



USF Online Education

Dr. Ralph Wilcox, *Provost and Executive Vice President*

Dr. Cynthia DeLuca, *Associate Vice President for Innovative Education*

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Innovative Education

- Aligns mission with USF's strategic plan
- Hires team members with expertise to build competencies in program development, enrollment management, marketing, recruitment and course development
- Focuses on student success by developing high-quality, media-rich online courses
- Commits to meeting the needs of today's Gen Z learners by reimagining learning in the digital space

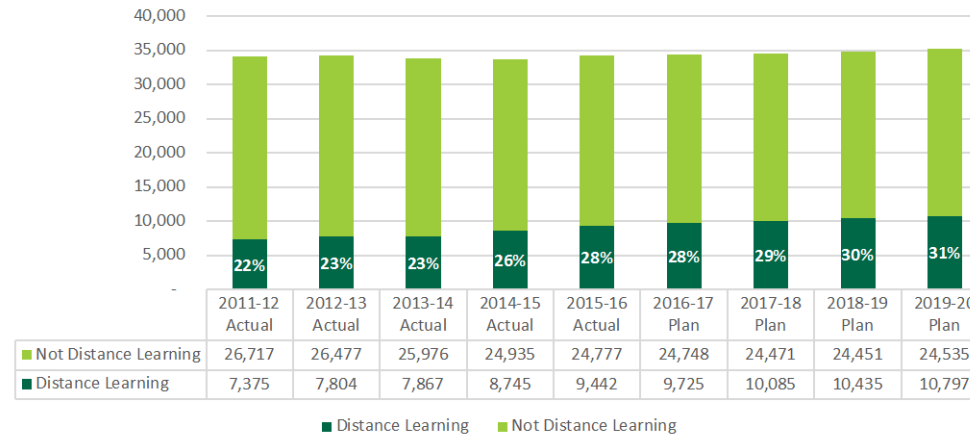


“I like the way the technology is integrated in my courses. When done effectively, it removes the barrier between my professor and me, and provides opportunities for me to collaborate with other students.”

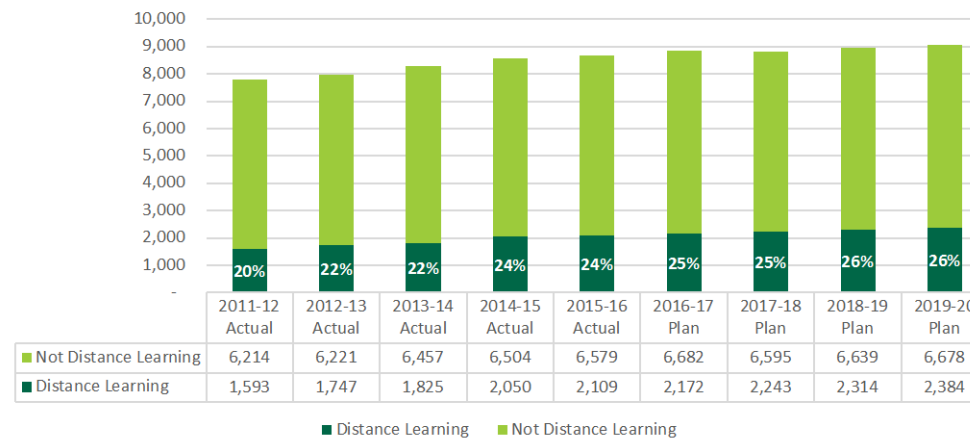
— Hemanth Lolla, Junior, IT

Enrollment Performance and Plan

USF System Proportion of Undergraduate FTE as Distance Learning



USF System Proportion of Graduate FTE as Distance Learning



Actual 2016-17 numbers were higher for DL than anticipated when the plan was developed, so the out-years will be adjusted accordingly.

By the Numbers

of all USF degree
programs are fully online

of total SCH is
delivered online

fully online
graduate certificates

enrollments were filled in
online classes in 2016-17

fully online upper
level undergraduate
degree programs

online sections delivered
in 2016-17 through
1,423 distinct courses

of general education
requirements can be
completed online


fully online
graduate degree
programs

***“The online
degree
gave me
the skills and
infrastructure
needed to obtain a
competitive internship
and job placement
in a high-demand field
like cybersecurity.”***

**— Ben Weber, USFSM '15,
Information Security Analyst,
Raymond James**

Strategic Enrollment Planning

- Utilize market research to identify programs with strong market demand
- Employ sophisticated marketing and recruitment strategies to promote USF's offerings for today's learners, who have demonstrated a strong preference for digital learning
- Design innovative intersession courses that provide additional opportunities for students to graduate on time



“USF Innovative Education’s market research empowers college leadership to evaluate the competitive landscape and identify unique differentiators so that we can attract the right students with the right programs.”


Out of State and SARA

Out-of-State Students

- Students from all 50 states and 19 countries
- 93% of students taking only online courses are from the state of Florida
- 80% of those students are located within 100-mile radius of campus

SARA

- Expanding geographical reach to educational offerings
- Increasing opportunities for USF students to complete internships and experiential learning across state lines



“The material was just as extensive as if I would have been in the classroom. It was fascinating and I was able to transfer that knowledge to other classes I was taking.”

