Academic year 2013-14 was a banner year for distance education at Mizzou. Fifteen new program options were added in the past several months; many of these resulted from start-up funding provided by Mizzou Online. As you’ll see in our annual enrollment report, the number of students enrolling in distance classes and programs also continued to grow. As a result, Mizzou Online was able to send more than $8 million to MU’s general operating budget and $8 million-plus to academic units to support their distance education efforts.

NATIONAL RANKINGS

U.S. News & World Report recognized MU’s online bachelor’s offerings in the top 50 nationally in its annual Best Online Programs rankings. The publication also highlighted Mizzou in its 2014 Best Online Bachelor’s Programs for Veterans positioning it at 18 of 69 programs. In addition, Mizzou ranked in the top 20 schools considered to have the Best Online Nursing Programs for Veterans and in the top 40 Best Online Education Programs for Veterans.

NATIONAL RECOGNITION

Mizzou received several awards from the University Professional and Continuing Education Association (UPCEA).

The University received the 2014 Strategic Innovation in Online Education Award. The award, in its inaugural year, honors Mizzou for its institution-wide commitment to online education. According to Robert Hansen, UPCEA CEO, “Our goal is to recognize institutions that have made the investment in time and human resources to design effective online learning experiences. This award confers one of the highest distinctions within our profession, honoring, in particular, how an institution develops and meets strategic and innovative goals for online education.”

The Department of Education, Leadership and Policy Analysis in the College of Education received the Celebration of Excellence Award for Mature Program (Regional Award) for its doctorate of education degree in educational leadership (EdD).

Mizzou Online’s “First Team” television commercial earned a Gold award and the Best in Show designation in the UPCEA Marketing and Publications Awards Program.

FACULTY AWARDS

Several Mizzou faculty who teach on campus and online received recognition this year, including Dr. Leigh Neier in the College of Education, who received one of 10 Kemper Fellowships for Teaching Excellence, among the highest teaching honors at Mizzou. Dr. Peter Motavalli in the Department of Soil and Environmental Science and Dr. Newton D’Souza in the Department of Architectural Studies received Mizzou’s annual Excellence in Teaching with Technology Award. Dr. D’Souza also received the 2014 Ernest L. Boyer International Award for Excellence in Teaching, making him the second online/on-campus faculty member at Mizzou in the past four years to receive this award.

STUDENT SUCCESS

Mizzou Online, in partnership with MU’s Social Science Statistics Center and the Assessment Resource Center, launched a research agenda to study student success in online classes compared to traditional lecture classes. Preliminary findings were presented at the University’s 2014 Celebration of Teaching. Read more about this important project at online.missouri.edu/faculty-staff/research.aspx.

ACCESSIBILITY FOR COMMUNITY COLLEGE TRANSFER STUDENTS

The University of Missouri Provost and the presidents and chancellors of the Missouri Community College Association signed a Memorandum of Understanding, establishing a partnership to provide Internet access to community college graduates who enroll in online classes and degree programs. The purpose of the agreement is to expand availability of Internet connectivity to enable more Missourians to continue their education while continuing to live and work in each MCCA community college service region.

Each year at the University of Missouri, we continue to expand the ways in which we fulfill our land-grant mission in service to citizens across the state — as well as those around the world — with distance education opportunities that last a lifetime.

Online. On Campus. One Mizzou.
MIZZOU ONLINE

is a service unit within the University of Missouri’s Office of the Provost and functions as an administrative gateway through which MU schools and colleges offer their distance degrees and classes.

This report covers student headcounts, enrollments and credit hours generated for both semester-based and self-paced classes during academic year 2013-14. Data are not derived from census tables.

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8 Students Taking at Least One Class

8 MISSOURI Students by County

9 DISTANCE STUDENT SNAPSHOT

11 PEER COMPARISON of Distance Education Offerings

Appendix

List of Program Offerings

Online Programs in Development
Mizzou offers 85 online or hybrid bachelor’s, master’s, education specialist and doctoral degrees, and graduate certificate options.

Mizzou Online served 807 undergrads and 2,420 grad students designated as distance students.

Of the 79,989 student credit hours generated, 33 percent were at the graduate level.

Of the 14,115 students were Missouri residents.

