CONTENTS

04 AY 2014-15 HIGHLIGHTS
Steady growth, progress

06 PROGRAM GROWTH
Degree, certificate and class offerings

07 REACHING MORE STUDENTS
Headcount, enrollments, student credit hours generated

08 WHO WE SERVE
Students by state, students taking at least one online class, Missouri students by county

10 DISTANCE STUDENT SNAPSHOT
Distance student demographics

11 PEER COMPARISON
Number of programs

12 APPENDIX
List of program offerings

2015 | DISTANCE EDUCATION ENROLLMENT REPORT
Distance education is an integral part of the University of Missouri’s academic mission, and an increasing number of students both on- and off-campus are turning to online classes. As more students enroll, the amount of revenue Mizzou Online is able to return to MU’s general operating budget grows — more than $11 million in AY 14-15. In addition, Mizzou Online transferred nearly $10 million to academic units to support their distance education efforts.

**Increasing access**

Mizzou Online recently announced tuition awards for two groups of students who seek access to high quality and convenient degree programs. The **Mizzou Online Military Tuition Award** provides a 10 percent reduction of base tuition for members of the U.S. Armed Services, veterans, their spouses and children. The award is available for distance students in undergraduate and graduate distance programs at MU. The **Mizzou Online Community College Tuition Award** offers a 10 percent reduction in undergraduate base tuition for Missouri residents who are graduates of Missouri’s public community colleges and who pursue one of MU’s online bachelor’s degrees.

**Cross-campus collaboration**

Two advisory groups were formed in AY 14-15 to further campus discussions of issues, policies and opportunities related to distance education. The MU Distance Education Advisory Board is composed of vice provosts, vice chancellors, deans and representatives from the Graduate Faculty Senate and MU Faculty Council. The Mizzou Online Distance Education Advisory Council brings together department chairs, division directors and faculty from departments offering distance degree programs.

**Award-winning faculty and staff**

Faculty developing and teaching online classes, staff working with distance students and academic departments administering successful programs continue to receive accolades for their impact.

Dr. Nikole Cronk, clinical assistant professor in the MU School of Medicine, was honored by the Association for Distance Education and Independent Learning with the 2014 Helen Williams Award for her online, self-paced course Psychology 3830: Health Psychology.

The College of Education’s Statewide Cooperative in Educational Leadership doctorate degree program (EdD) was awarded the 2015 Outstanding Program (Credit) Award from the University Professional and Continuing Education Association.

School of Journalism graduate adviser and instructor Sarah Smith-Frigerio received a 2015 University of Missouri Excellence in Teaching with Technology award. Smith-Frigerio advises and teaches students in all four online MA emphasis areas.

Two Mizzou Online staff received recognition from the University Professional and Continuing Education Association. Assistant director of student services, Terrie Nagel, who is researching academic achievement among students in self-paced online course work, received the 2014 Research and Publication Award. Stacy Snow, marketing director, received the 2015 Dorothy Durkin Award for Strategic Innovation in Marketing and Enrollment Management.
Distance education is an important facet of the University of Missouri land-grant mission of making the state’s flagship institution accessible.

Mizzou Online serves as a gateway for MU schools and colleges to expand academic opportunities for students. Distance degrees, certificates and classes are offered by 17 of Mizzou’s 18 schools and colleges.

**AY 2014-15 HIGHLIGHTS**

Distance students accounted for 4 percent of all credit hours generated at Mizzou in AY 14-15. Distance graduate students accounted for 24 percent of all graduate credit hours generated. Undergraduate distance students made up 0.87 percent of all undergraduate credit hours generated.
Mizzou Online served 867 undergrads and 2,564 graduate students designated as distance students. The remaining 12,007 students served by Mizzou Online took online classes to supplement their on-campus schedules.

The average age of undergrad distance students was 29. Graduate distance students had an average age of 36.

Mizzou’s distance students are predominantly female.

Of the entire MU student population, 39% took at least one class offered through Mizzou Online in AY 14-15.

