Expand related to master service agreements, course listings, and courses.

Conducting research and conferring with IU General Counsel to develop a "Risk Portfolio for International Enrollments" related to offering online degrees and courses internationally.

Working with the Kelley School of Business and edX to facilitate data removal requests in compliance with international General Data Protection Regulations (GDPR).

Working with General Counsel and Export Control to ensure compliance with international tax regulations impacting online education providers and students.

Collaborating with USSS to develop a compliance strategy for disclosures to prospective and enrolled students regarding programs leading to licensure.

PROGRAM & FACULTY SUPPORT & DEVELOPMENT

In the 2019–20 academic year, OCAP utilized the Collaborative Degree Build Process to develop 13 new online collaborative programs. The following degrees received final approval between July 1, 2019, and June 30, 2020:

- BA in Sustainability Studies
- BS in Data Science
- Graduate Certificate in Biology
- Graduate Certificate in Chemistry
- Graduate Certificate in History
- Graduate Certificate in Political Science
- MAT in Biology
- MAT in Chemistry
- MAT in History
- MAT in Mathematics
- MAT in Political Science
- MSEd in Educational Technology for Learning
- Master of Liberal Studies
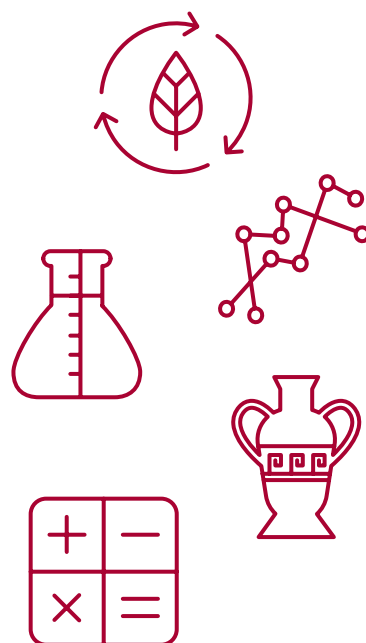
Quality Matters™

Faculty commitment to ensuring quality in online courses continues to increase. Faculty from across IU submitted 19 courses for QM review, and all earned QM certification. In addition, 17 IU faculty members became QM Peer Reviewers, bringing the total number to 106.

# PROGRAM & FACULTY SUPPORT & DEVELOPMENT *(Continued)*

Program Assessment

To support the program assessment process for collaborative degrees, OCAP works with faculty to embed program learning-outcome rubrics directly into courses in Canvas. Faculty make assessments as they grade and do not need to perform extra tasks to report assessment data. This data is collected "behind the scenes," and an annual assessment report is generated for each program and provided to the academic units to include in their assessment reports. OCAP worked with the following programs in the 2019–20 academic year:
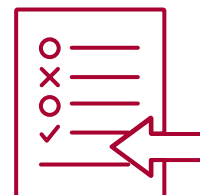
- Bachelor in Applied Science
- BS in Applied Health Science
- BS in Business Administration
- BS in Medical Imaging Technology
- BS in Sociology
- BS in Informatics

- MA in English
- Graduate Certificate in Literature
- Graduate Certificate in Language & Literature
- Graduate Certificate in Composition Studies
- MS in Criminal Justice & Public Safety

NEW 100% Online Collaborative Degrees in Development for AY 2019–20

- MA in History
- MA in Political Science
- BS in Digital Media and Storytelling
- MSEd in Teaching, Learning, and Curriculum
- BS in French
- BS in German
- BS in Spanish
- Graduate Certificate in Spanish
- Graduate Certificate in Alcohol and Drug Counseling
- Graduate Certificate in Academic Advising
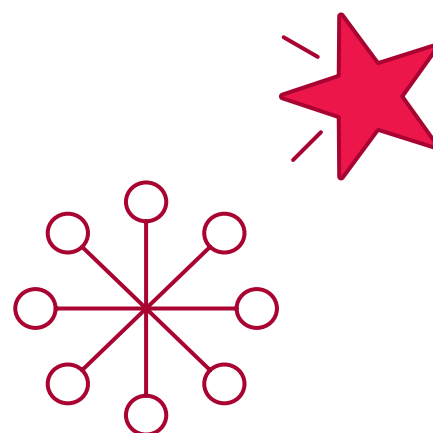
STUDENT SUPPORT

OOE maintains collaborative partnerships with on-campus student service providers to help students enroll and succeed.

