Office of eLearning
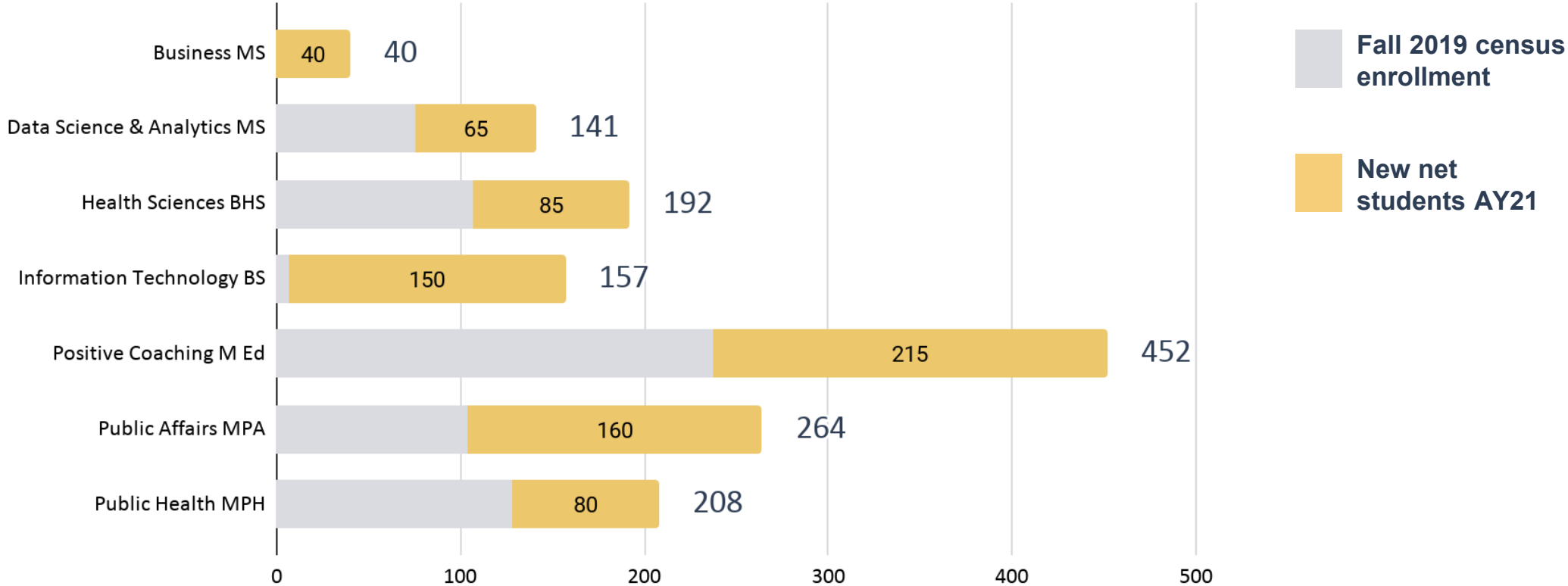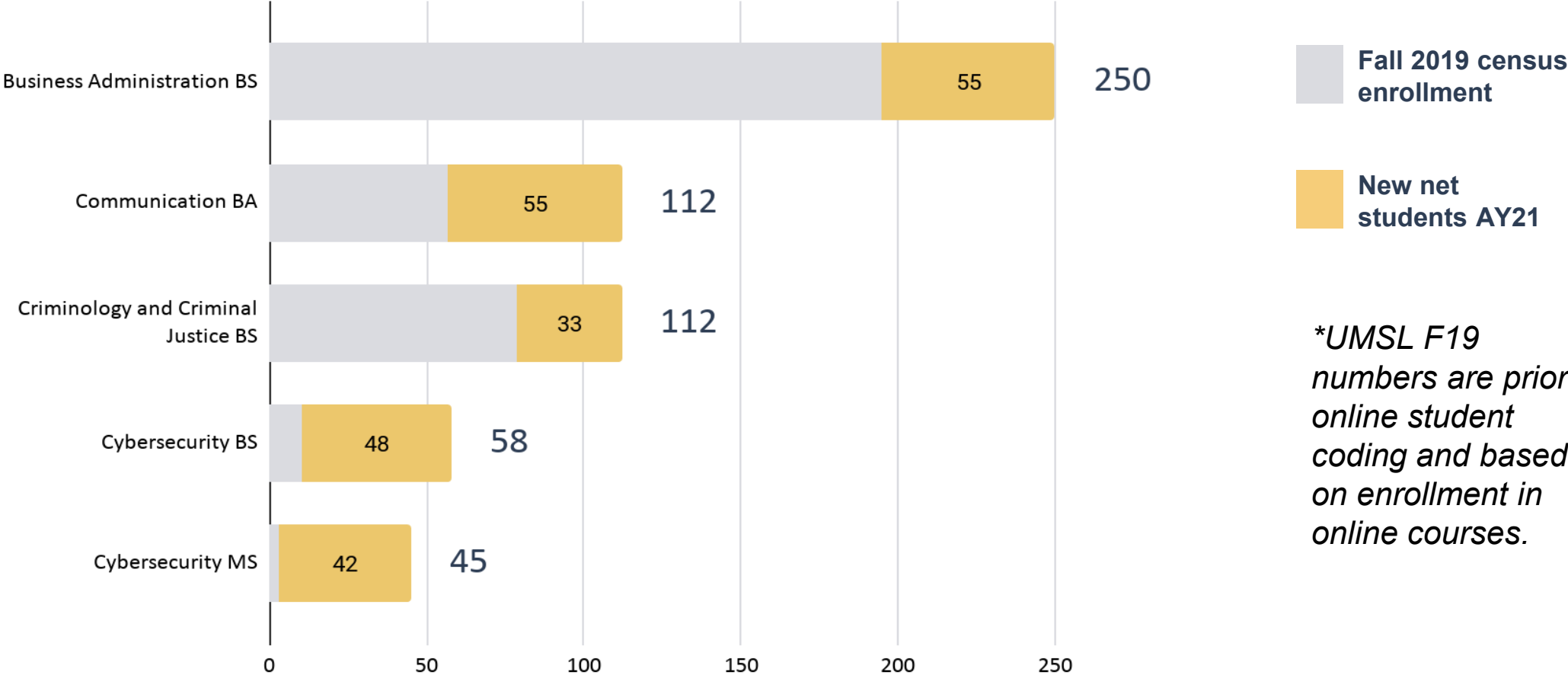## May 19, 2020