**— Mary Seddon, USF student located
in Indiana, Criminology**

Challenges

- Dedicated faculty time for online course development
- Designing and developing online STEM labs
- Recruiting and retaining highly skilled instructional designers in a competitive job market
- Balancing the need to create new online offerings with the need to evaluate and enhance existing online courses
- Ever-changing technologies



“I thought the process worked really well. It was definitely a ton of work — more than I expected. But I feel like we accomplished something really worthwhile for our students.”

— Jamie Goldenberg (CAS), Professor, Psychology

Quality Online Programs

Our focus now and in the future:

- Partnering with faculty to produce engaging and innovative courses
- Integrating the latest multimedia content and technologies
- Adhering to research-based best practices in design and delivery
- Identifying market need
- Fostering student success

A woman with short brown hair, wearing a green long-sleeved shirt, is standing in front of a chalkboard. She is holding a piece of chalk in her right hand and appears to be writing on the board. The chalkboard has several mathematical equations written on it in white chalk. The equations are: $1,000,000 \times .03 =$, $\$1,500,000$ (with a double underline under the result), and $5,000,000$.

“Innovative Education introduces faculty to new tools and technologies that allows the instructor to present materials in a very visual and easy-to-follow manner, creating an almost classroom-type of experience for the student.”

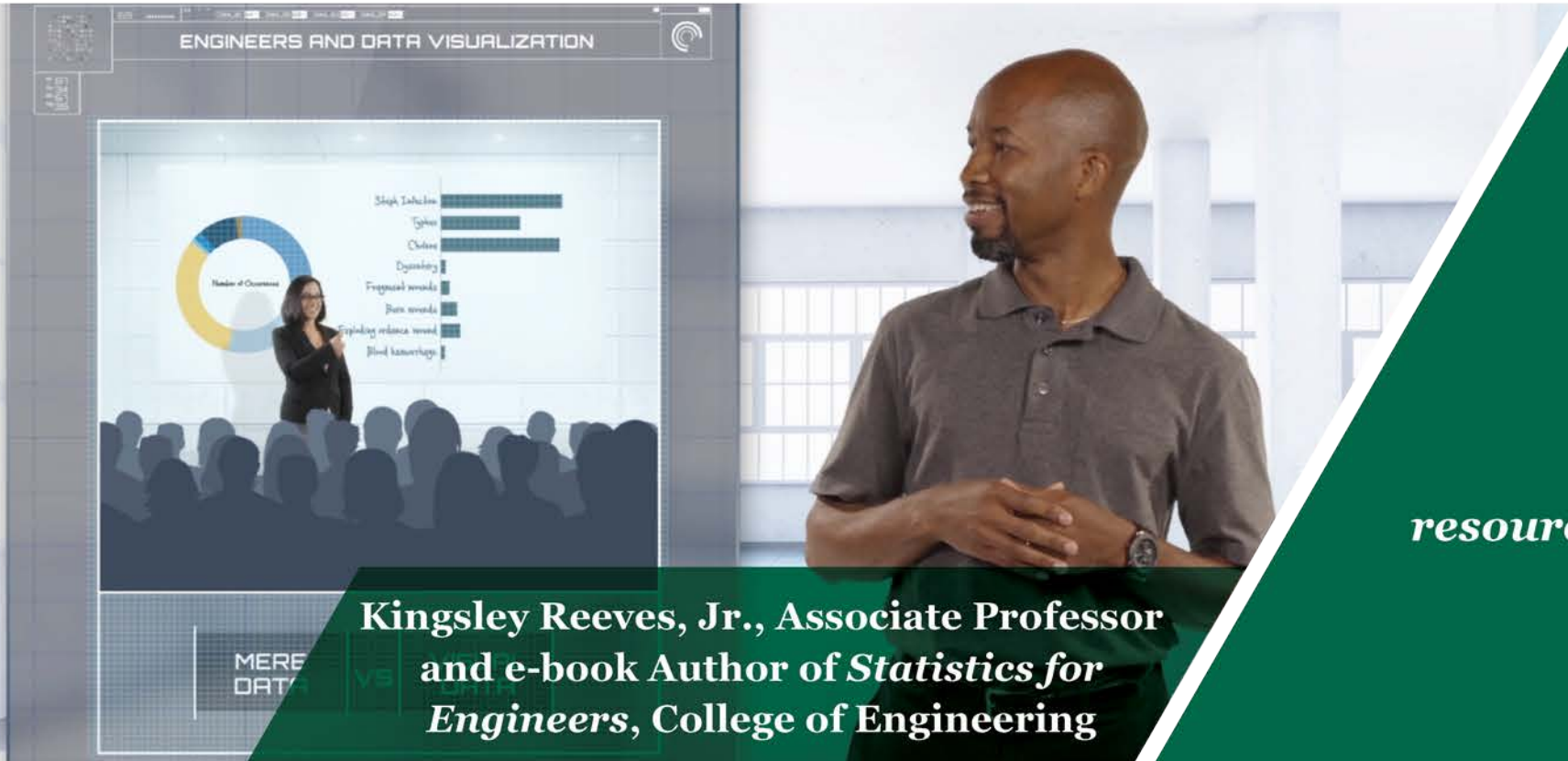
**— Jacqueline Reck, Associate Dean and Professor,
Muma College of Business**

System-Wide Initiatives

- OER/E-Text
- Florida Quality Course Rubric
- TOPkit

“Implementing the E-Text/ Open Educational Resource component of the BOG Strategic Plan for Online Education will assist all of us in providing students with access to a high-quality, affordable education that lowers costs to students while increasing their access to the resources they need to be successful.”

