



University of Missouri System  
COLUMBIA | KANSAS CITY | ROLLA | ST. LOUIS

Missouri Online | Office of eLearning

AY<sup>19</sup><sub>20</sub>

YEAR IN REVIEW



# ABOUT US

Missouri Online and the University of Missouri System Office of eLearning serves the four UM System universities with resources for designing and administering online courses and programs. We also provide the technology platforms that support digital learning for all students in all modalities.

Our office serves the System with professionals in: academic technology, instructional design, media design, program coordination, student lifecycle support, marketing and communication, online education research, enrollment data, learner analytics and state regulation of distance education.



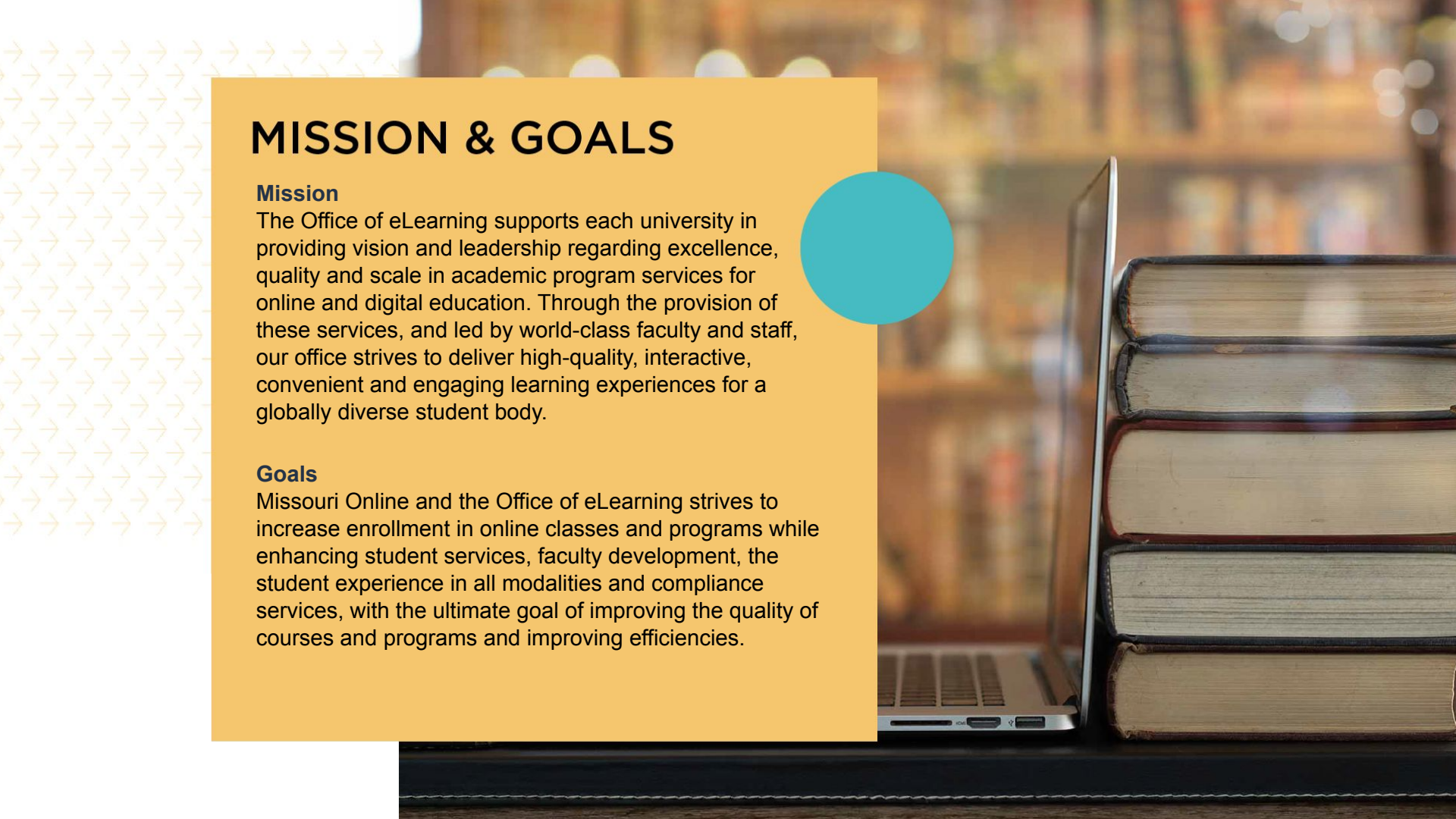
# MISSION & GOALS

## **Mission**

The Office of eLearning supports each university in providing vision and leadership regarding excellence, quality and scale in academic program services for online and digital education. Through the provision of these services, and led by world-class faculty and staff, our office strives to deliver high-quality, interactive, convenient and engaging learning experiences for a globally diverse student body.

## **Goals**

Missouri Online and the Office of eLearning strives to increase enrollment in online classes and programs while enhancing student services, faculty development, the student experience in all modalities and compliance services, with the ultimate goal of improving the quality of courses and programs and improving efficiencies.



# GOVERNANCE

Collaboration among leaders, faculty and staff is integral to our success.

To that end, several governance groups comprised of representation for all four universities provide direction and support of our office's activities and priorities.