The average age of undergrad distance students was 30. Graduate distance students had an average age of 36.
PROGRAM GROWTH

Increasing access to the University of Missouri’s degree and certificate programs is a priority for our campus. To this end, Mizzou Online provides funding to schools and colleges to develop online programs.

DEGREE & CERTIFICATE OFFERINGS counted to emphasis level

<table>
<thead>
<tr>
<th>Year</th>
<th>Offerings</th>
</tr>
</thead>
<tbody>
<tr>
<td>AY 09-10</td>
<td>53</td>
</tr>
<tr>
<td>AY 10-11</td>
<td>63</td>
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<tr>
<td>AY 11-12</td>
<td>63</td>
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<tr>
<td>AY 12-13</td>
<td>70</td>
</tr>
<tr>
<td>AY 13-14</td>
<td>85</td>
</tr>
</tbody>
</table>

(Figure 1)

CLASS OFFERINGS

<table>
<thead>
<tr>
<th>Year</th>
<th>Offerings</th>
</tr>
</thead>
<tbody>
<tr>
<td>AY 13-14</td>
<td>994</td>
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<tr>
<td>AY 12-13</td>
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</tr>
<tr>
<td>AY 11-12</td>
<td>850</td>
</tr>
<tr>
<td>AY 10-11</td>
<td>770</td>
</tr>
<tr>
<td>AY 09-10</td>
<td>663</td>
</tr>
</tbody>
</table>

(Figure 2)

NOTES
Program count includes fully and partially online offerings listed to the “emphasis” area of the degree. See Appendix I for a list of programs offered in AY 13-14.

NOTES
This count includes all classes offered through Mizzou Online in all instruction modes, including topics classes counted separately by subject.

In AY 13-14, of the 994 classes offered, 796 were fully online.
REACHING MORE STUDENTS

The number of students enrolled in at least one class (Figure 3) facilitated by Mizzou Online continues to grow. Among the factors contributing to this growth are: increased student adoption of online learning to solve scheduling conflicts, expanded online offerings and greater interest in advancing or changing careers. The Mizzou@Home summer program increases online enrollments by giving students the opportunity to take online classes during break when they may also be completing internships or working summer jobs.

36% OF ALL MIZZOU STUDENTS took at least one class offered through Mizzou Online in AY 13-14.

NO. of STUDENTS ENROLLED

### Enrollments

<table>
<thead>
<tr>
<th></th>
<th>Undergrad</th>
<th>Grad</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>AY 09-10</td>
<td>2,924</td>
<td>3,587</td>
<td>6,611</td>
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<tr>
<td>AY 10-11</td>
<td>2,977</td>
<td>4,503</td>
<td>7,480</td>
</tr>
<tr>
<td>AY 11-12</td>
<td>6,141</td>
<td>3,014</td>
<td>9,155</td>
</tr>
<tr>
<td>AY 12-13</td>
<td>9,632</td>
<td>2,980</td>
<td>12,612</td>
</tr>
<tr>
<td>AY 13-14</td>
<td>11,009</td>
<td>3,106</td>
<td>14,115</td>
</tr>
</tbody>
</table>

113% GROWTH over the past five years.

NOTES

14,115 students created 27,562 enrollments (Figure 4) in classes and generated 79,989 student credit hours (Figure 5) in AY 13-14.

104% GROWTH over the past five years.
WHO WE SERVE

Last year, students from 49 states took classes facilitated by Mizzou Online, with 217 students coming from 41 countries outside the United States.

STUDENT CREDIT HOURS GENERATED

<table>
<thead>
<tr>
<th></th>
<th>Undergrad</th>
<th>Grad</th>
</tr>
</thead>
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<td>AY 09-10</td>
<td>39,308</td>
<td>23,077</td>
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<td>AY 10-11</td>
<td>45,007</td>
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<td>AY 11-12</td>
<td>53,035</td>
<td>24,447</td>
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<td>AY 12-13</td>
<td>71,206</td>
<td>24,601</td>
</tr>
<tr>
<td>AY 13-14</td>
<td>79,989</td>
<td>26,903</td>
</tr>
</tbody>
</table>

103% GROWTH over the past five years.