eLearning Projections

- Net new student target goal for fall ~500

- $3.5 - $4.5 million gross revenue fall 2020

- Marketing was live as of mid April

- Marketing spend to support fall was a conservative $1.5 million

- Estimated $3500 - $4000 per acquisition includes marketing and pre-matriculation (EY estimate $4,275)

- New student additional student spring and summer target goal is ~500

MU | eLearning Scaled Program Growth Enrollment Goals AY21

Legend:
- Fall 2019 census enrollment (grey)
- New net students AY21 (yellow)

Program	New net students AY21	Total
Business MS	40	40
Data Science & Analytics MS	65	141
Health Sciences BHS	85	192
Information Technology BS	150	157
Positive Coaching M Ed	215	452
Public Affairs MPA	160	264
Public Health MPH	80	208

UMSL | eLearning Scaled Program Growth Enrollment Goals AY21

Legend:
- Fall 2019 census enrollment (gray)
- New net students AY21 (yellow)

Business Administration BS: 55 — 250
Communication BA: 55 — 112
Criminology and Criminal Justice BS: 33 — 112
Cybersecurity BS: 48 — 58
Cybersecurity MS: 42 — 45

UMSL F19 numbers are prior to online student coding and based on enrollment in online courses.

Remote Teaching and Learning

Rapid transition system wide since week of March 8

- 50,000 students transitioned to remote learning
- 12,000 classes moved to remote teaching
- 4,500 instructors transitioned

KEEP LEARNING

KeepLearning.umsystem.edu

How We Support Instructors and Students

- Best practices webinars and technology trainings

- Handouts, guides, videos, and discussion forums for peer to peer support

- Live Support via chat, phone, and email

- 1:1 course design consultations

- Custom trainings and solutions as needed (e.g., Hospital Zoom support, large webinar training)

- Online Student Orientation

Summer Remote Learning Plans

- Faculty development
  - New 4-week course (repeating schedule)
  - More training webinars and tutorials
- Aligning summer course offerings
  - Promoting summer classes across Missouri
- Sharing of material across the system
- Applying online best practices where they can quickly impact remote teaching
  - Increased training on academic technology
  - Continued focus on course quality

Fall 2020 Preparation

- Support for hybrid and highly flexible course delivery

- Encouraging multiple starts for new students throughout the year

- Ready with a digital learning infrastructure that will allow the campuses to pivot as necessary

- Methods to provide digital student accommodations

- Additional pathways to sharing courses

- Driving course quality

Teaching Certification Seminar

- Any instructor can enroll who is teaching an online course
- Based on best practices from:
  - Online Learning Consortium (OLC)
  - Quality Matters
- Focus is on teaching online, how to design online is a seperate course
- Includes basics for how to use tools for online instruction
- Estimated 6 weeks to complete at 2-3 hours a week

