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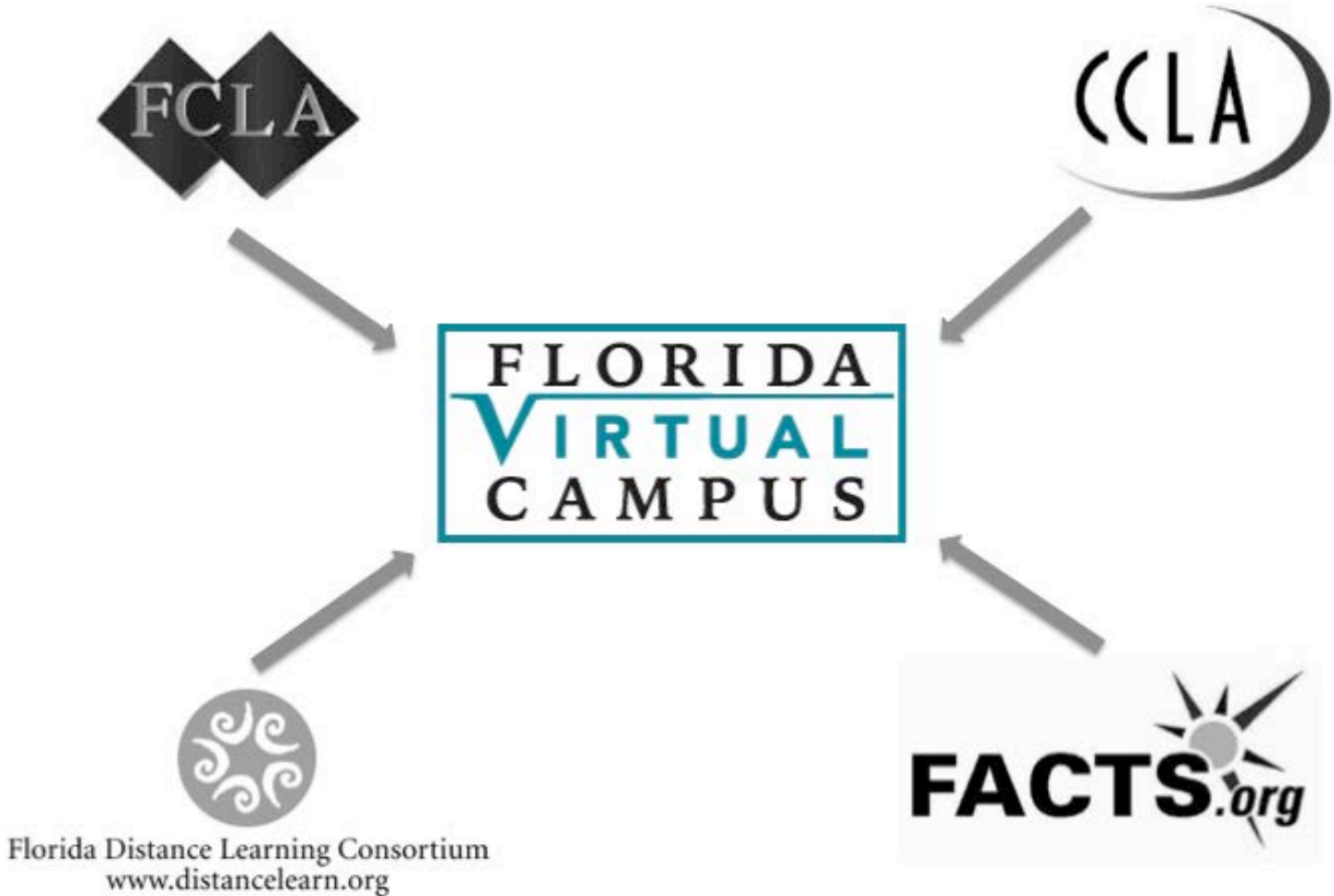
Distance Learning Course Catalog

John Opper

**Board of Governors Strategic Planning Committee
January 17, 2013**

Florida Virtual Campus Creation

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Distance Learning Services

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❑ **Per HB 5201, Florida Virtual Campus services will include:**

Develop and manage a statewide Internet-based catalog of distance learning courses, degree programs, and resources offered by public postsecondary education institutions which is intended to assist in the coordination and collaboration of articulation and access..... The campus shall establish operational guidelines and procedures for the catalog, to include:

- ❑ Required information about each course
- ❑ Requirement for courses and programs to meet applicable accreditation standards
- ❑ Capacity for Internet-based analytics
- ❑ Periodic analysis of data on costs, retention, completion and graduation rates of students enrolled in distance learning courses and degree programs

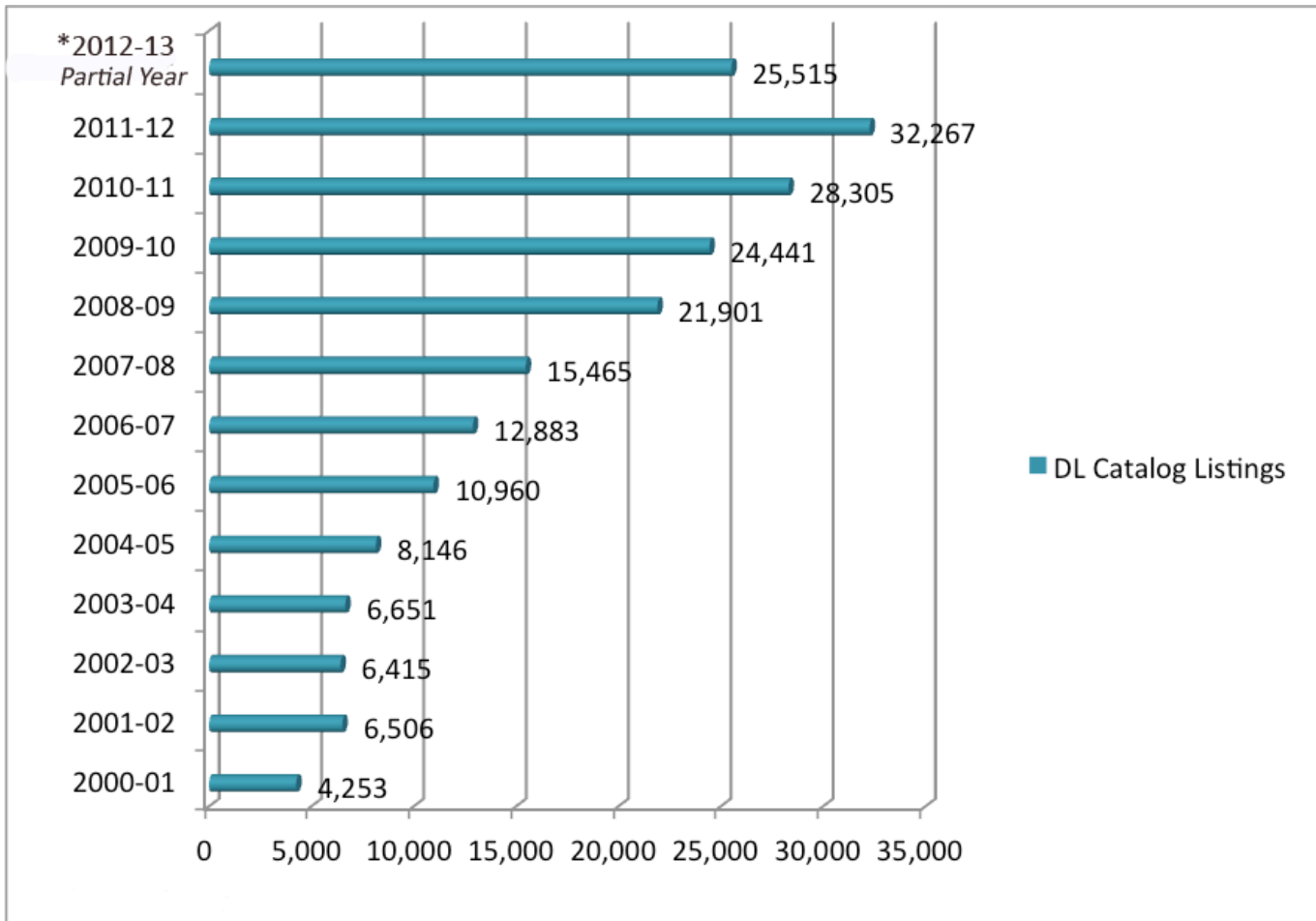
Catalog Statistics

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- ❑ From **4,258** course sections listed in 2000-01, to **32,267** in 2011-12. An eight-fold increase in course section listings.
- ❑ Online degree program database contains **662** listings from certificate to PhD programs and continues to receive as many searches as the course catalog.
- ❑ Standard description and graphic provided to all institutions; institutional websites continue to update relevant sections.
- ❑ Average visitor spends 5 minutes on the site, views 7-8 pages and transitions to an institution site for more information or initiates the streamlined admissions process.

