INDIANA UNIVERSITY
ONLINE

MID-YEAR UPDATE
March 2021

Office of Online Education • Office of Collaborative Academic Programs

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Indiana University continues to be a leader in establishing an authentic and collaborative model of online education that supports on-campus programming rather than competing with it. The model builds on IU's heritage of treating campuses as partners rather than clients. The Office of Online Education and the Office of Collaborative Academic Programs manage the quality of online coursework in the same way the university manages the quality of on-campus coursework. Online instructors rely on Quality Matters best practices and receive professional development and course design assistance from the campuses' teaching and learning centers, as well as eLearning Design and Services.

MARKETING

The Office of Online Education (OOE) continued its digital marketing efforts in partnership with EchoPoint Media during the second half of 2020, resulting in 3,193 paid undergraduate and graduate leads between July 1 and December 31.

MARKETING STRATEGIES

For the fall 2020 and spring and summer 2021 semesters, IUPUI and IU Bloomington elected not to assess the distance education fee. Decreased revenue from the distance education fee at IU Bloomington and IUPUI led to a reduction in the OOE marketing budget. To be as efficient and effective with the marketing dollars allotted, OOE—in partnership with its digital vendor EchoPoint Media—employed three primary new strategies:

- Digital advertising shifted away from brand awareness and focused on lead generation.

- Lead generation marketing was pared down to highlight undergraduate programs and collaborative graduate programs.

- A fee-for-service model was created to support online programs not included in these more refined lead generation efforts.

WEBSITES

In the fall, OOE's contract with Wiley Publishing for the Ranku web platform ended, and the IU Online website (online.iu.edu), which targets prospective students, transitioned to the WCMS framework administered by Indiana University. The transition gave OOE more control over the website, allowing it to make updates and improvements without going through a third-party vendor.
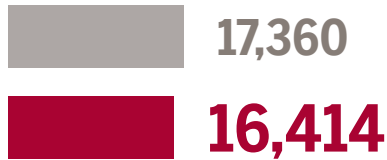
While the number of web sessions showed a slight decrease (2%) from 2019 to 2020, student engagement on the website has increased, as demonstrated by a 49% increase in page views, increased session duration, and reduction in bounce rate from 59% to 22%.
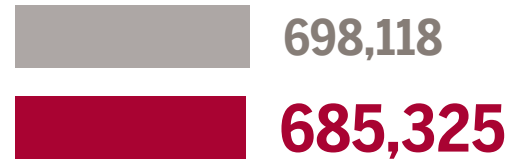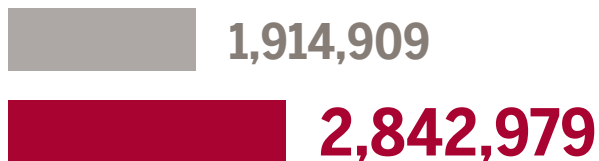
WEBSITES (Continued)

Total Contacts

17,360

16,414

Total Web Sessions

698,118

685,325

Total Page Views

1,914,909

2,842,979

Key

2019*

2020*

Data reflect totals for the period between Jan. 1 and Dec. 31

Session Duration

1:44 one minute, 44 seconds

1:51 one minute, 51 seconds

Bounce Rate

59.8%

21.48%
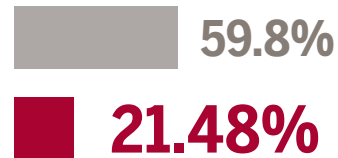
In addition, OOE launched a pilot version of learningonline.iu.edu, a website for students currently enrolled in online programs. The site provides resources to help students succeed throughout their experience in an IU Online program. Information is available on such topics as onboarding, technology, support services, and graduation.

Other OOE websites include:

- **ooe.iu.edu** (administrative information)
- **teachingonline.iu.edu** (resources for faculty)
- **expand.iu.edu** (noncredit courses and certificates)

CAMPAIGNS

In an effort to encourage prospects to apply to IU Online programs for fall semester, OOE conducted an all-out sprint in August that included email communications to individuals who had inquired about IU Online programs and to those who had been admitted to a program but who had not enrolled. These individuals were also retargeted in our social media campaigns. The effort led to a spike in applications during the last week of August (153), a 32% increase over the same week in 2019.

