Missouri Online | Office of eLearning provides support, vision and leadership for online education across the four universities. Our mission is to further growth, scale and excellence in every program, while ensuring our top-tier faculty have the academic services needed to deliver outstanding courses for a global community of learners. Our team of professionals offers expertise in these essential services:

- Academic technology
- Instructional design
- Program development and coordination
- Student lifecycle support
- Marketing and communications

Missouri Online offers premier online education that advances the workforce and creates greater opportunity for all.
A Missouri Online brand campaign was launched on Dec. 17, 2020 with a digital media mix of display, paid search, Facebook, pre-roll videos, YouTube, LinkedIn and Hulu ads, resulting in **8,891.44 total conversions** during the time these promotions were in market.

The primary goal was to increase brand awareness and recall of Missouri Online, with a secondary goal of generating inquiries and applicants.

**Top 10 cities by session on the website were:** Chicago, Kansas City, Columbia, Dallas, Houston, St. Louis, New York, Springfield, Denver and Nashville.

*A conversion includes request for information (RFI) form submission, application start, application submission or Google search ad phone number usage.*
Team members completed a foundational certification program with InsideTrack, our partner in furthering student enrollment and success.

Missouri Online coaches reached out to more than 28,000 prospective students.

A review of 22,522 prospect inquiries that indicated a desire to enroll within six months showed that connecting to a coach has a substantial impact.

These prospective students were 2.2 times more likely to start an application than those a coach did not contact and 2.6 times more likely to be admitted.
FACULTY SUPPORT

Enhanced student experience by consulting one-on-one with more than 300 instructors to create quality courses.

Increased awareness and furthered relations among faculty and staff across four campuses, conducting 58 ‘roadshows’ about services: on-site and online one-on-ones, presentations, classes, webinars and more.

United and streamlined faculty resources from all four campuses with the creation of a support hub: teaching.missouri.edu.

58 outreach roadshows about services

300+ faculty consultations across four campuses
FACULTY SUPPORT

Trained faculty to maximize student success in 19 certification seminars.

Enhanced online teaching by creating and offering 5 distinct faculty courses in design and other advanced concepts.

Ensured courses meet highest industry standards by conducting 169 Quality Course Reviews.

1,132 online teaching certifications granted

99 recertifications granted
Saved UM System $250,000 and streamlined support and analytics with One Canvas and One Panopto mergers, which united learning platforms across the four campuses.

Created a clear, standardized path to technology assistance via chat, phone or email for faculty and staff on all campuses.

Won positive feedback from users for quick, accurate support and answered 28,400+ help requests total.
PROGRAM EXPANSION AND GROWTH

Missouri Online supported development of 45 new programs in AY 21, to total over 325, with key strategic offerings.

1 BUSINESS interdisciplinary master’s
- Customizable with selection of 2 stackable graduate certs

2 VETERINARY undergraduate certs
- Biomedical sciences
- Veterinary science

4 ENGINEERING undergraduate certs
- Cybersecurity
- Media technology
- Web and mobile applications
- Information systems and technology
TARGETED PROGRAM INITIATIVE

32 existing online programs from three campuses were identified as advertisement investment priorities to increase enrollment: MU (15), UMSL (16), and UMKC (1).

13 digital ad campaigns representing the following industries were launched in fall 2020:

- Business
- Data science
- Education
- Engineering
- Health
- Liberal arts
- Public service
- Technology

8% increase in new students for priority online programs
MU, UMKC and UMSL offered graduate and undergraduate degree programs in these major categories (percentage of program count by level):

- **Agriculture, Natural Resources** (20% UG, 80% Grad)
- **Arts and Science, Liberal Arts** (62% UG, 38% Grad)
- **Business, Marketing, Accountancy** (35% UG, 65% Grad)
- **Computer, Information and Data Sciences** (60% UG, 40% Grad)
- **Education** (9% UG, 91% Grad)
- **Engineering** (Grad only)
- **Health Related** (27% UG, 73% Grad)
- **Journalism** (Grad only)
- **Nursing** (6% UG, 94% Grad)
- **School of Law** (Grad only)
- **Vet Med** (50% UG, 50% Grad)
The second year of increased enrollment numbers reflected a 16% rise in head count—above the national average.*

*NSCRC data

Numbers re: students in MU, UMKC and UMSL online coded programs.
AY 20-21 ENROLLMENT
NUMBER OF STUDENTS TAKING ONLINE CLASSES
(75% or greater online)

Head Count
(Students may be in online or campus programs)
56,470

Enrollments in online classes
286,581

Student Credit Hours
839,992

MU, UMKC and UMSL online course enrollment figures reflect a modality shift in response to COVID-19.
ONLINE STUDENT REVENUE

FINAL REVENUE INCREASE YEAR-OVER-YEAR

AY 18-19: $34,393,642
AY 19-20: $39,555,015
AY 20-21: $44,387,390

Reporting limitations prevented inclusion of UMSL’s AY 18-19 to AY 20-21 data. UMSL’s AY 20-21 online revenue was $2,831,880.
AY 21-22 ENROLLMENT
LOOKING AHEAD

Missouri Online expects to continue growing in many areas.

- Strategic program launches in emerging fields: engineering, veterinary technology and child advocacy studies
- Enhancement in marketing and enrollment strategies in response to the market post-COVID
- Technology investments as part of MoExcels
- Expand Quality Course Reviews
- Website enhancements to improve usability

New programs are planned so far, including:

- **Undergraduate Certificates**
- **Bachelor’s Degrees**
- **Graduate Certificates**
- **Master’s Degrees**
- **Ed Specialist Degrees**
- **Doctorates**

26 New programs are planned so far, including:

- 4 Undergraduate Certificates
- 4 Bachelor’s Degrees
- 6 Graduate Certificates
- 7 Master’s Degrees
- 3 Ed Specialist Degrees
- 2 Doctorates
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.

- Missouri Online Strategy and Oversight Committee
- Missouri Online Finance Committee
- Missouri Online Academic Council
- Online Faculty Advisory Committee
- Student Services Advisory Committee

https://online.missouri.edu/about
In July 2021, Missouri S&T officially joined Missouri Online, adding 20 graduate programs and 74 certificates to the online portfolio.

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<thead>
<tr>
<th></th>
<th>Head Count</th>
<th>Enrollment</th>
<th>Credit Hours</th>
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<tbody>
<tr>
<td><strong>Missouri S&amp;T</strong></td>
<td>739</td>
<td>1,898</td>
<td>5,656</td>
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<tr>
<td><strong>Total</strong></td>
<td>7,724</td>
<td>33,887</td>
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