During 2019–20, campus partners:

Routed **5,200** undergraduate applications to the campuses.

Ordered **1,600** transcripts for students.

Answered **700+** financial services inquiries.

Recorded **405** students participating in Supplemental Instruction.

Responded to **721** student requests for math support and **2,119** submissions for writing support.

Saw **498** students enroll in the IU Online Course Test Drive.

Student Service Partnerships

OOE renewed the following student service partnerships:

- Undergraduate Admissions and Recruitment, IU Kokomo: $161,253
- Student Financial Services, IUPUI: $100,552
- Orientation and Onboarding, IUPUI: $74,305
- Student Success Coaching, IU East: $191,401; IUPUI: $165,134
- Math Support, IU East: $134,664
- Writing Support, IU East: $146,938
- Supplemental Instruction, IU East: $79,771
- Career Services, IUPUI: $74,004
- Graduate Admissions and Recruitment, IU East: $95,279

CAMPUS SUPPORT

New IU Online Video Production Studios

In collaboration with UITS and the regional campuses, OOE funded the technology and some remodeling costs to provide each of the regional campuses with either a comprehensive video production studio or a robust self-service studio. The first one became operational in summer 2020. OOE will also partner with IU Bloomington to fund technology for two studios on the Bloomington campus and is investigating similar opportunities at IUPUI.

Support on Costs of Online Education and DE Fee Questions

Students have been concerned about the costs of online education vs. traditional, in-classroom instruction, and they have questioned the rationale behind the distance education fee. In coordination with IU Studios, OOE provided market research and communication strategies to campuses regarding these issues.

Online Orientation

IU Online's onboarding program, hosted through IU Expand and Canvas, was used as the foundation for orientation programs developed for in-person students new to the campuses. Instructional designers, funded through the distance education fee, provided significant support at no cost to the campuses for this initiative and avoided sizeable investments in external technology and staffing.

RESEARCH INSIGHTS

IU Online Over Time

Statistics show that Indiana University has a long history of delivering excellent online education.

- The first program approved for distance education by the Indiana Commission for Higher Education (ICHE), according to available records, was a Technical Certificate and AS in Histotechnology at IUPUI. This program was approved 23 years ago, on April 11, 1997.

- The number of online programs approved at IU grew from 42 in fall 2000 to 153 in summer 2020.

- In spring 2005, online program enrollments numbered around 100. In spring 2020, they numbered more than 6,100.

- Between fall 2014 and fall 2019, online credit hours increased 57 percent to almost 160,000 credit hours.

- Between fall 2015 and spring 2020, more than 135,000 IU students took one or more online classes.

- Since fall 2015, more than 32,000 online class sections have been offered.

- Since fall 2015, more than 10,000 online degrees have been awarded.

New Transcript Opt-In Yield Rates

Analysis of students who apply through the free IU Online application shows positive impacts for students who opt in to the new OOE transcript request service. In fall 2020, application completion rates were 72 percent for students who used the service, compared to 65 percent for those who did not. Admit rates for students who opted in were 51 percent, compared to 42 percent for those who did not. Enrollments followed this pattern, with 23 percent of opt-in students enrolling for fall 2020, compared to 19 percent for those who did not.

Student Experience Surveys and Research

In addition to working with the Education Advisory Board (EAB), Eduventures, and the campuses to provide market analysis and insights into student expectations, OOE and OCAP partnered with the IU Center for Evaluation, Policy, & Research to survey students regarding their expectations for quality in online course design.

TECHNICAL INNOVATION

The OOE decision support team continues to expand self-service analytics for university decision makers by creating dashboards that are available universitywide.