Starting in mid-June and running through August, the office repeated its marketing campaign in the Louisville metro area. In response to COVID, OOE chose in-home advertising tactics such as Hulu, Pandora, gmail, and social media over some of the out-of-doors activities employed in 2019 (billboard, mall, airport, and cinema ads). OOE also sponsored ads on local television station WBRD, which in turn published three articles about online education on its website. The articles drew on interviews with OOE director Chris Foley.

An outstanding collaboration among faculty and staff within IU's RN to BSN program resulted in a successful new pricing and admissions structure for the program. Requirements have been streamlined and standardized, campuses charge the same tuition, and a consolidated website (rntobsn. iu.edu) provides program and admissions information to prospective students. OOE now administers a unified set of basic admission decisions on behalf of campuses to reduce work and speed to decision. Applications requiring special consideration are reviewed by the campus departments.

Despite COVID, OOE continued to support IU athletic events with on-site ads viewed by fans during televised football and basketball games, as well as on-air radio spots heard on the Indiana Hoosiers Sports Network.

RECRUITMENT

IU Online continues its support of student enrollment and success across the campuses. In May of 2020, IU awarded 1,821 degrees from IU's online programs, representing 8.5% of all IU degrees and a 10% increase from the prior spring commencement. As of the fall 2020 semester, 7,444 students enrolled in 170 academic programs—a 17.5% increase over the prior fall and a 74% increase over 5 years.

5,232
Undergraduate Applications for Fall 2020 and Spring 2021

↗ **3%** 1-year increase | ↗ **29%** 2-year increase

989
Newly Enrolled Undergraduates in Fall 2020 and Spring 2021

↗ **18%** 1-year increase | ↗ **46%** 2-year increase

TRANSCRIPT REQUEST SERVICE

In spring, the Office of Online Education fully implemented a transcript request service that undergraduate applicants can opt in to at time of application. OOE collects, at no cost to applicants who opt in, all available transcripts. Overall, **admission rates increased from 37% in spring 2020 to 52% in spring 2021**.

1,042
Undergraduate Opt-ins to Transcript Request Service

Undergraduate Offers of Admission

650 Spring 2020

823 **Spring 2021**

↗ **46%** 1-year increase

SPRING 2021 ONLINE PROGRAM ENROLLMENT

2,877
Undergraduate Students in Online Programs

↗ **16.3%** 1-year increase | ◔ **18%** Underrepresented students of color

4,444
Graduate Students in Online Programs

↗ **21.3%** 1-year increase | 🌐 **8%** located outside the US

FACULTY SUPPORT

IU's investments in IU Online provided a solid foundation on which to base its response to COVID-19 in the spring of 2020. The technical infrastructure (e.g., Canvas, Zoom, Kaltura, Examity) used for online programs could be easily scaled to support the transition to remote teaching, and the university had a cohort of faculty and instructional designers who could share best practices and support for those who were new to the online environment.

2020 IU ONLINE CONFERENCE

The 2020 IU Online Conference was the fifth in a series but the first of its kind. The virtual format, new to all of us, was a great success. We enjoyed record-breaking attendance with 713 participants and now have an enduring record of the conference listed in IU Expand, where we can revisit the ideas and insights that are propelling online education at Indiana University into the future.

QUALITY MATTERS CERTIFIED COURSES

15 new courses were QM certified (**15% increase** over 2019)

IU Bloomington—1 | IU East—4 | IU Kokomo—1 | IUPUI—1 | IU Southeast—8

FACULTY TRAINING OPPORTUNITIES

QM @ IU WORKSHOPS	PEER REVIEWER COURSE	MASTER REVIEWER COURSE
53	**9**	**3**
Faculty & staff completed the workshop	Faculty & staff completed the workshop	Faculty members became Master Reviewers

COLLABORATIVE ONLINE PROGRAM ASSESSMENT

OCAP continues to work with campuses to establish expectations and training for ensuring the quality of IU's online coursework. In addition to campus-specific programs to support online course development and delivery, OCAP supports the use of Quality Matters to develop "gold-standard" coursework that meets the national rubric for course design. To support this, OOE and OCAP conduct faculty workshops and trainings, review course materials, and coordinate the QM certification of courses through IU.