EXAMS WERE PROCTORED by Mizzou Online for self-paced and semester-based online classes in AY 13-14. This includes exams arranged in students’ local areas with qualified proctors.

STUDENTS PER STATE TAKING ONLINE CLASSES THROUGH MIZZOU ONLINE

(Figure 5)

(Figure 6)
2014 | DISTANCE EDUCATION ENROLLMENT REPORT

STUDENTS TAKING AT LEAST ONE ONLINE CLASS

14,115 students

- Overall average age: 25
- 75.1% under 24

STUDENTS IN MISSOURI TAKING AT LEAST ONE CLASS FACILITATED BY MIZZOU ONLINE

100+

- Boone
- Buchanan
- Callaway
- Cape Girardeau
- Clay
- Cole
- Franklin
- Greene
- Jackson
- Jefferson
- Platte
- St. Charles
- St. Louis City + County

(Figure 8)
DISTANCE STUDENT SNAPSH OT

23 percent of students served by Mizzou Online in AY 13-14 (3,227 individuals) were designated as distance students. Those students generated 10,517 enrollments. The remaining 77 percent of students served by Mizzou Online used online classes to supplement their on-campus schedules.

FY13-14 NUMBER OF DISTANCE STUDENTS

Increased from 2,266 GRAD students and 712 UNDERGRADS in AY 12-13.

GRADUATES

114 undergraduates and 446 graduate students completed their degrees at a distance in AY 13-14. MU honored their achievement with an online commencement ceremony.

DISTANCE STUDENT DEMOGRAPHICS

71% FEMALE

29% MALE

Average Age Overall: 34

Age Distribution:

- 16.5% ≤24
- 24.6% 25-29
- 24.6% 30-34
- 14.4% 35-39
- 10.8% 40-44
- 8.2% 45-49
- 5.3% 50-54
- 4.6% 55+

FIGURE 9

FIGURE 10
68% OF DISTANCE STUDENTS (2,184 individuals) are from Missouri.

STATES WITH THE MOST DISTANCE STUDENTS

CA (55)
TX (53)
NE (48)
FL (44)
PA (38)
IA (36)
CO (29)
NC (29)

Mizzou is authorized to offer distance education in all states except Massachusetts. The University is not seeking authorization in that state. We continue to work with states to maintain authorization.
PEER COMPARISON

NUMBER OF DISTANCE DEGREE AND CERTIFICATE OFFERINGS

Mizzou is a national leader in the number of online program offerings. MU offers the second most distance degree and certificate programs in the SEC. In this regard, MU ranks third among AAU public institutions. See Appendix I for a list of Mizzou’s offerings.

<table>
<thead>
<tr>
<th>Institution</th>
<th>Bachelor's</th>
<th>Master's</th>
<th>Specialist</th>
<th>Doctoral</th>
<th>Certificate</th>
<th>TOTAL PROGRAMS</th>
</tr>
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<tbody>
<tr>
<td>UNIVERSITY OF FLORIDA</td>
<td>13</td>
<td>72</td>
<td>3</td>
<td>10</td>
<td>71</td>
<td>169</td>
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<tr>
<td>UNIVERSITY OF MISSOURI</td>
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<td>41</td>
<td>3</td>
<td>10</td>
<td>23</td>
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</tr>
<tr>
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<td>24</td>
<td>3</td>
<td>4</td>
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<td>46</td>
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<tr>
<td>AUBURN UNIVERSITY</td>
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<td>31</td>
<td>6</td>
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<td>8</td>
<td>46</td>
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<tr>
<td>UNIVERSITY OF SOUTH CAROLINA</td>
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<td>25</td>
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<td>5</td>
<td>6</td>
<td>40</td>
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<tr>
<td>TEXAS A&amp;M UNIVERSITY</td>
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<td>0</td>
<td>3</td>
<td>7</td>
<td>34</td>
</tr>
<tr>
<td>MISSISSIPPI STATE UNIVERSITY</td>
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<td>4</td>
<td>6</td>
<td>30</td>
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<tr>
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<td>16</td>
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<td>4</td>
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<tr>
<td>UNIVERSITY OF MISSISSIPPI</td>
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<td>1</td>
<td>1</td>
<td>2</td>
<td>22</td>
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<tr>
<td>UNIVERSITY OF TENNESSEE</td>
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<td>1</td>
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<td>UNIVERSITY OF GEORGIA</td>
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<td>0</td>
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<td>22</td>
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<tr>
<td>UNIVERSITY OF KENTUCKY</td>
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<td>7</td>
<td>1</td>
<td>6</td>
<td>5</td>
<td>20</td>
</tr>
<tr>
<td>LOUISIANA STATE UNIVERSITY</td>
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<td>5</td>
<td>0</td>
<td>0</td>
<td>5</td>
<td>10</td>
</tr>
<tr>
<td>VANDERBILT UNIVERSITY</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

