

MISSOURI
ONLINE **M.**



AY ²¹
22
YEAR IN REVIEW

ABOUT US

Missouri Online 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.

BRAND IMPACT

The **Missouri Online brand campaign** saw further success from July 2021 – June 2022. A digital media mix of display, paid search, Facebook/Instagram, pre-roll videos, YouTube, LinkedIn and Hulu ads resulted in **20,452 total conversions*** while 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: Chicago, Kansas City, Mo., Columbia, Mo., St. Louis, Dallas, Houston, Gurgaon, India, Nashville, Tenn., New York and Springfield, Mo.



Missouri Online
Brand Campaign
July 2021 – June 2022

117,643,038

Impressions

767,205

Clicks

*A conversion includes request for information (RFI) form submission, application start, application submission or Google search ad phone number usage.

STUDENT ENROLLMENT

A total of **3,469 new students** enrolled in online degree programs, which translates into nearly **\$56 million** in new revenue over the lifetime of this group of students.

Missouri Online coaches reached out to **nearly 25,000 prospective students**.

A review of past inquiries showed that prospects 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.

3,469

new students enrolled in programs offered through Missouri Online

\$56M

estimated revenue generated over the course of the students' lifetimes



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FACULTY DEVELOPMENT

- Conducted **17 online faculty training seminars**, enrolling **529 participants** across the four campuses, facilitating alignment with top industry standards, encouraging collaboration and furthering pedagogical expertise.
- Received **344 Quality Course Review (QCR) submissions**, 65% of which the newly created in-house QCR team supported. **289 have been completed**.
- Supported **206 course design and development requests** from instructors and academic units.

344 Quality Course Review submissions

529 faculty training seminar participants



FACULTY SUPPORT

New development opportunities

- Created and launched the [Sprint Ahead: Online Faculty Development Certificate](#) in Fall 2022, a program that awards **three badges** (design, assessment and community) for **10 sprints** focused on the latest pedagogical scholarship.
- Introduced and deployed professional development and collaboration platform [OneHE](#) to **all UM System Faculty** in April 2022, a collaborative effort with campus teaching centers.



Sprint Ahead Certificate created and launched for online faculty awarding **three badges** for **10 sprints**



ACADEMIC TECHNOLOGY SUPPORT

Bolstered student and faculty experience with the **launch of ePortfolio tool** and badging platform **Folio, Canvas Student Pathways**, through the systemwide learning management system.

Responded to over **20,150 support queries** from email, chat and phone with a **95.2% positive rating**, while providing increased phone and chat availability during peak times.

20,150+

inquiries answered via chat, email and phone



95.2%

positive rating for support and training



TECHNOLOGY SUPPORT ACROSS THE SYSTEM

- Standardized and streamlined path to academic technology assistance for faculty, staff and students on all campuses, enabling self-service for many tasks with easy access to answers to common questions.
- Provided **284 training classes** to **846** attendees.
- Missouri Online supported more than **65,000 licensed Zoom users** among UM System faculty, staff and students.

65,000+

**users across the four campuses
received expert Zoom support
from Missouri Online**

PROGRAM EXPANSION AND GROWTH

Missouri Online supported the development of **28 new programs in AY 22, to total over 360,** with key strategic offerings that include:



5 ENGINEERING degrees & certificates

- MS and grad certificate in mechanical and aerospace engineering, MS in civil engineering, undergrad certificate in clinical engineering, grad certificate in construction management

1 FIRST-EVER collaborative BA in psychology

- Collaborative undergrad program from Mizzou and UMSL combines two outstanding psychological sciences departments into one student offering

2 EDUCATION degrees & certificates

- Ed specialist in executive superintendency from Mizzou, UMKC and UMSL
- Graduate certificate in global education and leadership

NATION'S FIRST CLINICAL ENGINEERING CERTIFICATE

The University of Missouri-Columbia (Mizzou) created a **for-credit and a non-credit clinical engineering undergraduate certificate** for Fall 2022 in partnership with **Siemens Healthineers**.

Project initiation included filming of 7T MRI, 3T MRI, and PET scanner equipment installation, faculty and academic approval of all course, hiring of dedicated instructional and media designers, delivery of Siemens content and the development of four core courses.

Additional support for faculty included assistance in the development of learning objectives and course material selection.

Missouri Online utilized the **MoExcels grant** awarded to Mizzou's College of Engineering to support the development of faculty for the program.



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TARGETED PROGRAM INITIATIVE

Missouri S&T joined Mizzou and the University of Missouri-St. Louis in promoting online programs the campuses selected as priorities. A total of **47 existing online programs** were identified to receive advertising investment with the goal of increasing awareness and enrollment in AY 21-22: Mizzou (19), Missouri S&T (9), and UMSL (19).

20 digital ad campaigns launched in Fall 2021 and Spring 2022, representing these industries:

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

47 online programs
identified as investment priorities
on behalf of three institutions

AY 21-22 ENROLLMENT IN ONLINE PROGRAMS



Head Count

8,479

▲ 5%



Enrollments

32,917

▲ 12%



Credit Hours

96,603

▲ 12%

*Numbers re: students in Mizzou,
UMKC, Missouri S&T and UMSL online
coded programs.*

Missouri Online increased enrollment for the third year in a row, even while national post-secondary enrollments declined 4.1% as of May, 2021*

*NSCRC [data](#)

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AY 21-22 ENROLLMENT DISTANCE STUDENT SNAPSHOT

In AY 21-22, students from **all 50 states** and **48 countries** outside the United States were in online programs provided by the four UM System institutions.