We worked with the following programs during this time frame:

- Bachelor in Applied Science
- BS in Applied Health Science
- BS in Business Administration
- BS in Data Science
- BA in History
- BS in Informatics
- BS in Medical Imaging Technology
- BA in Sustainability Studies
- MA in English (+ 3 Graduate Certificates)
- MS in Criminal Justice & Public Safety
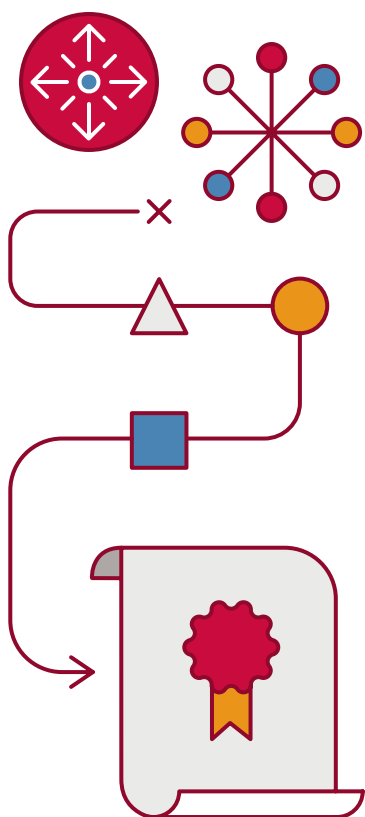
PROGRAM & COURSE DEVELOPMENT

OOE and OCAP continue to refine processes to increase the speed of delivering new online programs to the public. Over the past year, in partnership with the campuses, we have launched **35** new online programs—more than a 25% increase in program offerings. In addition, the process of collaborative program development has now been reduced to 12–14 months from initial proposal to implementation, while maintaining all prior faculty and campus approvals. This is a reduction from the 24–36 months or longer often experienced previously.

As of the spring 2021 semester official census, IU Online had **180** approved degrees and certificates.

COLLABORATIVE ONLINE PROGRAMS APPROVED IN 2020

- **BA in Sustainability Studies:**
  IUE, IUK, IUN, IUSB, IUS

- **BS in Data Science:**
  IUE, IUPUI, IUK, IUN, IUSB, IUS

- **EdS in Educational Leadership:**
  IUB, IUE, IUPUI, IUK, IUN, IUSB, IUS

- **Graduate Certificate in Biology:**
  IUB, IUE, IN, IUK, IUN, IUSB

- **Graduate Certificate in Chemistry:**
  IUB, IU, IUK, IUN, IUSB, IUS

- **Graduate Certificate in History:**
  IUB, IUE, IUPUI, IUK, IUN, IUSB, IUS

- **Graduate Certificate in Political Science:**
  IUB, IUE, IUK, IUN, IUSB, IUS

- **MAT in Biology:**
  IUB, IUE, IUPUI, IUK, IUSB, IUS

- **MAT in Chemistry:**
  IUB, IUE, IUK, IUN, IUSB, IUS

- **MAT in French:**
  IUB, IUE, IUPUI

- **MAT in History:**
  IUB, IUE, IUPUI, IUK, IUN, IUSB, IUS

- **MAT in Mathematics:**
  IUE, IUK, IUN, IUSB, IUS

- **MSEd in Educational Technology for Learning**:
  IUB, IUE, IUPUI, IUK, IUSB, IUS

COLLABORATIVE DEGREE GROWTH

IU ONLINE COLLABORATIVE PROGRAMS								
	Spring 2016	Spring 2017	Spring 2018	Spring 2019	Spring 2020	Spring 2021	S20–21 Increase	S20–S21 % Increase
# Collab. Programs	1	1	4	12	22	29	7	32%
# Enrolled Students	47	73	139	469	878	1,259	381	43%

NON-COLLABORATIVE ONLINE PROGRAMS APPROVED IN 2020

- Certificate in Multi-Device Development (IUPUI)

