

eLearning Update

March 12, 2010

MISSOURI

National Trends

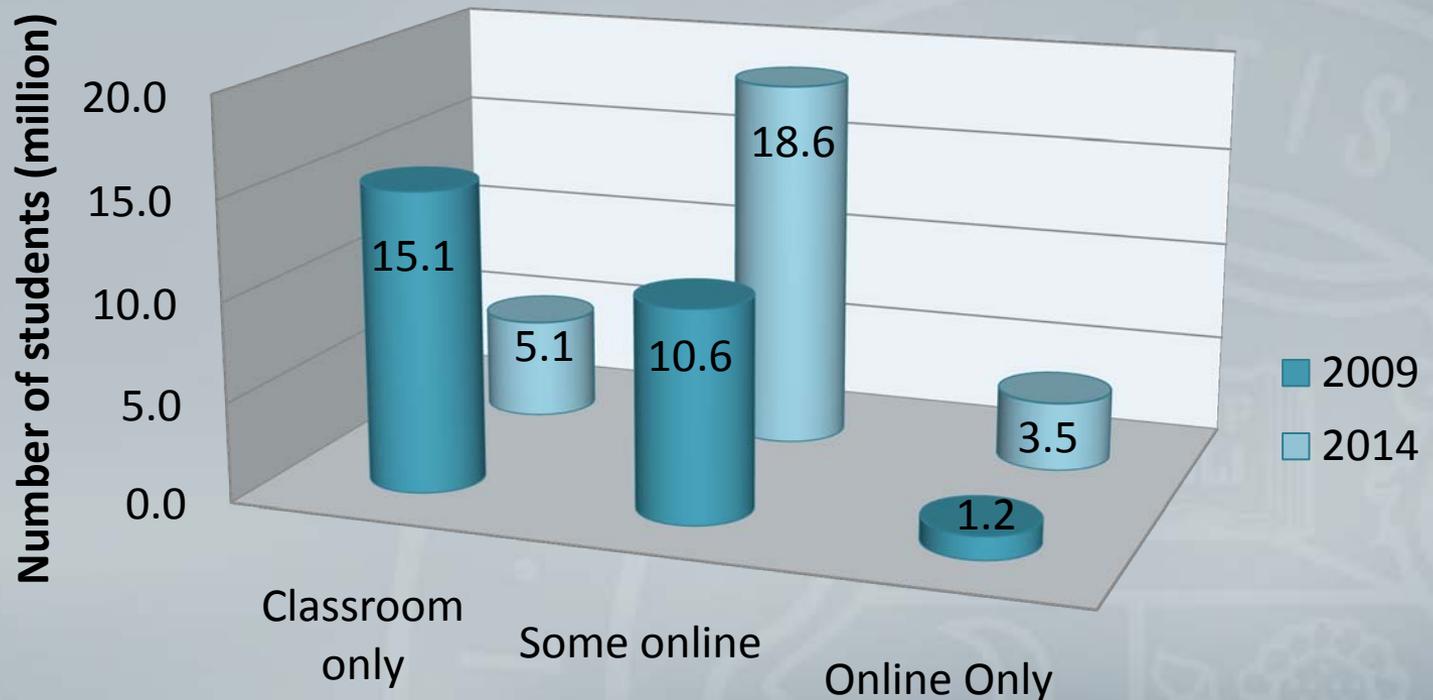
- Approximately 1.9 million students were studying online in the fall of 2003
- In 2009, 11.9 million students took some or all of their classes online



National Trends (cont.)

- By 2014 online enrollment to skyrocket to 22 million

Where Students Are Taking Classes: 2009 v. 2014



Source: Ambient Insight, "US Self-paced eLearning Market," via Webinar entitled "Innovation in Educational Technology: The Virtualization of K-12 and Higher Education," October 2009.

The Students of 2020

- The traditional model is changing
- In future, focus will be on convenience
- Pressures on higher education to adapt
- Increasing demand for more options
- Implications for teaching
- Student demographics changing



National Developments

- Increasing role of for-profit universities

The image is a collage illustrating national developments in higher education, specifically focusing on for-profit universities. It consists of two main parts:

- Left Side:** A screenshot of the University of Phoenix website. The header includes the university's logo and contact information (866.766.0766 | Student Login). The navigation menu lists 'COLLEGES & DIVISIONS', 'ADMISSIONS', and 'PROGRAMS'. A sidebar on the left contains a list of links such as 'About University of Phoenix', 'Mission and Purpose', 'Campus Locations', 'Accreditation', 'Media Relations', 'Ad Campaigns', 'Green Initiative', 'University of Phoenix Foundation', 'Publications', 'Disability Services', 'Campus Safety', 'Regulatory', 'Employment', and 'Contact Us'. The main content area features an 'About Us' section with a photo of a smiling woman and text describing the university's 30-year history of serving working students. Below this is a section titled 'A Revolutionary' with text about innovative approaches to education.
- Right Side:** A photograph of a Capella University brochure. The brochure features the university's logo and the text 'Capella University Learners & Alumni'. A blue circle highlights the statistic 'Over 24,000 current learners'. Other statistics listed include: 'From all 50 states and 45 other countries', 'Average age: 40 (ranging from 19-86)', '68 percent women, 32 percent men', '42 percent people of color', '16 percent have military affiliation', '79 percent in urban areas, 21 percent in rural areas', and '90 percent study part time, 15 percent full time'. The brochure also includes a photo of a woman named 'Reed Story' and a quote from 'Judy Kenney' about higher education.

National Developments (cont.)

- Community and independent colleges

The image displays three screenshots of college websites, illustrating national developments in online education.

Metropolitan Community College (MCC): The website features the slogan "NO ONE LIKE YOU. NO COLLEGE LIKE US." and offers navigation options like "Explore MCC" and "Get Started". It lists various course categories: "Credit Classes" (including Search for Credit Classes, Final Exam Schedules, Distance Learning Courses, Learning Enhancement Courses, and Service Learning Courses), "Community/Continuing Ed." (including Blue River Non-Credit, Longview Non-Credit, Maple Woods Non-Credit, and Penn Valley Non-Credit), and "Business, Corporate, & Technical Training" (including Business Training Overview).

St. Louis Community College (STLCC): The website is titled "EXPANDING" and provides navigation for "STUDENT RESOURCES", "PROGRAMS", and "ADMIS". It features a prominent advertisement for "ONLINE LEARNING CREDIT CLASSES" with a woman using a laptop. Below the ad, it says "Click to download: Spring 2010 Class Schedule" and includes a "ROADI" logo with the text "Are you ready for distance learning?".

Columbia College Online Campus: The website features a navigation menu with "About Us", "Admissions", "Academics", and "Newsroom". It includes a "How it works" section with buttons for "Send more info", "Apply now", and "Degree programs". A central image shows a woman working at a computer. To the right, there is a "Questions?" section with contact information and a "Information for:" section listing "PROSPECTIVE STUDENTS", "CURRENT STUDENTS", "MILITARY STUDENTS", "FACULTY & STAFF", and "ALUMNI & FRIENDS". Below this is an "Online Graduate Degrees" section for Business, Teaching, and Criminal Justice. A "LOG IN to classes" button is also present. The website also highlights awards, including "BEST ONLINE COLLEGES" and "USNews America's Best Colleges 2010".

National Developments (cont.)

- Open Learning Initiative



The screenshot shows the Open Learning Initiative website. At the top, there is a navigation bar with three tabs: "For Students", "For Instructors", and "The Initiative". Below the navigation bar is a search bar with the text "Type keyword/s..." and a "Go" button. To the left of the search bar is a sidebar menu titled "Open & Free Courses" with a list of subjects: Engineering Statics, Statistics, Causal and Statistical Reasoning, Modern Biology, Chemistry, Economics, French, Logic & Proofs, Physics, Empirical Research Methods, Computational Discrete Mathematics, and Visual Communication Design. The main content area features the heading "Open courses backed by learning research." and three promotional cards. The first card, "Independent Learners", includes an image of a woman at a laptop, text describing free materials for self-guided learning, and a "Find a Course" button. The second card, "Instructors", includes an image of a man in a classroom, text about offering courses to students, and a "Learn more" button. The third card, "Academic Students", includes an image of a man in a classroom, text about interactive courses for credits, and an "Enter Course Key" button.

Open Learning Initiative

For Students For Instructors The Initiative

Search

Type keyword/s... Go

Open & Free Courses

- Engineering Statics
- Statistics
- Causal and Statistical Reasoning
- Modern Biology
- Chemistry
- Economics
- French
- Logic & Proofs
- Physics
- Empirical Research Methods
- Computational Discrete Mathematics
- Visual Communication Design

Open courses backed by learning research.



Independent Learners

Get free materials, activities and assessments for your self-guided learning

[Find a Course](#)



Academic Students

Use these interactive courses to earn credits at your school or university.

