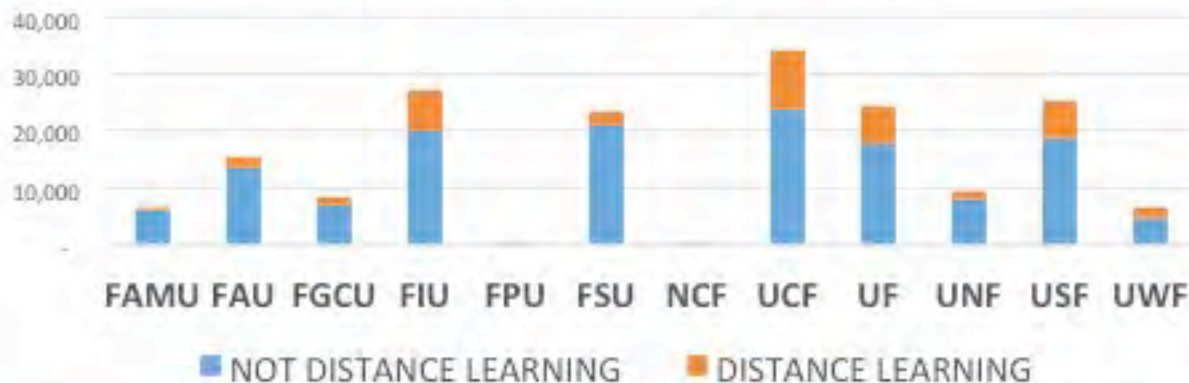


# Online Education in the State University System: 2014-15

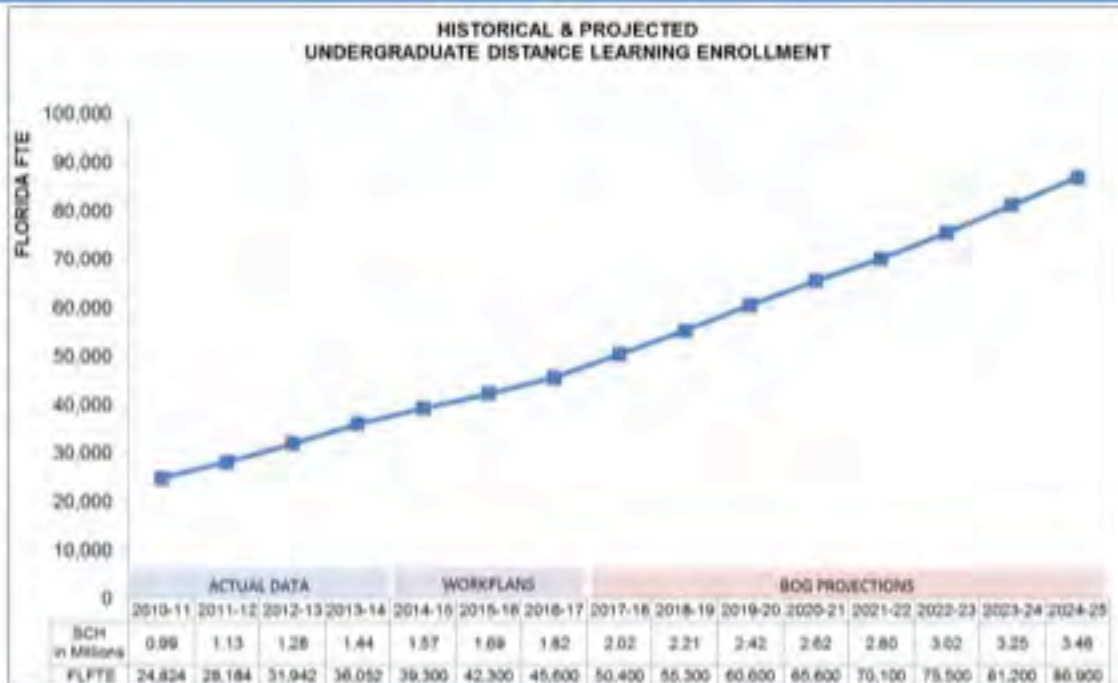
2014-15 UNDERGRADUATE FTE ENROLLMENT



	FAMU	FAU	FGCU	FIU	FPU	FSU	NCF	UCF	UF	UNF	USF	UWF	SIS
NOT DISTANCE LEARNING	5,969	13,795	7,032	20,299	375	21,061	717	24,178	17,810	7,935	18,702	4,562	142,436
DISTANCE LEARNING	98	1,791	1,541	6,894		2,607		10,169	6,689	1,291	6,559	1,825	39,464
<b>PCT DISTANCE LEARNING</b>	<b>2%</b>	<b>11%</b>	<b>18%</b>	<b>25%</b>	<b>0%</b>	<b>11%</b>	<b>0%</b>	<b>30%</b>	<b>27%</b>	<b>14%</b>	<b>26%</b>	<b>29%</b>	<b>22%</b>



# Online Education in the State University System: 2025



% DL	14	16	18	20	22	23	24	26	28	30	32	34	36	38	40
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# 2025 SUS Strategic Plan for Online Education

- Quality
  - Implement common standards for quality courses
  - Enhance faculty development
  - Ensure online students have access to support services equivalent to campus-based students
- Access
  - Implement strategies to reach 2025 system enrollment targets
- Affordability
  - Develop (but not require) shared programs, master courses, competency-based programs and adaptive learning programs
  - Reduce the cost of educational materials for students



# Florida College System Online Education

- In 2013-14, FCS institutions offered **42,236** distance learning classes in a variety of formats including internet-based, mixed delivery, lecture capture, web conference and video.
- Internet-based was the most common method of delivery with **289,871** students (unduplicated) enrolled.
  - The full-time equivalent (FTE) enrollment for the same academic year was **65,745**.
  - There was a **33%** increase in FTE enrollments from 2009-2014 in distance learning courses.
- The success rate of students defined as earning a "C" or better in distance education courses was at a high of **70.9%** in the fall of 2014.