Course Publication Status Dashboard
Shows every class section offered in upcoming terms, indicating whether the course is published and available to students. It also shows such elements as syllabus, number of course modules, assignments, and quizzes.

Gross Retention Dashboard
Analyzes and compares gross retention statistics for on-campus and online students, including fall-to-spring persistence and fall-to-fall retention. Provides demographic characteristics that allow us to understand the difference in the on-campus and online student populations.

OCAP Master Course List Dashboard
Outlines the curriculum for every collaborative degree program and identifies the campuses that offer each class by term (as negotiated by the faculty and deans committees).

Credit Hour Analysis Dashboard
Shows credit hours by either campus of enrollment or campus of instruction, with comparisons to help users understand the impacts of the IUOCC course-share process.

TECHNICAL INNOVATION *(Continued)*

Online and Hybrid Online Program Approval

OOE created a new Qualtrics Initial Request Form that departments use to propose a new online or hybrid program. The form incorporates conditional questioning and input checking that reduces errors, and it automatically forwards the form to OOE for timely processing.

New Websites

In collaboration with IU Studios, OOE created the following new websites:

- For current online students:
  learningonline.iu.edu

- For corporate partnerships:
  iu.edu/online/partnerships
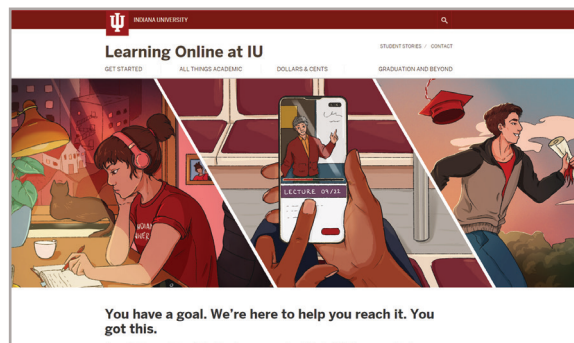
PROFESSIONAL LEADERSHIP

Chris J. Foley, Vice-Chair, NC-SARA Regional Steering Committee, Midwest Higher Education Compact (MHEC)

Chris J. Foley, Member, Recruiting & Admissions Advisory Council Meeting, Salesforce.org

Sharon Wavle, President, Indiana Association for Institutional Research (INAIR), 2020–21

15

PUBLICATIONS & PRESENTATIONS

"A Community Conversation on Mental Health Support for Online Learners," UPCEA Webinar Series: Leadership and Strategy in Challenging Times, April 2020, Mitchell Farmer (Indiana University), Andrea Carroll-Glover (Saint Mary's University of Minnesota), Tiffany Peterson (University of Maine).

"Collaborating to Innovate: Reflections on a Network Approach to Scaling Online Education," UPCEA Summit for Online Leadership and Roundtable, February 2020, Mitchell Farmer and Ilona Hajdu.

"Finding Common Ground: Online Education Definitions and Data Across the Big 10," UPCEA Summit for Online Leadership and Roundtable, February 2020, Sharon Wavle (Indiana University), Ansel Oakleaf (Ohio State), Aps Pandya (University of Nebraska), Bob Rubinyi (University of Minnesota).

"Finding Common Ground: Online Education Definitions and Data Across the Big 10," State University of New York Online Summit 2020, February 2020, Sharon Wavle (Indiana University), Ansel Oakleaf (Ohio State), Aps Pandya (University of Nebraska), Bob Rubinyi (University of Minnesota).

"Ivy Tech and IU Partnership," IU Transfer Symposium, February, Stephanie Tinkel, Kim Mayfield, and Amber Huff.

"Welcome Online Students: Collaborating to Build Flexible Orientation Experiences for Online Learners," Transforming the Teaching & Learning Environment, February 2020, Mitchell Farmer and Julia Sanders.

"Investigating the Impact of Online Classes on Degree Completion," Association for Institutional Research Webinar, January 2020, Sharon Wavle.