[Enter Course Key](#)



Instructors

Offer these courses to your students. You can customize them to suit their needs.

[Learn more](#)

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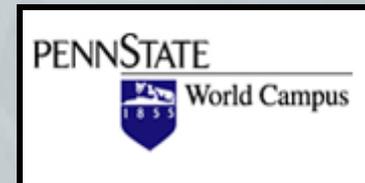
National Developments (cont.)

- Significant shifts in newspapers, music, and travel have transformed industries
- Peer-to-peer universities
- iTunes University
- Is the traditional classroom anticipating the rate of change?



Change Strategy

- Visits to national leaders for benchmarking purposes
- Focus on support for campuses and faculty
- Revenues remain on campus



Setting the Stage

- Visited campus stakeholders
- Identified best practices
- Established eLearning Academic Council
- Reviewing intellectual property policies





Developing a Strategic Plan

Distance learning consultants

- Experience developing and directing University of Texas TeleCampus
- Gathered information from surveys of campuses
- Conducted site visits to all four campuses
- Developed set of conclusions and recommendations





Recommendations

- Build System-wide portal with support services
- Integrate system-wide efforts with campus-specific plans
- Seed campus instructional design and technology support
- Provide faculty development and mentoring
- Opportunities include master courses, cooperative degrees and degree completion programs
- Invest System-level resources to leverage campus talents and assets

Long-term Goals

- Increase access to the University of Missouri
- Increase course and program offerings and enrollments in online courses
- Protect current enrollment base - provide alternatives for our “typical” students
- Embrace technological capabilities
- Foster educational quality
- Increase revenue?



eLearning – New Way of Teaching

- Elements that enhance online learning
- Student engagement, course design, support



eLearning Support Tools

- [Web presence](#)
- [eMentors](#) program
- [Video interviews](#) with early adopters
- [Online faculty tutorials](#)
- [InfoScout](#) Service

A-Z Index | Help | Contacts | Quick Links | Search:

University of Missouri System

CAMPUSES » COLUMBIA KANSAS CITY ROLLA ST. LOUIS

HOME ABOUT CURATORS PRESIDENT DEPARTMENTS NEWS PUBLIC NOTICES RESOURCES

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What is eLearning?
eLearning (electronic learning) is an umbrella term that includes all types of technology-enhanced learning. A part of eLearning is online learning or distance learning (also known as online education or distance education), which is instructional delivery that does not require the learner to be located physically at the same location as the instructor and other learners. The University of Missouri System eLearning initiative is one of President Forsee's strategic initiatives and is administered by the UM Office of Academic Affairs. The objective of the eLearning initiative is to work with the four UM campuses to extend the reach of the University of Missouri by bolstering online learning efforts and coordinating services where it makes sense and adds value. Some of the goals of the project are to help with instructional design and development, faculty development, quality assurance, development of learning objects, facilitating cooperative courses and programs, streamlining administrative processes, marketing, and assisting with project management.

News and Updates
The eLearning Academic Council is exploring ideas that will lead to significant improvement in the quantity and quality of the use of technology on our campuses for the purpose of enhancing student learning and access. [Click here to submit your ideas.](#)
Instructional designers needed in Columbia and Kansas City. [View job descriptions and application information.](#) Expand the Information Technology category to view the postings.

Contact galaxstar@umssystem.edu. Reviewed Sept. 16, 2009.

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www.umssystem.edu/ums/departments/aa/elearning/

Current Developments

- Building a framework for intercampus collaboration
- Participating in Learning Technology Intercampus Collaboration (LTIC)
- Leveraging campus development activities
- System-level support for startup funding





Action Plans 2010

- Build the portal
- Fund and hire instructional design team for campuses and System
- Set targets for each campus and include in Accountability Measurement System
- Build faculty development program
- Identify eLearning leaders and advocates
- Fund exemplary campus eLearning projects



Investing in Development

- Request for Proposals – two categories:
 - Single courses
 - Degree programs, certificate programs and course clusters
- Priority will be given to:
 - High enrollment courses
 - Full degree programs
 - Degree completion programs
 - Graduate certificate programs
 - Clusters of courses in a single area with longer-term goal of complete program

Investing in Development

- Emphasis on:
 - Collaboration
 - Innovation
 - Leveraging resources
- Submission details:
 - Single courses - proposals due to System March 19
 - Degree programs, certificate programs and course clusters -- proposals due to System April 9
 - Campus submission due dates are earlier! Check with your Provost's Office for details



Looking to the Future

- Questions

