

AGENDA

IFC Distance Education Committee

April 16, 2020

10:00 – 11:15am

Zoom: <https://iu.zoom.us/j/3172746820>

Chair Gina Londino-Smolar(Science)

Members Babich, Suzanne (Public Health), Friesth, Barb (Nursing), Shrum, Rebecca (Liberal Arts)(sabbatical), Wilkerson, David (Social Work), Wolfe-Taylor, Samantha (Social Work), Ekser, Burcin (Medicine), Embree, Jennifer (Nursing), Hook, Sara (Informatics & Computing), Hinrichs, Rachel (University Library), Price, Jeremy (Education), Smith, John Reed (Business), Tezanos-Pinto, Rosa (Liberal Arts), Johnston, Ann (Public Health), Stout, Rebecca Lynn (Medicine), Peterson, Dina (Medicine)

Liaisons Applegate, Rachel (Administrative Liaison)
Ferguson, Margie (Administrative Liaison)
Stiffler, Deb (Nursing) (Executive Committee Liaison)
Gosney, John/Stacy Morrone (VPIT) (Administrative Liaison)
Hundley, Stephen (Planning and Institutional Improvement) (Ex Officio)
Taylor, Nolan (Business) (Liaison from Technology Committee)
Attendees:
Dina Peterson, Barb, Whitney Shay, Margie Ferguson, Christopher Foley, Nolan Taylor
Rachel Applegate, Gina Londino, Deb Stiffler, Sara Hook, David Wilkerson, John Gosney

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- 10:00 – 10:10am**
- Call to order
 - Introductions
 - Approval of agenda
 - Scribe for the meeting
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- 10:10 – 11:00am** Office of Online Education – Chris Foley
- OOE come and talk about the Marketing Plan; some topics may include:
- State partnerships with OOE-out of the news release that PA had with southern New Hampshire. Keep in mind that PA has a high tuition rate and it's in state population. It was a key target for a more marketable tuition rate to the population. Good news is IN and IU has a more marketable tuition rate for in and out of state programs. States in general are looking for providers of online education to provide competition for in-state. We do not see these as highly profitable in the way that we deliver online education. We have already had WGU in Indiana and they are not the largest, but we have IU and IVY Tech. We do not see Indiana looking for another outside partnership for this. If there are questions about this-then we can get through them all
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- How OOE is reaching out to potential students (close to degree completion)-we are reaching out for potential students outside IU family. WE have a pretty broad marketing plan and try to get out there to get the IU name out there and certain age range and geographic areas, knowing those likely to have credits for degrees. As high school students, the names are available -they sell those to companies and that that is how they start the pool. For those out of high school-more costly in marketing money and dollars and digital marketing money. Everyone needs to remember that we are not targeting you faculty and leaders. Many of us are out of the marketing area and we will not see that digital activity. Whitney can share a video recording of what we have done. Asked for us to do conference sponsoring and we do not find that to be a good pay off for this. Not as effective as the digital traffic we can deliver. Try to be fairly judicious about how we market.
 - How do we compare to other online institutions? We are still the largest in Indiana. When we talk about the misconception, some through marketing dollars and some through the press. Those mega providers-Purdue Global, Southern New Hampshire-spend an incredible amount of dollars for recruitment, spending close to \$100 million for national ad campaigns, TV, Radio, billboards, digital-and this spills over into other demographics. We have about \$2 mill spend on optimizing our website. Even though this sounds like a lot, it is nowhere near comparable to other institutions- because we want the tuition dollars to go back to the process. We are not taking as much as revenue—put into the classroom and traditional campus activities. We are strong regionally and an increasing national player. We will never funnel all of that money into marketing. The other large organizations outspend us 40-1, 50-1. Univ of Phoenix-over \$400 million in one year-the Apollo Group.
 - Status of Expand and strategies to boost certificates, etc. via this platform-very robust and getting better looking at ways to improve it and look at developing additional options within Expand. It is a platform and is basically our non-credit and a vocational platform. It was an instructure bolt on to Canvas and allows us a paywall, registration process-for non-credits or certificate of learning. An increasing success so far-Running between 10-20K in revenue every month. With a slim and low cost of number of courses available to the public. Predominately continuing ed for school of optometry, computing and engineering in Bloomington. Also have courses through Kinsey Institute, Public health has some items in there as well. The limitation is in developing strategic content from faculty. The ability to post in course-once you have worked out who is sponsoring the Expand. We have a lot of fee course work in there as well. Can look into expand to see how to do that-Expand platform is pretty much ready to go. Faculty and departments develop the course work so that we can make it available through expand. Also highly utilized by internal training. Use it for student services, financial training. Generally the revenue share agreement is a 90% goes back to the department/unit and 10% goes to OOE- IU Online. Minimal revenue share and with company 4%. Not a bad revenue share for depts..