DATA SOURCES

Online and hybrid program counts from SEC member institutions’ websites (in the absence of publicly available distance offerings data from the Southern Association of Colleges and Schools). Several notes about this comparison: institutions tend to use “online” and “distance” interchangeably. Some hybrid programs are included. We limited our tallies to programs that officially appear on student transcripts.

online.missouri.edu

MIZZOU ONLINE
UNIVERSITY OF MISSOURI
136 Clark Hall
Columbia, MO 65211
800-609-3727
573-882-2491
MizzouOnline@missouri.edu
APPENDIX I

University of Missouri online and hybrid degree and certificate offerings in AY 13-14; tallied to the emphasis level. Also noted are available focus options, which allow students to further concentrate their studies. Focus areas do not appear on students’ transcripts.

BACHELOR’S DEGREES
1. Bachelor of Arts in Interdisciplinary Studies
2. Bachelor of Educational Studies
3. Bachelor of General Studies
4. Bachelor of Health Sciences
5. Bachelor of Health Sciences in Radiologic Sciences
6. Bachelor of Health Sciences in Respiratory Therapy
7. Bachelor of Science in Hospitality Management with an emphasis in Food & Beverage Management
8. Bachelor of Science in Nursing

MASTER’S DEGREES
9. Master of Arts in Architectural Studies with an emphasis in Environment & Behavior Studies
   Focus in Design Research
10. Master of Arts in Human Development & Family Studies
    Focus in Family & Community Services
11. Master of Arts in Human Development & Family Studies with an emphasis in Gerontology
12. Master of Arts in Human Development & Family Studies with an emphasis in Youth Development
13. Master of Arts in Information Science and Learning Technologies with an emphasis in Library Science
14. Master of Arts in Journalism with an emphasis in Health Communication
15. Master of Arts in Journalism with an emphasis in Interactive Media
16. Master of Arts in Journalism with an emphasis in Media Management
17. Master of Arts in Journalism with an emphasis in Strategic Communication
18. Master of Business Administration
19. Master of Education in Career & Technical Education with emphasis in Business & Marketing Education
20. Master of Education in Career & Technical Education with emphasis in Vocational Technical Education
21. Master of Education in Education Leadership & Policy Analysis with an emphasis in Educational Leadership
22. Master of Education in Educational, School & Counseling Psychology with an emphasis in Counseling
   Focus in Mental Health Practices in Schools
23. Master of Education in Educational, School & Counseling Psychology with an emphasis in Counseling Psychology
   Focus in Positive Coaching
24. Master of Education in Educational, School & Counseling Psychology with an emphasis in Educational Psychology
   - Focus in Student Learning & Well-being
25. Master of Education in Information Science & Learning Technologies with an emphasis in Educational Technology
   - Focus in Learning Systems Design & Development
   - Focus in Online Educator
   - Focus in Technology in Schools
26. Master of Education in Learning, Teaching & Curriculum with an emphasis in Art Education
27. Master of Education in Learning, Teaching & Curriculum with an emphasis in Mathematics Education (with certification preparation)
28. Master of Education in Learning, Teaching & Curriculum with an emphasis in Reading Education
29. Master of Education in Learning, Teaching & Curriculum with an emphasis in Science Education
30. Master of Education in Learning, Teaching & Curriculum with an emphasis in Learning & Instruction
   - Focus in Career & Technical Education
   - Focus in Early Childhood Education
31. Master of Education in Special Education with an emphasis in Early Childhood Special Education
   - Focus in Autism
32. Master of Education in Special Education with an emphasis in Learning & Instruction
   - Focus in Autism Education
   - Focus in Gifted Education
33. Master of Health Administration
34. Master of Public Affairs
35. Master of Science in Agriculture Education
36. Master of Science in Architectural Studies with an emphasis in Environment & Behavior Studies
   - Focus in Design Research
37. Master of Science in Biomedical Science with an emphasis in Veterinary Medicine & Surgery
38. Master of Science in Health Informatics
39. Master of Science in Natural Resources with an emphasis in Agroforestry
40. Master of Science in Nursing – Adult Health Clinical Nurse Specialist (teaching out; not accepting new students)
41. Master of Science in Nursing – Adult Mental Health Nursing