- In addition to distance education opportunities for certificates and associates degrees, FCS institutions offer **20 fully online baccalaureate degrees**, further expanding access to higher education.



# FCS Online Only Baccalaureate Degrees

Program Title	Number of programs
Dental Hygiene	1
Energy Technology Management	1
Information Technology and Security Management	1
International Business and Trade	1
Public Safety Administration	1
Veterinary Technology	1
Early Childhood Education, Birth through Age 4	2
Engineering Technology	2
Health Services Administration	2
Technology Management	2
Nursing	6
Florida College System Total	20



# Why is Online Education Important?

- It's happening.
- Why is it happening?
  - The technology exists.
  - Students live online.
  - Provides flexibility to both placebound and on-campus students.
  - Portability of credit hours earned.
  - Decreases time to degree.
  - Opportunity to provide an education at a lower cost to students.
  - Opportunity for instruction to be more effective.
- Any student, any course, anywhere.



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# BRIDGING THE GAP WITH COMPETENCY-BASED EDUCATION

SCOTT PULSIPHER,  
PRESIDENT



**WGU**

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# OUTLINE

- The Challenge
- The WGU Model
- The Impact
- What We've Learned

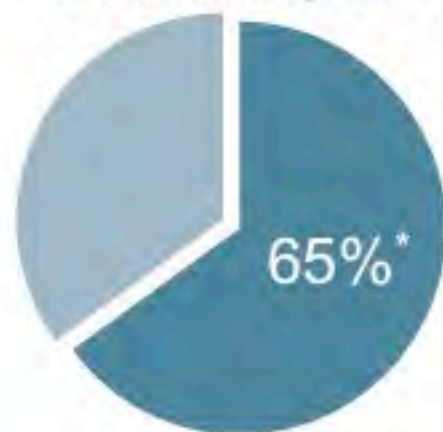


# OUTLINE

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# INCREASING DEMAND FOR HIGHLY TRAINED WORKERS

Jobs Requiring a College Credential, by 2020



\*Both U.S. and Florida

- Teaching / Education
- Healthcare – Nursing & Technical
- IT Professionals
- Business

“Florida facing a nursing shortage tsunami,”

– *Tampa Bay Times*

“For South Florida firms, finding top tech talent still a challenge.”

