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

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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
- 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
Chief eLearning Officer begins. eLearning governance structure determined.

12 programs selected for investment to spur enrollment growth.

Restructure of formerly separate offices to create Office of eLearning

Pivot to remote learning: Began Freshdesk help ticketing protocol; launched KeepLearning.umsystem.edu; help open Zoom hours for faculty; exam proctoring options expanded

Zoom Pro access deployed systemwide.

One Canvas project initiated systemwide (Deployment planned for Fall 21)
MAJOR MILESTONES, continued

- **April 2020**: Scaled program advertising begins in the Midwest.
- **July 2020**: Inside Track partnership launches: inquiry management and success coaching.
- **September 2020**: New faculty supports available: live chat tool and one central phone number across campuses.
- **July 2020**: Student Services Advisory Council convened (1 of 4 governance groups).
- **August 2020**: Online Teacher Certification Seminar first offered. Now offered 6+ times a year.
- **November 2020**: Missouri Online website launches to promote online programs systemwide.
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
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.
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.
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 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.