Transitions at UMassOnline

Responses to recommendations of the Mellenbrook Report, 2012

Presented to the Faculty Senate, UMass Amherst 101112
John Cunningham, Interim CEO
The “virtual satellite” of the UMass campuses

Students enroll in authentic campus courses and earn campus certificates or degrees.

UMassOnline supports campuses with learning platform, instructional technologies to enhance teaching, help desk services, branding, etc.

Continuing and professional education and regular courses on all campuses.

Worldwide market generating over $70M in FY12; growing in FY13 ++
• Transition focus of governance from CE to Academic Affairs
• Transition to Blackboard Learn from Bb Vista by Jan. 2013
• Transition to “fee for services” revenue model assessing all users from a services catalogue
• Hosting technology platforms for non-UMass institutions
• Connecting marketing strategies with programs and tracking successes
"The rate of growth in online enrollments is ten times that of the rate in all higher education" according to Sloan-C study [Going the Distance: Online Education in the United States, 2011]
Thank you...

John Cunningham, Ph.D, Interim CEO, UMassOnline
Online Education Growing

- Over 6.1 million students were taking at least one online course during the fall 2010 term, an increase of 560,000 students over the previous year.
- The 10% growth rate for online enrollments far exceeds the 2% growth in the overall higher education student population.
- Thirty-one percent of higher education students now take at least one course online.

Source: Sloan-C Study
Value of Online Education

- Academic leaders believe that the level of student satisfaction is equivalent for online and face-to-face courses.
- 65% of higher education institutions now say that online learning is a critical part of their long-term strategy.

Source: Sloan-C Study