Discussion-Q-Interest in Medical Imaging..could link to the new program

Chris-CEs are through the professional organizations and you (faculty and unit) set the cost. Take a look at the cost, travel, etc, and try to make yourself marketable. Pricing is based on what your constituency would pay for that. Courses that cost \$5 or courses costing a \$1000. More expensive are enrolled in than the less expensive courses. Data visualization at Boeing-they will pay that \$1000 versus the traveling, etc..

Have some law classes. Do the professions approve continuing education or interested in learning new topics? Contact **send email to Chris** and he will connect you to folks who can assist you.

In school of education-start thinking about those who do e-learning in a strong way.

If you see a need, we can stand up a course as quickly as you can develop it.

Can review other free courses but cannot see the non-free courses. Go to Expand.iu.edu

Jeff Parotte from Optometry has been good about showing his work and providing presentations on it.

Q-Are there teacher cert courses there? Chris-There are not and the unit should be doing those types of opportunities. Teachers are a primary element. Much can be done.

Opportunities-how to run a school during a pandemic course.

Drag on economy, folks who will develop courses on small business into an e-commerce. How to keep your academic career on track while doing e-learning You can bundle courses and get a certificate. There is a transcribing process and records for tracking-not in our IU transcript process.

Could be some certificate courses..for how to's. Concept of badging and those can be done as well. Since it is in canvas, you can easily import them into the non-credit version. Indiana Bus law for entrepreneur and take modules and share the content for the new cert course. Has to have some differences obviously-not the same.

Q-Could it be a Corsera course where they would get the micro-masters.

Chris-Have to pay to take the exams. We could do an audit version versus a cert version. Intro to Accounting-example free, but to get the cert-have to pay to take an exam, and they get a non-credit certificate. With non-credit cert and then they want to be in the for-credit, you would have to not undersell your for credit course.

Q-Are there incentives for faculty developing courses-from the University level
Chris- incentives are not there from the University.

Incentives have to come from the departments/units/schools.. At 10% of the revenue-for OOE and 90% goes back to the schools, so that is an incentive for the schools.

Opportunity to bring these courses in.

Q-Is the University concerned that Independence University is a competitor or could usurp IU?

Chris-It is important for us not to get too concerned about them.

Others marketing has helped IU and promoting online. Then everyone seemed to recognize online learning. P. Global's marketing did not increase them overall.

We are going to have to reinvent our 4 credit model, but think in terms of 4 or 8 week courses because there are some people will prefer this model.
We are going to have to share our knowledge and expertise. Have to get our community to embrace our education.
Wealth of knowledge that the general public would love to learn about-but we have to diverge from the semester class.

- What about eDX and this partnership with the Business School? So the eDX is a little more unclear a provider or aggregator of course work and feeds into master's work, unlike canvas-need a high end developer-coding the web page is required. Also eDX has to accept your course. Criteria strict- about who they let in. Revenue share is about- %60 goes to them for a noncredit course.....For credit they tell you what your revenue will be and you will have higher cost to develop. ...Kelly School of Business wanted to be one of the first to do this-they have 2 masters programs housed there. There are 40 million people in the eDX. Also a membership fee in this. Lost leader to drive more people to their paid degree programs....So far-performance is modest. Need a solid understanding of what they are getting into.. Not seen a good press release that explores the return on investment. There has been some high dollar return on investment and this is about the only one that is lucrative. High Risk and not recommended, but Kelley is trying to expand what they are doing and are doing a good. But the revenue is too low for most of the programs that eDX has.

IFC Website and the Distance Ed Committee-Gina will send a reminder

11:00 – 11:15am

Check-In

11:15am

Adjourn meeting if no further discussion
