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

- **Business MS**: 40 Fall 2019 census enrollment, 40 New net students AY21
- **Data Science & Analytics MS**: 65 Fall 2019 census enrollment, 141 New net students AY21
- **Health Sciences BHS**: 85 Fall 2019 census enrollment, 192 New net students AY21
- **Information Technology BS**: 150 Fall 2019 census enrollment, 157 New net students AY21
- **Positive Coaching M Ed**: 215 Fall 2019 census enrollment, 452 New net students AY21
- **Public Affairs MPA**: 160 Fall 2019 census enrollment, 264 New net students AY21
- **Public Health MPH**: 80 Fall 2019 census enrollment, 208 New net students AY21
UMSL eLearning Scaled Program Growth Enrollment Goals AY21

- Business Administration BS: 250 total, 55 Fall 2019 census, 112 New net students AY21
- Communication BA: 112 New net students AY21
- Criminology and Criminal Justice BS: 112 New net students AY21
- Cybersecurity BS: 58 New net students AY21
- Cybersecurity MS: 45 New net students AY21

*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

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 separate course
- Includes basics for how to use tools for online instruction
- Estimated 6 weeks to complete at 2-3 hours a week
<table>
<thead>
<tr>
<th>Objective</th>
<th>Start Here Workshop</th>
<th>Online Teaching Foundations</th>
<th>Designed Online</th>
</tr>
</thead>
<tbody>
<tr>
<td>Create the foundation for a quality online course</td>
<td>Exploration of online teaching tools and strategies</td>
<td>Create an online course ready for a quality review</td>
<td></td>
</tr>
<tr>
<td>Duration</td>
<td>4 weeks</td>
<td>6 weeks</td>
<td>10 weeks</td>
</tr>
<tr>
<td>Time Commitment</td>
<td>Clock icon</td>
<td>Clock icon</td>
<td>Clock icon</td>
</tr>
</tbody>
</table>
|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
DESIGN &
TEACH
YOUR
ONLINE COURSE

Objective
Create the foundation for a quality online course

Duration
4 weeks

Time Commitment
100% online, self-paced, and lightly facilitated. Peer interaction and instructional design support throughout. You must bring a course to design.

Description

Objective
Create an online course ready for a quality review

Duration
10 weeks

Time Commitment
Online or Face-to-Face: 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.

Description

Objective
Build on what you have already learned to design a next-level, quality online course

Duration
2 to 1 year

Time Commitment
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.

Description

*Completion of Online in 9 required prior to enrolling
**Start Here Workshop**

*Objective*

Create the foundation for a quality online course

*Duration*

4 weeks

*Time Commitment*

100% online, self-paced, and lightly facilitated. Peer interaction and instructional design support throughout. You must bring a course to design.

**Faculty Certification in Online Teaching & Learning**

*Description*

Learn the fundamentals for teaching online through best practices, use of educational technologies, and policies and procedures.

*Time Commitment*

4 hours

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

#### To Help You Design & Teach Your Online Course

<table>
<thead>
<tr>
<th>Start Here Workshop</th>
<th>Building Blocks Workshop</th>
<th>eFellows Program</th>
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<tr>
<td><strong>Objective</strong></td>
<td>Create the foundation for a quality online course</td>
<td>Create the fundamental elements of an online course</td>
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<tr>
<td><strong>Duration</strong></td>
<td>4 weeks</td>
<td>3 days</td>
</tr>
<tr>
<td><strong>Time Commitment</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Description</strong></td>
<td>100% online, self-paced, and lightly facilitated. Peer interaction and instructional design support throughout. You must bring a course to design.</td>
<td>Face-to-Face workshop with peer interaction and instructional design support. Participants work on a course they will teach in the upcoming semesters.</td>
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<td>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.</td>
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*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