eLearning Strategy and Implementation Oversight Committee



eLearning Academic Council

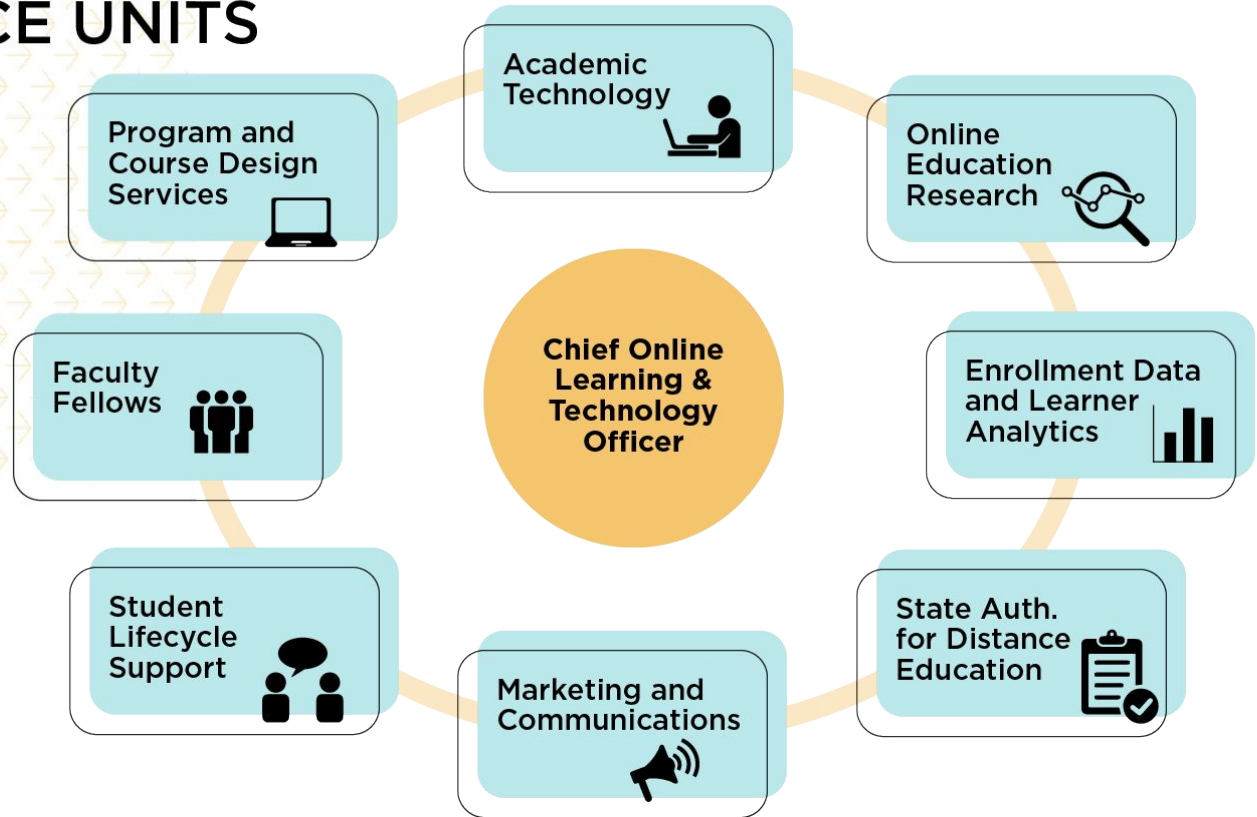


Online Faculty Advisory Committee



Student Services Advisory Committee

# MISSOURI ONLINE | OFFICE OF ELEARNING SERVICE UNITS



# SERVICES

For *all* online programs, we can provide a range of services to help support your Academic Unit, your program, your faculty, and your students.

## Market Assessment

Market analysis and consulting

Strategic recommendations

Program identification and selection

Product design

Audience identification: segmentation, scoring, targeting

## Marketing and Brand Management

Targeted marketing for online programs

Broad marketing for new brand

Coordinated brand strategies

Website presence, branding, and maintenance

Capital investment (ELS)

Analytics, reporting, and UX

Messaging: value story, value propositions, calls to action

Dialogue strategy: channel, timing triggers, frequency

## Recruitment and Enrollment Management

Customized student experiences

Digital student engagement

High-touch support

Contact center

Student services: proactive student communication, monitoring performance

Online orientation and onboard

Enrollment support

Program capacity

Planning assistance

Policy process and adherence

# SERVICES (continued)

## Academic Technology

Support of Canvas and connected learning technologies, like Zoom and Panopto

Phone, chat and e-mail support at [teachingtools.umsystem.edu](mailto:teachingtools.umsystem.edu)