APPENDIX I
42. Master of Science in Nursing – Family Mental Health Nursing  
   *(teaching out: not accepting new students)*

43. Master of Science in Nursing – Family Nurse Practitioner  
   *(teaching out: not accepting new students)*

44. Master of Science in Nursing with an emphasis in Leadership in Nursing and Health Care Systems

45. Master of Science in Nursing with an emphasis in Nurse Educator

46. Master of Science in Nursing – Pediatric Clinical Nurse Specialist  
   *(teaching out: not accepting new students)*

47. Master of Science in Nursing Pediatric Nurse Practitioner  
   *(teaching out: not accepting new students)*

48. Master of Science in Personal Financial Planning

49. Master of Social Work

**GRADUATE CERTIFICATES**

50. Adult-Gerontology Clinical Nurse Specialist

51. Agroforestry

52. Autism & Neurodevelopmental Disorders  
   *(teaching out: not accepting new students)*

53. Elementary Mathematics Specialist

54. Financial & Housing Counseling

55. Food Safety & Defense

56. Geriatric Care Management

57. Gerontology

58. Grantsmanship

59. Health Ethics

60. Health Informatics

61. Multicultural Education

62. Nonprofit Management

63. Online Educator

64. Organizational Change

65. Pediatric Clinical Nurse Specialist

66. Pediatric Nurse Practitioner  
   *(teaching out: not accepting new students)*

67. Personal Financial Planning

68. Public Health

69. Public Management

70. Teaching English to Speakers of Other Languages

71. Youth Development Specialist

72. Youth Program Management & Evaluation

**EDUCATION SPECIALIST**

73. Education Specialist in Information Science and Learning Technologies with an emphasis in Educational Technology  
   - Focus in Learning Systems Design & Development  
   - Focus in Online Educator  
   - Focus in Technology in Schools

74. Education Specialist in Educational Leadership & Policy Analysis with an emphasis in Educational Administration
75. Education Specialist in Education, School & Counseling Psychology with an emphasis in Counseling Focus in Mental Health Practices in Schools

DOCTORAL DEGREES
76. Doctor of Education in Educational Leadership
77. Doctor of Philosophy in Human Environmental Sciences with an emphasis in Architectural Studies
78. Doctor of Philosophy in Learning, Teaching & Curriculum with an emphasis in Art Education
79. Doctor of Philosophy in Nursing
80. Doctor of Nursing Practice
81. Doctor of Nursing Practice with an emphasis in Adult-Gerontology Clinical Nurse Specialist
82. Doctor of Nursing Practice with an emphasis in Pediatric Clinical Nurse Specialist
83. Doctor of Nursing Practice with an emphasis in Pediatric Nurse Practitioner
84. Doctor of Nursing Practice with an emphasis in Family Nurse Practitioner
85. Doctor of Nursing Practice with an emphasis in Nursing Leadership & Innovations in Health Care

MASTER’S DEGREES
1. Master of Education in Learning, Teaching and Curriculum with an emphasis in Mathematics Education (without certification preparation)
2. Master of Education in Learning, Teaching and Curriculum with an emphasis in English Education
3. Master of Public Health with an emphasis in Health Promotion & Policy

GRADUATE CERTIFICATES
4. Global Health
5. Organizational Change
6. Positive Psychology
7. Energy Efficiency

DOCTORAL DEGREES
8. Doctor of Philosophy in Agriculture Education

APPENDIX II
Programs intended to become available in an online format by spring 2015.