- EdD in Curriculum and Instruction, Art Education (IUB)

- EdD in Curriculum and Instruction, Science Education (IUB)

- Graduate Certificate in Archives Management (IUPUI)

- Graduate Certificate in Medical Management (IUB)

- Graduate Certificate in Public and Nonprofit Evaluation (IUB)

- Master of Health Administration (IUPUI)

- Master of Public Health: Environmental Health (IUB)

- Master of Public Health: Epidemiology (IUB)

- Master of Public Health: Global and Environmental Health (IUPUI)

- Master of Public Health: Health Policy and Management (IUPUI)

- Master of Public Health: Physical Activity (IUB)

- Master of Public Health: Public Health Administration (IUB)

- Master of Public Health: Public Health Informatics (IUPUI)

- Master of Public Health: Social and Behavioral Sciences (IUPUI)

- MS in Healthcare Management (IUB)

- MS in Human Computer Interaction (IUPUI)

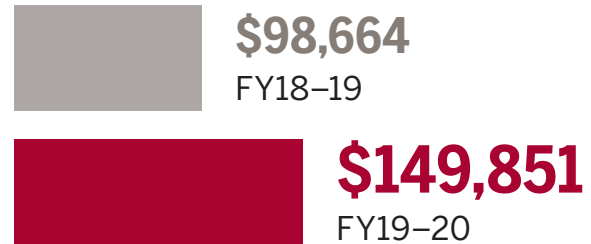- MS in Recreation: Tourism Management (IUB)

Enrollment

30,344
FY18–19

76,016
FY19–20
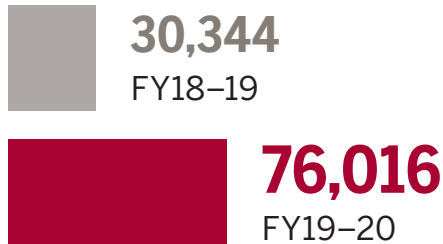
↗ **150.5%** 1-year increase

Revenue

$98,664
FY18–19

$149,851
FY19–20

↗ **52%** 1-year increase

QUALITY & COMPLIANCE

Compliance and quality assurance remain primary elements of the OOE portfolio. During the pandemic, OOE has provided leadership in ensuring compliance with regulations from the DoE, ICHE, HLC, and NC-SARA. In addition, it reviewed international regulations in several countries for potential obstacles to education for students abroad. As we continue to move through the pandemic, we have begun focusing on the regulatory expectations for online education after summer 2021, when most of our regulatory relief will expire.

OOE worked to maintain the integrity and quality of IU's online programs by:

- Preparing international reports for international regulations (China, India, Japan, South Korea, and Saudi Arabia)

- Preparing agreement templates for fee for service agreement, corporate partnership with no fees agreement, and corporate partnership with fees agreement

- Preparing licensure language templates (general and direct disclosures and language for Teaching Online website)

- Filing NC-SARA renewal for IU South Bend

- Providing the annual security report to the Kentucky Council on Postsecondary Education

CURATING A LICENSURE RESOURCE FOR STUDENTS AND REGULATORS

Recent federal regulations applicable to higher education institutions eligible for participation in Title IV programs, and rules under NC-SARA (State Authorization Reciprocity Agreement), require consumer protection disclosures to students advising whether or not the curriculum for programs intended or advertised as leading to licensure meet the educational requirement for professional licensure in the state where the student is located.

To comply with these regulations, last year OOE began sending general and direct disclosure emails to online students. We also emailed 68 academic leaders of 237 online programs offered by IU requesting licensure information, with 39 programs currently identified as leading to licensure. Eighteen academic leaders for licensure programs received a second email containing a program template to complete for state-by-state licensure status. We updated the IU Online website with disclosure information and launched a resource map and dashboard for licensure program status for all states.