Regular learning opportunities

Open help hours via Zoom

Academic technology adoption and development

## Program Development and Design

Instructional design

Faculty training and support

Media production

Scaling metrics

Priority program identification

Program readiness

Business analytics data

B2B partnerships

## Student Retention Services

Student-facing metrics

Success coaching

Meaningful online communities

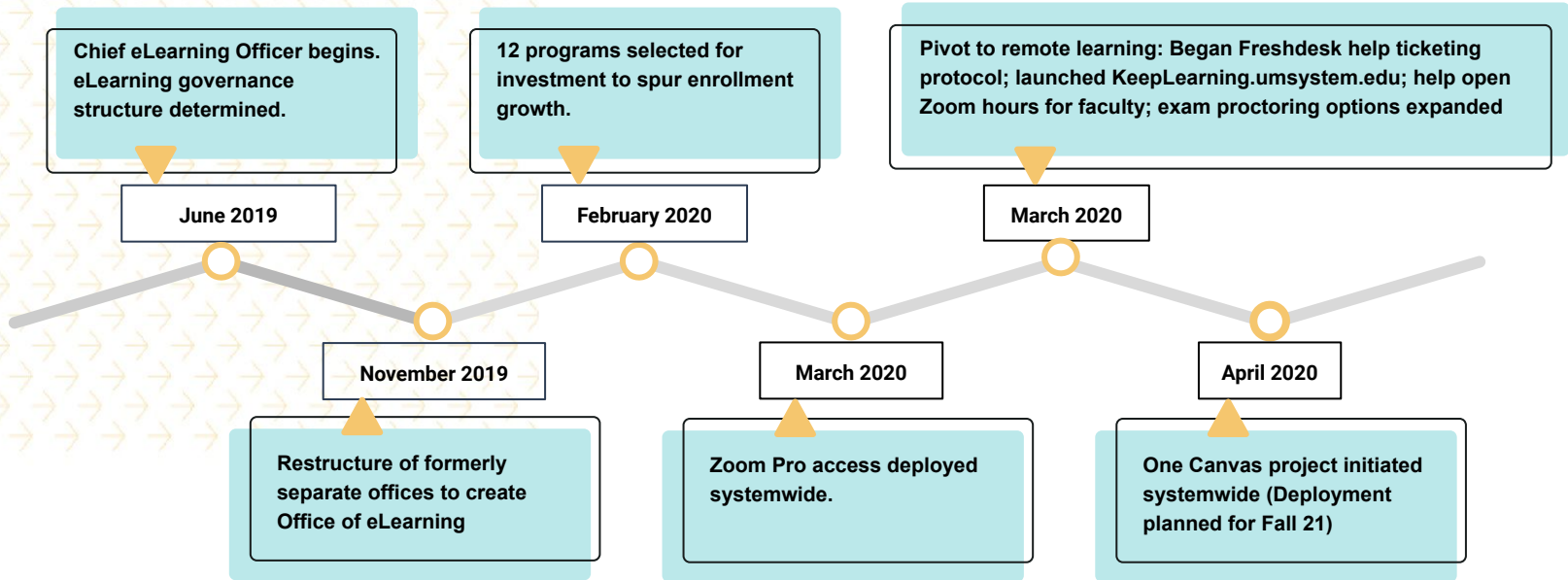
Online career services

Virtual campus events (e.g, Graduation, eSports)

