UW-Madison Online and How it Fits with the Chancellor’s Strategies

Expand our online portfolio to improve access to UW-Madison and its courses, while supporting our entrepreneurial efforts and core mission of teaching and research.

- Summer semester
- Programs for professionals
- Market-based tuition
- Alumni support
- Student Mix & Numbers
- Research dollars
Our Goals

- Increase options for ‘traditional’ residential students to study online
- Attract a new group of students to study at UW-Madison
Campus Online Course Inventory

UW Online Course Instructional Design Inventory Rubric

What are one or two characteristics of this course that you like? or dislike?

~400 courses

7 interviewers
- Heather Kirkorian (SOHE/Early Childhood Development)
- Lyn Van Swol (L&S/Comm Arts)
- Peter Van Kan (Education/Kinesiology)
- Elizabeth Larson (Education/Kinesiology)
- Jae Park (Engineering/Civil & Environmental Engineering)
- Catherine Smith (L&S/The Information School)
- Sharon Gartland (Education/Occupational Therapy)
- Deb Shapiro (L&S/The Information School)

Attempting to match interviewers by academic division.
Campus Online Course Inventory

Current status: Pilot -- Cycle 1 -- **Cycle 2** -- Cycle 3 -- Round-up

Challenges impacting completion percentage: (35%)
- Wrong format
- Wrong instructor
- Instructor is no longer at UW
- Course belongs to a different campus department

Early indications:
- +’s: Instructor self-introductions, course learning outcomes, varied assessments, active learning, regular and substantive student-to-instructor interactions.
- -’s: Module or week level learning objectives, media captioning.

Visit the Teaching & Learning Symposium - May 17
Existing Online Footprint

Progress in growing undergraduate online courses in Summer

Summer ‘17 online course enrollments increased 40% over Summer ‘16.
151 online courses in Summer ’17 (drops 104 in Fall; 118 in Spring)

Progress in growing online professional masters

26 fully online graduate level degree and certificate programs FY17
1 fully online undergraduate degree program (BSN @ Home)

Opportunity to expand online opportunities to year-round offerings

Opportunity to align and grown undergraduate courses into online degree paths
Why Undergrad Online Growth Now?

- Flexibility is becoming an increasing expectation among all students
- Our online offerings lag most of our peers:
  - Indiana University currently has over 5,000 students enrolled in 115 online degree programs with over 2,000 online courses.
- Complement to enrollment growth plans
- Complementary to recent affordability-focused access commitments (Bucky’s Tuition Promise, Badger Promise)
- Potential to build upon growing portfolio of online courses (40% increase in UG online enrollment in Summer 2017 over Summer 2016)
Our Goals

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Questions

What (more) do we need to know about the current state of online education at UW-Madison?

What short-term and mid-term steps should we take in pursuit of our two goals?

Given no boundaries, what might a residential land-grant institution like UW-Madison look like in 2025 or 2030?