STUDENT SUPPORT

OOE renewed the following student service partnerships:

- **Undergraduate Admissions & Recruitment**
  IUK: $167,752.50

- **Onboarding & Orientation**
  IUPUI: $79,688.90

- **Supplemental Instruction**
  IUE: $111,032.00

- **Financial Services**
  IUPUI: $95,639.30

- **Career Services**
  IUPUI: $79,688.90

- **Student Success Coaching**
  IUPUI: $164,699.25;
  IUE: $182,333.00

- **Math Support**
  IUE: $153,524.75

- **Writing Support**
  IUE: $151,980.00

- **Graduate Admissions & Recruitment**
  IUE: $100,000.00

STUDENT SUPPORT INITIATIVES

From June 1, 2020, to December 31, 2020, OOE and its campus partners implemented student support initiatives including:

- **7,320** student support text messages sent via CampusCast

- **1,157** transcripts successfully ordered from Parchment and National Student Clearinghouse on behalf of applicants via the IU Online Transcript Request Service

- **1,726** requests for asynchronous math and writing support through Upswing (average turnaround time of 5hr 15m) via the IU Online Math and Writing Centers

- **657** outbound welcome calls to newly admitted students via the Contact Center and **2,041** welcome postcards mailed

- **2,582** peer-to-peer mentoring interactions through Mentor Collective via a new IU Online Peer Mentoring Program

TECHNICAL INNOVATIONS

The OOE Decision Support Team launched three new dashboards in 2020:

- The new IU Expand dashboard summarizes noncredit offerings in the Expand catalog, showing enrollment and revenue summaries and comparisons by course, catalog, and fiscal year.

- A new Master Course List dashboard for the Office of Collaborative Programs shows the planned course offerings for collaborative degrees by campus and term as negotiated with the faculty committees under the leadership of OCAP.

- New views in the Official Census Credit Hours by Instruction Mode dashboard visualize year-over-year comparisons in offerings by modality.

In order to improve the online degree proposal process and ensure that proposals are forwarded to the proper location for processing, the Initial Request Form was converted from a fillable PDF to an easy-to-use Qualtrics form.

U.S. NEWS BEST ONLINE PROGRAMS RANKINGS

#21
Best Online Bachelor's Degree
Ranked **#17 for Veterans**

#3
Best Online MBA
Ranked **#1 for Veterans**

- **#1** Best Online MBA, Marketing
- **#2** Best Online MBA, General Management
- **#3** Best Online MBA, Analytics
- **#4** Best Online MBA, Finance

#2
Best Online Graduate Business (non-MBA)
Ranked **#1 for Veterans**

#42
Best Online Graduate Education

- **#3** Educational/Instructional Media Design
- **#4** Educational Administration and Supervision
- **#5** Curriculum and Instruction
- **#5** Special Education

#49
Best Online Graduate Nursing

- **#4** Nursing Education
- **#16** Nursing Administration/ Leadership

PROFESSIONAL LEADERSHIP POSITIONS

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

PUBLICATIONS & PRESENTATIONS

"Maximizing Technology to Build Student Engagement in Zoom," Webinar to Auburn University School of Veterinary Medicine, March 2020, Julia Sanders.

"Assessment Made Simple: Leveraging Canvas Tools to Perform Program Assessment for Collaborative Online Programs," 2020 Assessment Institute, October 2020, David Becker and Hitesh Kathuria.

"Responding to Student Course Quality Complaints: Simplifying QM/QA for Administration," QM Connect LX, October 2020, David Becker and Hitesh Kathuria.

"Meeting QM Standards: Creating a Syllabus Template," QM Connect LX, October 2020, David Becker and Hitesh Kathuria.

"Meeting QM Standards: Creating a Syllabus Template," QM Success Stories Webinar, November 2020, David Becker and Hitesh Kathuria.

"Choose Your Own Adventure: Welcome to HyFlex Teaching/Design," OLC Accelerate Virtual Conference, November 2020, Chérie Dodd and Julia Sanders.

"Finding Common Ground: Online Education Definitions and Data Across the Big 10," UPCEA Summit for Online Leadership and Roundtable, New Orleans, LA, February 2020, Sharon Wavle.

"Finding Common Ground: Online Education Definitions and Data across the Big 10," SUNY Summit for Online Learning, New York City, NY, February 2020, Sharon Wavle.