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 2014-15.
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.

**Program Count**
- Program Count includes fully and partially online offerings listed to the “emphasis” area of the degree. See Appendix for a list of programs offered in AY 14-15.

**Degree & Certificate Offerings**
- Counted to emphasis level

**Class Offerings**
- Includes all classes supported by Mizzou Online in all instruction modes and includes topics classes counted separately by subject.

Mizzou ranks second in the Southeastern Conference in number of academic programs offered via distance learning. Among public institutions in the Association of American Universities, Mizzou offers the third most online academic programs.
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 also may be completing internships or working summer jobs.

**NUMBER OF ENROLLED STUDENTS**

<table>
<thead>
<tr>
<th>Year</th>
<th>Grad</th>
<th>Undergrad</th>
</tr>
</thead>
<tbody>
<tr>
<td>AY 10-11</td>
<td>7,480</td>
<td>4,503</td>
</tr>
<tr>
<td>AY 11-12</td>
<td>9,155</td>
<td>6,141</td>
</tr>
<tr>
<td>AY 12-13</td>
<td>12,612</td>
<td>9,632</td>
</tr>
<tr>
<td>AY 13-14</td>
<td>14,115</td>
<td>11,009</td>
</tr>
<tr>
<td>AY 14-15</td>
<td>15,438</td>
<td>12,150</td>
</tr>
</tbody>
</table>

**ENROLLMENTS**

<table>
<thead>
<tr>
<th>Year</th>
<th>Grad</th>
<th>Undergrad</th>
</tr>
</thead>
<tbody>
<tr>
<td>AY 10-11</td>
<td>15,310</td>
<td>6,803</td>
</tr>
<tr>
<td>AY 11-12</td>
<td>17,882</td>
<td>9,496</td>
</tr>
<tr>
<td>AY 12-13</td>
<td>24,062</td>
<td>15,403</td>
</tr>
<tr>
<td>AY 13-14</td>
<td>27,562</td>
<td>17,714</td>
</tr>
<tr>
<td>AY 14-15</td>
<td>30,738</td>
<td>19,855</td>
</tr>
</tbody>
</table>

15,438 STUDENTS created 30,738 ENROLLMENTS (Figure 4) in classes and generated 89,928 STUDENT CREDIT HOURS (Figure 5) in AY 14-15.
STUDENT CREDIT HOURS GENERATED

100% GROWTH over the past five years.

<table>
<thead>
<tr>
<th></th>
<th>Grad</th>
<th>Undergrad</th>
</tr>
</thead>
<tbody>
<tr>
<td>AY 10-11</td>
<td>24,438</td>
<td>20,569</td>
</tr>
<tr>
<td>AY 11-12</td>
<td>24,447</td>
<td>24,588</td>
</tr>
<tr>
<td>AY 12-13</td>
<td>24,601</td>
<td>46,605</td>
</tr>
<tr>
<td>AY 13-14</td>
<td>26,903</td>
<td>53,086</td>
</tr>
<tr>
<td>AY 14-15</td>
<td>30,774</td>
<td>59,154</td>
</tr>
</tbody>
</table>

(Figure 5)

EXAMS WERE PROCTORED by Mizzou Online for self-paced and semester-based online classes in AY 14-15. This includes exams arranged in students’ local areas with qualified proctors.

21,298

WHO WE SERVE

STUDENTS PER STATE TAKING ONLINE CLASSES

Last year, students from 50 states took classes facilitated by Mizzou Online, with 320 students coming from 48 countries outside the United States.

(Figure 6)

2015 | DISTANCE EDUCATION ENROLLMENT REPORT
STUDENTS TAKING AT LEAST ONE ONLINE COURSE

15,438 STUDENTS

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

MISSOURI STUDENTS:
10,676 of the total 15,438 students live in Missouri.

STATE AUTHORIZATION:
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.
22 percent of students served by Mizzou Online in AY 14-15 (3,431 individuals) were designated as distance students. Those students generated 11,727 enrollments for a total of 33,431 credit hours.

