

Academic Program Innovations and Online Education Subcommittee

– STATUS UPDATE –



09/06/2017



AGENDA

- Subcommittee Review
- Next: Approach and Plans

Approach

- Background
 - Situation analysis
 - State of industry
 - Change models
- Candidate recommendations, analysis
- Recommendations

Our Charge

“The Academic Program Innovations and Online Education Subcommittee is charged by the State Regents Task Force to **review best practices** in academic program delivery and online education and **develop recommendations** for the State Regents to consider related to **encouraging innovative academic program delivery models**, including increased collaboration among state system colleges and universities, and **scaling online education in Oklahoma.**”

Meeting # I

- Purpose: Situation analysis: Oklahoma
- Thursday, 06/29/2017
- Attendees:
 - Chief Bill John Baker, President Don Betz, Regent Jeff Hickman, Regent Ann Holloway, Mr. Steve Jordan, President John McArthur, Mr. Dennis Neill, Ms. Jadine Nollan, Regent Jody Parker, Mr. Ken Parker, Mr. Dee Replogle, Mr. Richard Ruhl and Regent Ron White.
 - AGB: Dr. William Kirwan, Dr. Sally Mason and Mr. Ken Knueven (videoconference)

Meeting # I - Situation analysis: Oklahoma

- Background for Task Force Members
 - Vice Chancellor Debbie Blanke
 - Program Approval, Review, and Deletion Policies – online too
 - Academic/Degree Completion Plans – strong
 - Collaboration strong between Oklahoma higher education institutions
 - Reviewed numerous statewide initiatives
- Early Areas of Discussion
 - Use of Data Analytics
 - Interinstitutional Collaborations and Joint Degree Programs
 - Online Collaborations and Collaborative Messaging/Marketing
 - Concurrent enrollment, etc

Meeting #2

- Purpose: Models: U.S. / Oklahoma
- Friday, 08/25/2017
- Attendees:
 - President Don Betz, Regent Jeff Hickman, Regent Ann Holloway, President John McArthur, Ms. Jadine Nollan, Regent Jody Parker, Mr. Ken Parker, Mr. Dee Replogle and President Kayse Shrum.
 - AGB: Dr. William Kirwan, Dr. Sally Mason and Mr. Ken Knueven (videoconference)

Meeting #2 – Models: U.S. / Oklahoma

- State Regents Online Education Task Force – Dr. Bucky Dodd, UCO
 - 52% Oklahoma students took an online course in 2014-15.
 - Juniors and seniors take more online courses than other students.
 - Those taking online courses had a slightly higher retention rate
 - **Council for Online Learning (COLE)** created 2015-16 has 60 active members and represents 28 institutions.
 - Volunteer, grassroots
 - Pillars: capacity through collaboration, mission empowerment, teaching and learning focus, and thought leadership
 - Created professional development network for educators
 - Hosted the first Learning Innovations Summit (online – one month!)

Meeting #2 – Models: U.S. / Oklahoma

- Overview of Online Education Delivery Models
 - **Dr. Brit Kirwan**, AGB
 - Arizona State University Online (ASU).
 - Online focus: 10 years old.
 - Fall 2017 enrollment: 30,000 with only 25 percent being in-state.
 - Target: working adults.
 - Partnership with Starbucks.
 - ASU Online generated \$325 million in revenue in FY2017
 - Revenue sharing
 - **Penn State World Campus**
 - Online focus. Launched in 1998, fall 2017 enrollment: 13,000
 - Very career focused.
 - Revenue sharing
 - Faculty teach on and off-load.
 - Flagship universities that have appended online offering.