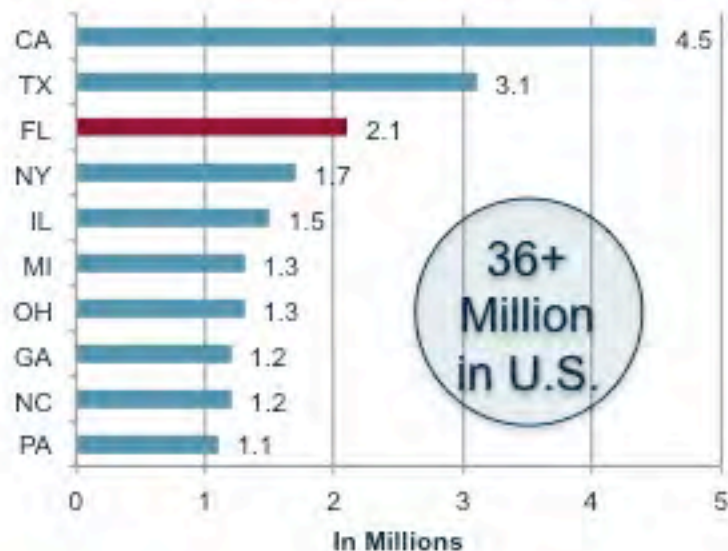
– *Miami Herald*

“Florida teacher shortage labeled critical”