The remaining 78 percent of students served by Mizzou Online used online classes to supplement their on-campus schedules.

NUMBER OF DISTANCE STUDENTS
increased from 2,420 GRAD students and 807 UNDERGRADS in AY 13-14.

867 UNDERGRAD
7.4% increase

2,564 GRAD
5.9% increase

DISTANCE STUDENT DEMOGRAPHICS

34 average age overall

3,431 STUDENTS

66% female
34% male

164 UNDERGRADUATES and 597 GRADUATE STUDENTS completed their degrees at a distance in AY 14-15.
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 for a list of Mizzou’s offerings.

**PEER COMPARISON**

- **Bachelor’s**
  - UNIVERSITY OF FLORIDA: 17
  - UNIVERSITY OF MISSOURI: 9
- **Master’s**
  - UNIVERSITY OF FLORIDA: 78
  - UNIVERSITY OF MISSOURI: 42
- **Education Specialist**
  - UNIVERSITY OF FLORIDA: 3
  - UNIVERSITY OF MISSOURI: 5
- **Doctoral**
  - UNIVERSITY OF FLORIDA: 10
  - UNIVERSITY OF MISSOURI: 11
- **Certificate**
  - UNIVERSITY OF FLORIDA: 78
  - UNIVERSITY OF MISSOURI: 22
- **TOTAL PROGRAMS**
  - UNIVERSITY OF FLORIDA: 186
  - UNIVERSITY OF MISSOURI: 89

**DATA SOURCES**

Online and hybrid program counts from SEC member institutions’ websites. Several notes about this comparison: institutions tend to use “online” and “distance” interchangeably. Some hybrid programs are included. We limited our tallies of program variations to those that officially appear on transcripts.
University of Missouri online and hybrid degree and certificate offerings in AY 14-15, 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 Human Environmental Sciences
8. Bachelor of Science in Hospitality Management with an emphasis in Food & Beverage Management
9. Bachelor of Science in Nursing

MASTER’S DEGREES
10. Master of Arts in Architectural Studies with an emphasis in Environment & Behavior Studies
   Focus in Design Research
11. Master of Arts in Human Development & Family Studies with an emphasis in Family & Community Services
12. Master of Arts in Human Development & Family Studies with an emphasis in Gerontology
13. Master of Arts in Human Development & Family Studies with an emphasis in Youth Development
15. Master of Arts in Journalism with an emphasis in Health Communication
16. Master of Arts in Journalism with an emphasis in Interactive Media
17. Master of Arts in Journalism with an emphasis in Media Management
18. Master of Arts in Journalism with an emphasis in Strategic Communication
19. Master of Business Administration
20. Master of Education in Career & Technical Education with an emphasis in Business & Marketing Education
21. Master of Education in Career & Technical Education with emphasis in Vocational Technical Education
22. Master of Education in Education Leadership & Policy Analysis with an emphasis in PK-12 Educational Leadership & Administration - Elementary and Secondary Principal Certification
23. Master of Education in Educational, School & Counseling Psychology with an emphasis in Mental Health Practices in Schools
24. Master of Education in Educational, School & Counseling Psychology with an emphasis in Positive Coaching
25. Master of Education in Educational, School & Counseling Psychology with an emphasis in Educational Psychology
  Focus in Student Learning & Well-being
27. Master of Education in Information Science & Learning Technologies with an emphasis in Online Educator
29. Master of Education in Learning, Teaching & Curriculum with an emphasis in Art Education
30. Master of Education in Learning, Teaching & Curriculum with an emphasis in English Education
31. Master of Education in Learning, Teaching & Curriculum with an emphasis in Early Childhood Education
32. Master of Education in Learning, Teaching & Curriculum with an emphasis in Literacy Education
33. Master of Education in Learning, Teaching & Curriculum with an emphasis in Mathematics Education
34. Master of Education in Learning, Teaching & Curriculum with an emphasis in Social Studies Education
35. Master of Education in Learning, Teaching & Curriculum with an emphasis in Teaching English to Speakers of Other Languages
36. Master of Education in Special Education with an emphasis in Autism
37. Master of Education in Special Education with an emphasis in Early Childhood Special Education
38. Master of Education in Special Education with an emphasis in Early Childhood Special Education and Autism
39. Master of Education in Special Education with an emphasis in Gifted Education
40. Master of Health Administration
41. Master of Public Affairs
42. Master of Public Health with an emphasis in Health Promotion and Policy
43. Master of Science in Agriculture Education
44. Master of Science in Architectural Studies with an emphasis in Environment & Behavior Studies
  Focus in Design Research
45. Master of Science in Biomedical Science with an emphasis in Veterinary Medicine & Surgery
46. Master of Science in Health Informatics
47. Master of Science in Natural Resources with an emphasis in Agroforestry
48. Master of Science in Nursing with an emphasis in Leadership in Nursing & Health Care Systems
49. Master of Science in Nursing with an emphasis in Nurse Educator
50. Master of Science in Personal Financial Planning
51. Master of Social Work