— President Judy Genshaft



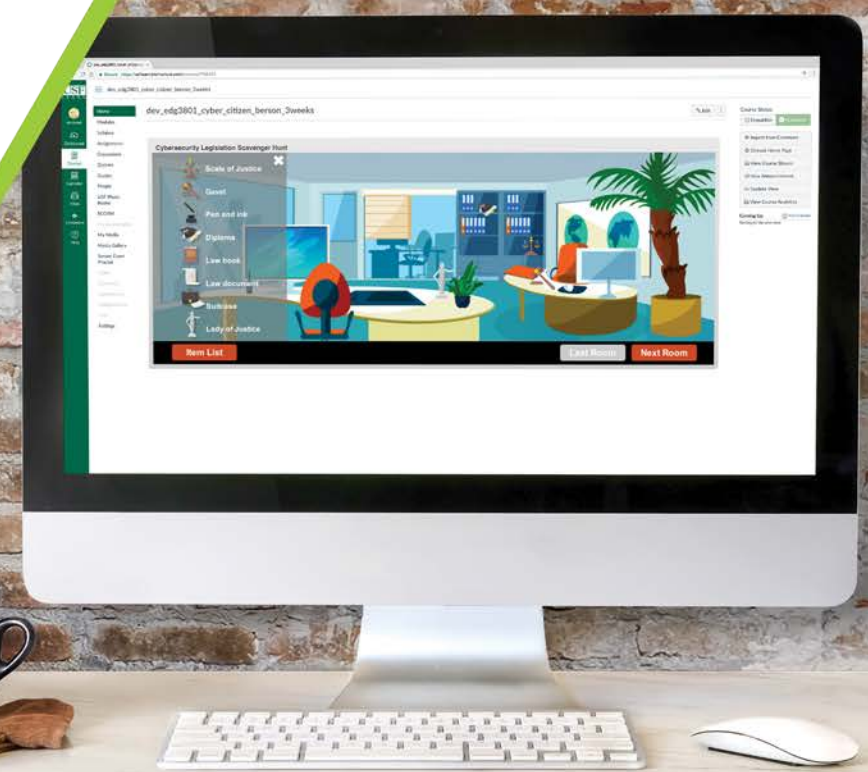
**Kingsley Reeves, Jr., Associate Professor
and e-book Author of *Statistics for
Engineers*, College of Engineering**

Fees & Cost of Online Education

The \$30 per student credit hour distance learning fee is attached at the course level (including the proctoring fee).

USF has sought to overcome the difference between the current distance learning fee and costs of online education by:

- Generating higher distance learning fee revenue through increased enrollments
- Supporting one-time technology implementations through Student Technology Fee investments
- Renegotiating multi-year contracts



Meeting Employment Needs Through Online Education



Bristol-Myers Squibb

"USF offers a number of options, including an increasingly large and sophisticated online curriculum. If a student has had a fair amount of online experience, they understand how they have to behave and work together as a team globally. It has been a revelation for me, and it has been very helpful to our company."

– **Lee Evans**, GM for Global Strategic Operations, Bristol Myers Squibb



Gigamon®

"USF's online curriculum produces graduates that demonstrate a hunger for learning, high team orientation, excellent communications skills, and a passion for solving the industry's toughest problems. USF is a leader in producing cyber talent and ensures their graduates are empowered for success in the workforce."

– **Zachary A. Shulman**, IT Security Engineer, Gigamon



"We are extremely impressed with your program. We have a high number of entry-level behavior assistants interested in attending graduate programs, and USF is one of our top choices for them."

– **Claire Lottman**, CEO/Behavior Analyst, Camen Behavioral Services

Deloitte.

"Online education allows students to access courses on demand regardless of where they may live or their work obligations. We are continually impressed by USF students' commitment to curiosity, desire for continued learning, and ability to adapt to the ever-changing global market. We are equally impressed with USF's online implementation strategies and tactics to meet the curriculum needs of the business community."

– **Jamil Jones**, CPA/Senior Manager, Deloitte

68%
of our current
online programs
align with the
**BOG's Programs of
Strategic Emphasis**

Beyond Digital Learning – The Future is Here!

USF's vision is to leverage innovation to effect higher performance in learning, research, and engagement and to transform higher education through:

- Enhancing **learning** across the lifespan, adapting to talent needs in the marketplace, for lifelong success
- Discovering novel solutions to complex problems through networked **research** communities, connecting across space and sector
- Expanding **engagement** opportunities for the students, faculty and communities we serve