Orientation

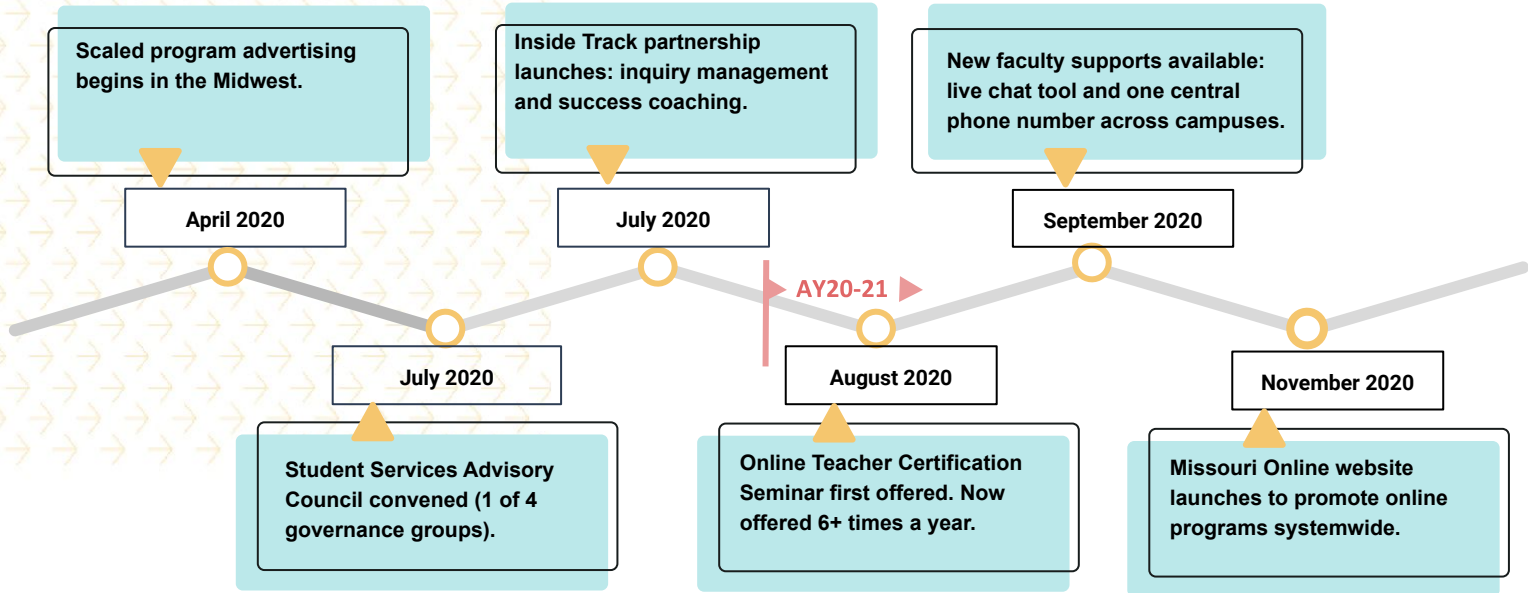
Proactive monitoring and outreach

# YEAR IN REVIEW: MAJOR MILESTONES





# MAJOR MILESTONES, continued



# COVID-19 RESPONSE

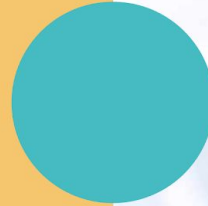
The eLearning team was proud to be part of the effort to help faculty pivot to remote learning as in-person delivery ceased systemwide in mid-March 2020.

By the end of the Spring 20 term:

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

Additional assistance provided through:

- New KeepLearning.umsystem.edu site
- Extended academic technology help hours
- Live Zoom drop-in days
- Training sessions on teaching tools



# SUPPORT DURING AN UNPRECEDENTED YEAR

27,500

Support requests

2,349

Faculty trained

1,250

Faculty certified

By the start of the Fall 20 term:

- Received and answered 27,500 support requests via email, chat and phone from UM faculty members
- Created five new faculty development opportunities and trained an additional 2,349 faculty members
- Certified 1,250 faculty members in online teaching; an additional 330 are partially certified and working toward completion

# INSIDE TRACK PARTNERSHIP

Inside Track partnership is expanding our inquiry management services and coaching capacity.

## InsideTrack:

- Assisted in launching both (1) application and enrollment and (2) success coaching.
- Provided support to 11,812 inquiries on the path to admission since June.