Meeting #2 – Models: U.S. / Oklahoma

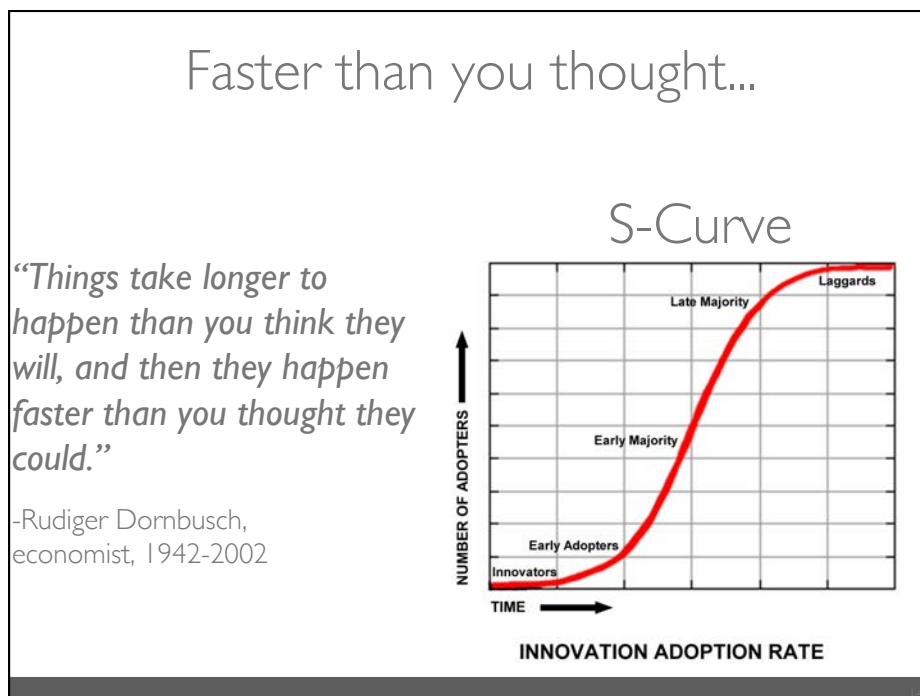
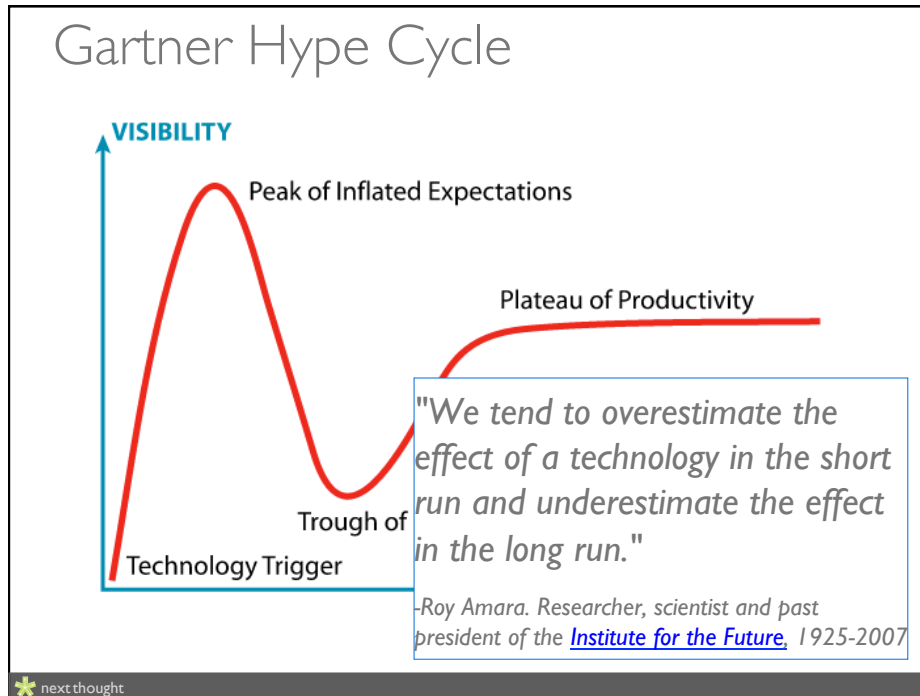
- Overview of Online Education Delivery Models (cont'd)
 - University of Maryland University College, launched after WWII
 - Nation's largest public online university
 - Target: online students and working adults
 - 2017 enrollment: 60,000 students. ~\$400 million in revenue last year
 - No tenure – rolling contracts.
 - The University of Wisconsin System
 - Launched in 2014, Established UW-Flex, competency-based degrees.
 - Target: working adults
 - Entirely online and self-paced.
 - Five career-focused degree programs

Meeting #2 – Models: U.S. / Oklahoma

- Sample ideas for Oklahoma in distance education, Dr. Brit Kirwan, AGB
 - Provide seed funds on a competitive basis for institutions to:
 - Scale their online programs and make them more workforce directed;
 - Create a major workforce oriented distance education program based on the ASU and PSWC models;
 - Create a free standing online institution modeled on UMUC although this would require a significant initial investment; and
 - Charge the Oklahoma State Regents for Higher Education to develop a competency based degree program modeled on UW Flex in collaboration with Oklahoma institutions

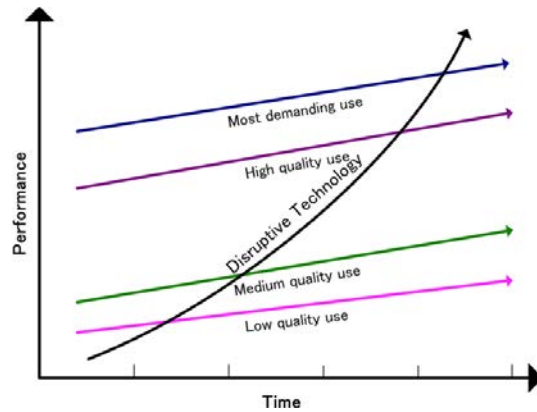
Rapid, deep changes in higher education

- New **models**: flipped, hybrid, low-residency, online, CBE
- New **players** in delivery: borderless
- New **business models**
- **Technology-enhanced**: Internet, mobile, VR
- **Increased demand**: complex, modern society, continuous education
- New **students**

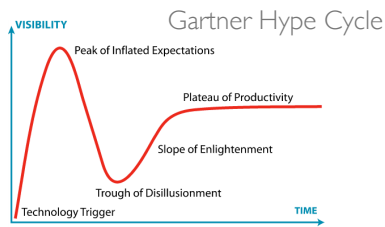


Christensen: Disruptive Technology

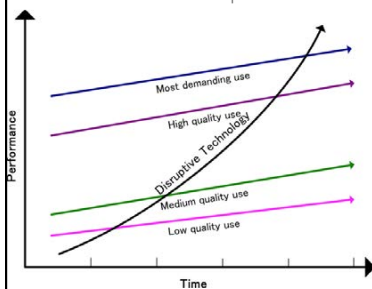
- *Initially lower quality*
- *Innovation that helps create a new market and value network*



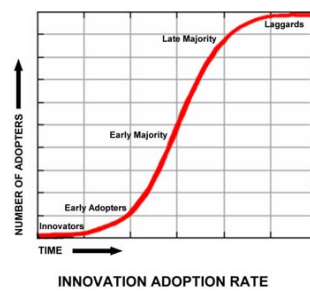
Disruptive Change Models



Christensen: Disruptive Innovation



S-Curve



Higher Education Tipping Point

- Higher education is at a tipping point: **digital education**
- Not “if” but “when, who, how”
- Three possible responses:
 - Ignore it - “this too shall pass”
 - Threat - ignore, defend, counter
 - Opportunity

AGENDA

- Subcommittee Review

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Questions?