Mission of the Office of Online Education

The mission of Indiana University’s Office of Online Education (OOE) is to support student-oriented learning that provides access and opportunity to a diverse student body. We provide a world-class education and services while supporting data-driven innovation. We strive to support affordable, relevant, and flexible education.

IU Model for Online Education

To support online education across all of IU, President Michael McRobbie established OOE in 2011. Rather than centralize online education into a single office or create a “virtual campus,” IU pursued a collaborative approach toward online education. Academic programs would not be duplicated across campuses. Instead, they would be offered in ways that would allow multiple campuses to participate in their development and delivery. A single brand, IU Online, was created to maximize recruitment and marketing activities.

OOE manages the IU Online brand and coordinates the online academic coursework, programs, and student services for online students across the seven IU-managed campuses: IU Bloomington, Indiana University–Purdue University Indianapolis, IU East, IU Kokomo, IU Northwest, IU South Bend, and IU Southeast.

More information about IU’s online education model can be found in “IU Online: A Collaborative Model for Online Education at Indiana University” and “Moving Forward 2.0: IU Online Implementation Plan.” Both documents can be downloaded at teachingonline.iu.edu

Scope of Online Education at IU

Participation in online education falls along a spectrum of three types of students:

1. Students who are taking at least one online course (29,265 students, or 31% of IU students).
2. Students who are taking a fully online schedule (7,950 students, or 8% of IU students).
3. Students who are taking an online program (5,066 students, or 5% of IU students).

Research has indicated that students enrolled in a mix of online and face-to-face courses take higher numbers of courses, persist better from first to second year, and graduate at higher rates—particularly at regional campuses.

*Fall 2017 headcounts exclude ACP students.
Budgetary Model for OOE

OOE’s operating budget for 2017–18 is $9.45 million. The budget, which supports the office’s mission, is generated by a $30 per credit hour fee on online coursework at any of IU’s seven campuses. All tuition and fees for online courses are collected and distributed according to normal IU revenue practices.

Primary Responsibilities of OOE

1. Clearinghouse
   a. Establish, in consultation with campus academic leadership and University Academic Affairs, a priority list (“pipeline”) of programs to pursue as fully online degrees and certificates. Priority programs will receive time and resources to support more intensive campus participation and faster development; other proposed programs receive basic levels of support, and campuses are expected to take the lead in organizing them according to the IU Online operating principles.
   b. With University Academic Affairs, develop and maintain collaborative online programs.
   c. Maintain a public table of all proposed degrees and the status of each.
   d. Establish procedures and default terms for agreements on curriculum, revenue, and management of fully online degrees and certificates.
   e. Facilitate faculty development of the shared online curricula.
   f. Maintain quality assurance systems.
   g. Manage interactions with other academic policies, e.g., transfer, general education.

2. Compliance
   a. Ensure that IU Online courses, programs, and practices comply with standards and regulations imposed by accreditors and with federal and state law.
   b. Identify and implement best practices in online education established by academic and other organizations, as well as best practices demonstrated by other institutions.

3. Seamless student services
   a. Provide “wrap-around” student services, including orientation (“onboarding”), coaching and mentoring, online tutoring, student conduct and grievance issues, and career services, to complement and enhance services already provided by the campuses.
   b. Ensure that the quality of services for online students meet university and student expectations.

4. Marketing and recruitment
   a. Promote the IU Online brand to accomplish the enrollment goals of the university.
   b. Conduct market analysis in support of the prioritization of online academic program development.