- Provided Foundational Student Coaching Training to the eLearning student support team and a number of representatives from each campus.





# PROGRAM EXPANSION AND GROWTH

eLearning also has the responsibility to help the universities grow the number of online programs and the enrollment in those programs.

Collectively, UM System institutions offer more than 260 online degree and certificate programs. In AY 19-20, we began work to strategically grow enrollment in a few programs.

Investments were made to advertise more broadly 12 programs from MU and UMSL. *(Programs from UMKC and Missouri S&T will be scaled in future years.)*

# SCALING PROGRAMS IN PHASES

**1**

Program  
Nomination



**2**

Program  
Scaling  
Nomination



**3**

Program  
Collaboration



**4**

Program Scaling  
Implementation  
and Confirmation

# SCALING DEFINITIONS

**Sustained Rapid Growth (SRG)**

**Growth goals of 100+** additional students/year for 5+ years

**Sustained Moderate Growth (SMG)**

**Growth goals of 50-99** additional students/year for 5+ years

**Sustained Slow Growth (SSG)**

**Growth goals of 20-49** additional students/year for 5+ years

**Stable Enrollment (SE)**

Maintain current enrollment levels or increase by less than 20 in any year

## Enhanced Services:

Program specific marketing investment



Enrollment coaching



Success coaching



# AY 19-20 ENROLLMENT IN ONLINE PROGRAMS

6,315 students in online programs produced  
24,581 class enrollments and 65,969 credit hours.