PROGRAMS TO HELP YOU DESIGN & TEACH YOUR ONLINE COURSE

UNIVERSITY OF MISSOURI SYSTEM
Office of eLearning

	Start Here Workshop	Online Teaching Foundations	Designed Online
Objective	Create the foundation for a quality online course	Exploration of online teaching tools and strategies	Create an online course ready for a quality review
Duration	4 weeks	6 weeks	10 weeks
Time Commitment	🕐🕐	🕐🕐	🕐🕐🕐
Description	100% online, self-paced, and lightly facilitated. Peer interaction and instructional design support throughout. You must bring a course to design.	100% online, cohort-based, weekly schedule, and actively facilitated. Learn to engage learners through course design, deliberate use of digital tools, and communication. Form and develop your online teaching practice.	100% online, cohort-based, weekly schedule, and actively facilitated. Instructional designers guide you through the thinking, exercises, and effective practice involved with designing quality online courses. You must bring a course to design.

UMSL

PROGRAMS
TO HELP YOU
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&
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YOUR
ONLINE
COURSE

UNIVERSITY OF MISSOURI SYSTEM
Office of eLearning

	Start Here Workshop	Online in 9	DIY with a Guide
Objective	Create the foundation for a quality online course	Create an online course ready for a quality review	Build on what you have already learned to design a next-level, quality online course
Duration	**4** weeks	**10** weeks	**2** weeks **TO** **1** year
Time Commitment			
Description	100% online, self-paced, and lightly facilitated. Peer interaction and instructional design support throughout. You must bring a course to design.	Online or Face-toFace: Join your colleagues in an interdisciplinary small group to complete your course development and gain confidence in new technologies and strategies for managing your time and students.	Design, at your own pace, a quality assured, online course in collaboration with an instructional designer, 100% online. Build on prior knowledge, thoughtfully integrate technologies and use instructional strategies to achieve course goals.

Completion of Online in 9 required prior to enrolling

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![UMKC logo]

PROGRAMS
TO HELP YOU
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&
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ONLINE
COURSE

UNIVERSITY OF MISSOURI SYSTEM
Office of eLearning

	Start Here Workshop	**Faculty Certification in Online Teaching & Learning**
Objective	Create the foundation for a quality online course	Learn the fundamentals for teaching online through best practices, use of educational technologies, and policies and procedures
Duration	**4** weeks	**4** hours
Time Commitment	🕐🕐	🕐
Description	100% online, self-paced, and lightly facilitated. Peer interaction and instructional design support throughout. You must bring a course to design.	Explore pedagogy 100% online and gain experience in using educational technologies. Try tools for online course instruction, and determine which of these tools will assist you in the teaching of online students.

MISSOURI S&T

PROGRAMS
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UNIVERSITY OF MISSOURI SYSTEM
Office of eLearning

	Start Here Workshop	Building Blocks Workshop	eFellows Program
Objective	Create the foundation for a quality online course	Create the fundamental elements of an online course	Advance your course with a course design or redesign
Duration	**4** weeks	**3** days	**18** months
Time Commitment			
Description	100% online, self-paced, and lightly facilitated. Peer interaction and instructional design support throughout. You must bring a course to design.	Face-to-Face workshop with peer interaction and instructional design support. Participants work on a course they will teach in the upcoming semesters.	Face-to-Face consultations with participants every other week with mid-semester feedback and participation in Teaching Partners program during the pilot of the course.

*Enrollment in Building Blocks required for a Course Design or Redesign

Training Enrollment Trends

- New 4-week Online Course Design Basics Workshop:
  - Session 1 started 4/20: 191 participants
  - Session 2 starts 5/4: 139 participants currently
  - Session 3 starts 5/18: 41 participants currently
  - Session 4 starts 6/1: 23 participants currently

- Other faculty training course offerings systemwide tend to enroll approximately 125-150 participants depending on the level and time of year offered.

Summer Capacity

- UMSL
  - **Online in 9**
    - *Starts May 18 / ~45 faculty*
  - **DIY with a Guide**
    - *Starts May 18 / ~16 faculty*

- MU
  - **Online Teaching Foundations**
    - *Starts June 8 / ~150 faculty*
  - **Designed Online**
    - *Starts June 1 / ~54 faculty*

- UM System
  - **Start Here**
    - *4 Summer cohorts / ~500 faculty*

Summer Capacity

- UMKC
  - **Faculty Certification in Online Teaching & Learning**
    - *Continuous enrollment / faculty vary per year (20-100)*

- MST
  - **Building Blocks Workshop**
    - *2 cohorts per year / 12 -16 faculty*
  - **eFellows Program**
    - *1 cohort per year / 5-7 faculty*