GRADUATE CERTIFICATES
52. Agroforestry
53. Elementary Mathematics Specialist
54. Energy Efficiency
55. Financial & Housing Counseling
56. Food Safety & Defense
57. Geriatric Care Management
58. Gerontology
59. Global Public Health
60. Grantsmanship
61. Health Ethics
62. Health Informatics
63. Multicultural Education
64. Nonprofit Management
65. Online Educator
66. Organizational Change
67. Personal Financial Planning
68. Positive Psychology
69. Public Health
70. Public Management
71. Teaching English to Speakers of Other Languages
72. Youth Development Specialist
73. Youth Program Management & Evaluation

EDUCATION SPECIALIST
74. Education Specialist in Information Science & Learning Technologies with an emphasis in Learning Systems Design & Development
75. Education Specialist in Information Science & Learning Technologies with an emphasis in Online Educator
76. Education Specialist in Information Science & Learning Technologies with an emphasis in Technology in Schools
77. Education Specialist in Educational Leadership & Policy Analysis with an emphasis in Educational Administration
78. Education Specialist in Education, School & Counseling Psychology with an emphasis in Mental Health Practices in Schools

DOCTORAL DEGREES
79. Doctor of Education in Educational Leadership
80. Doctor of Nursing Practice with an emphasis in Adult-Gerontology Clinical Nurse Specialist
81. Doctor of Nursing Practice with an emphasis in Family Psychiatric & Mental Health Nurse Practitioner
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

86. Doctor of Philosophy in Agriculture Education

87. Doctor of Philosophy in Human Environmental Sciences with an emphasis in Architectural Studies

88. Doctor of Philosophy in Learning, Teaching & Curriculum with an emphasis in Art Education

89. Doctor of Philosophy in Nursing

DISCONTINUED PROGRAMS that distance students are still completing. New students are not being accepted.

1. Master of Education in Learning, Teaching & Curriculum with an emphasis in Reading Education
2. Master of Education in Learning, Teaching & Curriculum with an emphasis in Science Education
3. Master of Education in Learning, Teaching & Curriculum with an emphasis in Learning & Instruction
   ○ Focus in Career & Technical Education
4. Master of Science in Nursing – Adult Health Clinical Nurse Specialist
5. Master of Science in Nursing – Adult Mental Health Nursing
6. Master of Science in Nursing – Family Mental Health Nursing
7. Master of Science in Nursing – Family Nurse Practitioner
8. Master of Science in Nursing – Pediatric Clinical Nurse Specialist
9. Master of Science in Nursing – Pediatric Nurse Practitioner
10. Graduate Certificate - Adult-Gerontology Clinical Nurse Specialist
11. Graduate Certificate - Pediatric Clinical Nurse Specialist
12. Graduate Certificate - Pediatric Nurse Practitioner
13. Graduate Certificate - Autism & Neurodevelopmental Disorders
14. Graduate Certificate - Family Nurse Practitioner