- **6,084** online **graduate** students
- **2,395** online **undergraduate** students



Mizzou

30 Average age
64% F / 36% M
71% Grad / 29% UG

UMKC

34 Average age
88% F / 12% M
87% Grad / 13% UG

Missouri S&T

32 Average age
28% F / 72% M
99.7% Grad / .3% UG

UMSL

30 Average age
65% F / 35% M
45% Grad / 55% UG



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AY 21-22 ENROLLMENT
**NUMBER OF STUDENTS
TAKING ONLINE CLASSES**

(75% or greater online)

Head Count

(Students may be in online
or campus programs)

53,091



**Enrollments
in online classes**

158,453



Student
Credit Hours
in online classes

462,154



FINAL REVENUE INCREASE YEAR-OVER-YEAR ONLINE STUDENT REVENUE

AY 19-20

\$ 39,801,131

AY 20-21

\$47,219,270

AY 21-22

\$ 53,827,932

\$0

\$20,000,000

\$40,000,000

Reporting limitations prevented inclusion of UMSL's AY 19-20 Online Student Revenue.

AY 22-23 ENROLLMENT
EARLY LOOK

Head Count

6,052

31,236

Enrollment

13,811

54,756

Credit Hours

40,574

155,900

**Fall 2022
ONLINE STUDENTS**



ONLINE COURSE TAKERS



AY 22-23 ENROLLMENT LOOKING AHEAD

Missouri Online expects to continue growing in many areas:

- A collaborative program will offer students an unprecedented opportunity
- Strategic program launches in emerging fields: financial technology, engineering and computing
- Several special education graduate certificates will aid teachers in classroom differentiation
- Web search engine optimizations to improve online program visibility

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New programs
are planned so far, including:

1

Undergraduate
Certificate

11

Bachelor's
Degrees

6

Graduate
Certificates

5

Master's
Degrees

1

Ed Specialist
Degree

ADDENDUM GOVERNANCE

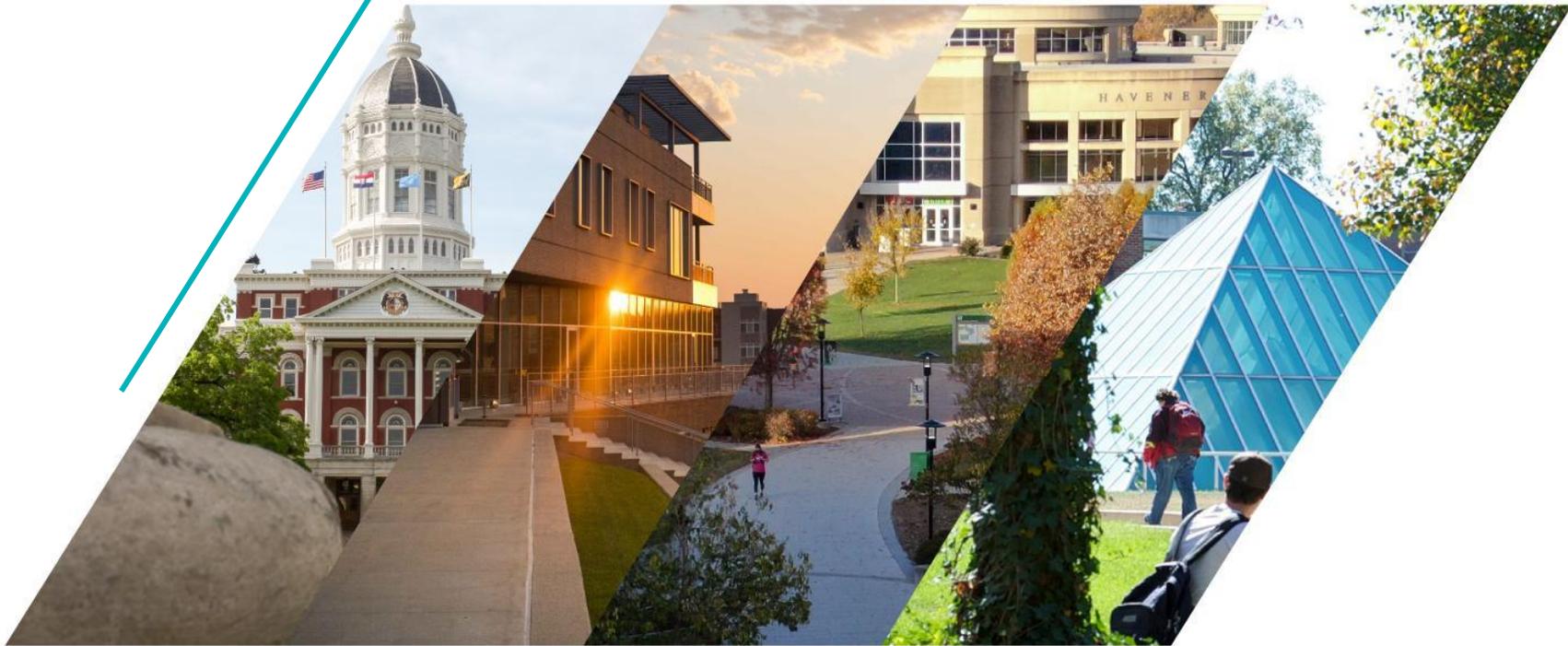
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Collaboration among leaders, faculty and staff is integral to our success.

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

online.missouri.edu/about



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MIZZOU
UMKC
MISSOURI S&T
UMSL

130 Heinkel Building
Columbia, MO 65211
573-882-2494

MissouriOnline@umsystem.edu
online.missouri.edu