6,315

Students

24,581

Enrollments

65,969

Student credit hours

*Numbers re: students in online coded programs*





# AY 19-20 ENROLLMENT NUMBER OF STUDENTS TAKING ONLINE CLASSES

**39,856**

**Students taking an  
online class**

*(75% or greater online)*

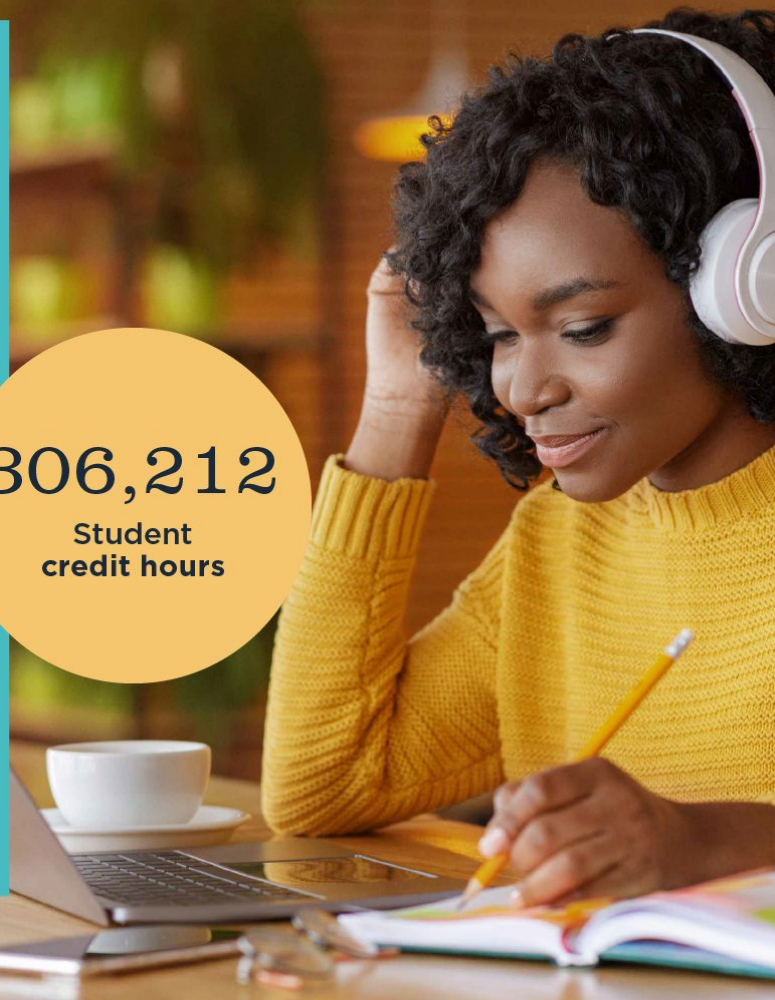
**111,472**

**Enrollments  
in online classes**

**306,212**

**Student  
credit hours**

*Numbers re: students (campus or online) in classes  
that are 75% or greater online. They aren't necessarily  
in online programs.*



# EARLY LOOK: AY 20-21 ENROLLMENT



## ONLINE CODED STUDENTS | FALL 2020

4,885

▲ STUDENTS  
(up 21% from fall  
2019)

11,213

▲ ENROLLMENTS  
(up 24% over fall  
2019)

30,312

▲ CREDIT HOURS  
(up 24% over fall 2019)

Online program enrollment is on track for growth despite the pandemic.



## STUDENTS TAKING ONLINE COURSES | FALL 2020

46,775

STUDENTS

145,353

ENROLLMENTS

369,712

CREDIT HOURS

Online course enrollment figures reflect a shift in modality in response to COVID-19.

# LOOKING AHEAD

**New technology investments:** We continue to provide new tools to ensure engaging learning experiences for students.

**Quality:** All courses in scaled programs must go through a quality review and improvement process. The faculty teaching in scaled programs must be certified in online teaching.

**More programs:** eLearning will support new online programs brought to market by the campuses as well as invest in additional programs identified for scaling.



# LOOKING AHEAD

In order to capitalize on general awareness branding efforts, the collective effort to promote online programs across all four campuses has a new brand name: Missouri Online.

- Missouri Online is housed at [online.missouri.edu](https://online.missouri.edu) and provides a program shopping experience that represents all programs systemwide that are at least 50% online.
- Student Lifecycle Support team members field phone calls coming in to the office about online programs from all the campuses.
- Awareness building advertising for Missouri Online begins in December 2020.

A person is holding a white tablet computer. The screen displays the logo for Missouri Online, which consists of the words "MISSOURI ONLINE" in a bold, dark blue, sans-serif font, followed by a large, stylized "M." in the same color. The background of the slide is a teal color with a pattern of small, light-colored arrows pointing to the right. A large, solid orange circle is positioned to the left of the tablet. The background image shows a person's hands holding the tablet, with a blurred background of other people.

**MISSOURI  
ONLINE M.**

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