Catalog Listings 2000 to Present

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Florida Virtual Campus.org

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The screenshot shows the Florida Virtual Campus website. At the top, there is a browser address bar with various search engines and a navigation menu with links for 'Student Login' and 'Create Account'. Below the navigation is a horizontal menu with categories: 'About FLVC', 'Online Courses', 'Degrees & Careers', 'Apply', 'My Records', 'Student Services', and 'Library Services'. The main content area features a large heading: 'Welcome to the Learning Resources Center for Florida's Colleges and Universities'. To the left of this heading is a paragraph of text: 'Florida's colleges and universities offer hundreds of online courses to meet your needs. Looking for a course to round out your schedule? Need help starting your full-time or part-time college career? Want to check your college transcripts? Find it all right here!' followed by a sub-heading: '-A service of the State University System of Florida and the Florida College System'. To the right of the text is a photograph of several hands holding up black graduation caps. Further right is a yellow sticky note that says 'Please tell us how we can improve this website.' Below the main content is a row of six icons representing different services: 'Online Courses', 'Degrees & Careers', 'Apply', 'My Records', 'Student Services', and 'Library Services'. At the bottom, there is a dark blue bar with four tabs: 'Prospective Students', 'Current Students', 'Transfer Students', and 'Returning Students'.

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FL **FLORIDA**
VC **VIRTUAL**
CAMPUS

Student Login Create Account

About FLVC Online Courses Degrees & Careers Apply My Records Student Services Library Services

Welcome to the Learning Resources Center for Florida's Colleges and Universities

Florida's colleges and universities offer hundreds of online courses to meet your needs. Looking for a course to round out your schedule? Need help starting your full-time or part-time college career? Want to check your college transcripts? Find it all right here!

-A service of the State University System of Florida and the Florida College System

Please tell us how we can improve this website.

Online Courses Degrees & Careers Apply My Records Student Services Library Services

Prospective Students Current Students Transfer Students Returning Students

Improvements Needed

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- ❑ Design
 - ❑ Ease of use/navigation, accessibility, integration with services, multiple landing pages
- ❑ Coding
 - ❑ Current industry standard tools, flexibility, stability, capacity
- ❑ Search/Functionality
 - ❑ Expanded terms, varied search filters, select specific courses from search, include career and salary information
- ❑ Reporting
 - ❑ Enhanced collection and analysis of statistical data
- ❑ Data Loading
 - ❑ Provide easy-to-navigate administrative dashboard, streamline data loading

FLVC Legislative Budget Request

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❑ Infrastructure and Technology Support

◆ Website Redesign and Centralization - \$500,000

- Redesign and deploy to FLVC website to meet long-term customer needs.

◆ Stabilization and Implementation of Common Web Infrastructure Platform - \$510,000

- Disparate and aging system and support infrastructure.
- Analysis of recent instability and outage of FLVC website revealed major shortcomings in the technical platforms of hardware, software, design, and engineering.

◆ Modernization and Long-term Support of the Distance Learning Catalog - \$515,000

- Redesign distance learning course and degree program catalog to provide more flexibility, expandability, and maintainability, and to implement features and functionality that meet user needs.

FLVC Legislative Budget Request

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□ Program Consolidation and Support

◆ Help Desk and Advising Support Centralization and Expansion - \$1,590,000

- Consolidate and expand current support services and platforms into one unified Help Desk and Advising Support program.

◆ Marketing to Students \$490,000

- Traditional, social, and web marketing to drive current and prospective students to the FLVC website. Increase exposure and awareness of FLVC services.

◆ Communications Environment - \$485,000

- Consolidate disparate legacy communication platforms to support FLVC's ongoing internal business activities, and communication with its external users and stakeholders.



1753 W. Paul Dirac Drive
Tallahassee, Florida
www.flvc.org