– *Miami Today*

# GAP IN PRODUCTION OF COLLEGE GRADUATES

U.S. adults with some college, no degree



By 2020, 5+ million shortfall in degree / certificate holders

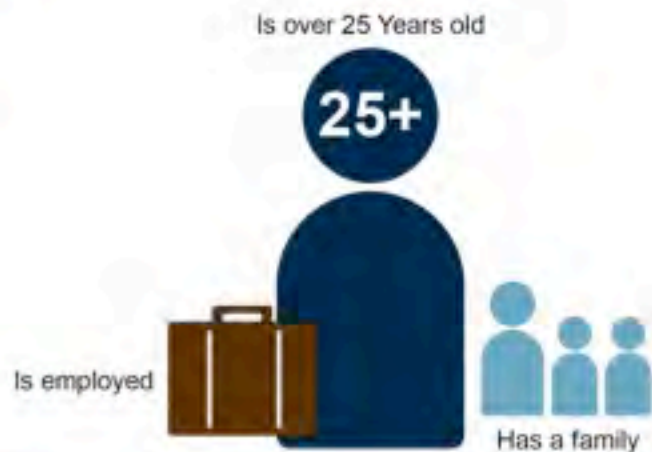
- Florida: est. 446,000 shortfall



# NON-TRADITIONAL STUDENTS ARE THE MAJORITY

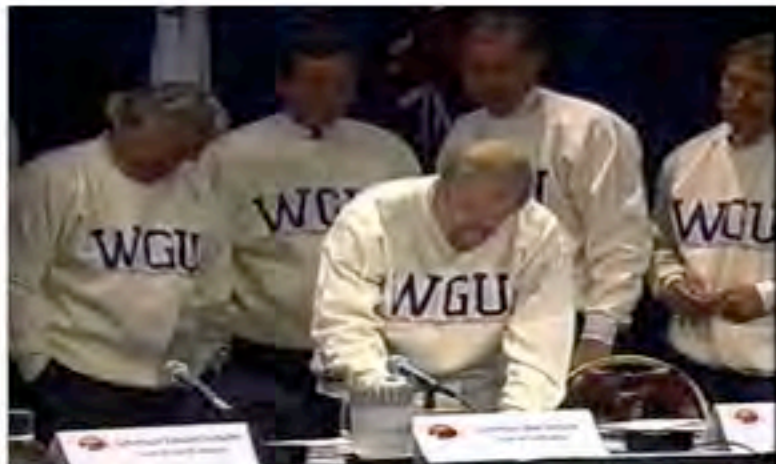
...and they have different needs

- Flexibility
- Access
- Affordability
- Recognition of knowledge and skills already acquired



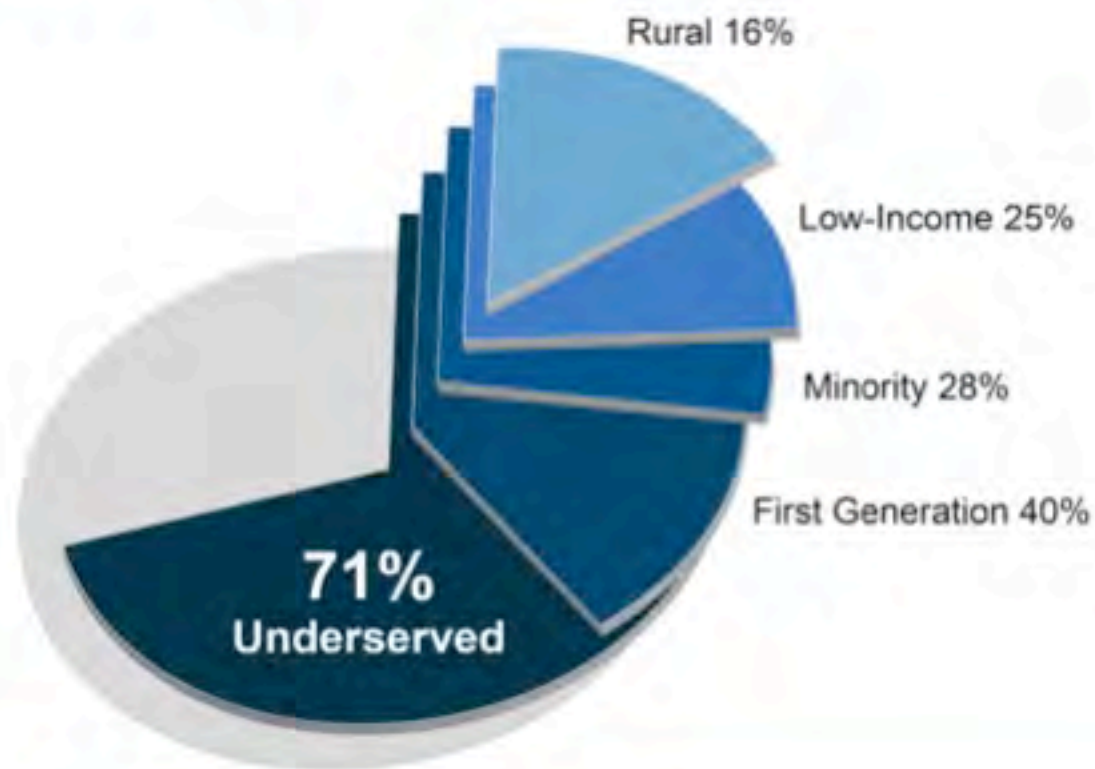
# WGU

- Nonprofit, founded in 1997 by 19 governors
- 70,000 students and 63,000 graduates in all 50 states
- 50+ degrees in 4 Colleges for high-demand fields:
  - Business
  - K-12 teacher education
  - IT
  - Health professions
- Competency-based, all online
- \$6,000 per year, “all you can learn”



**Created to expand and enhance higher education opportunities for busy adults.**

# WGU STUDENTS



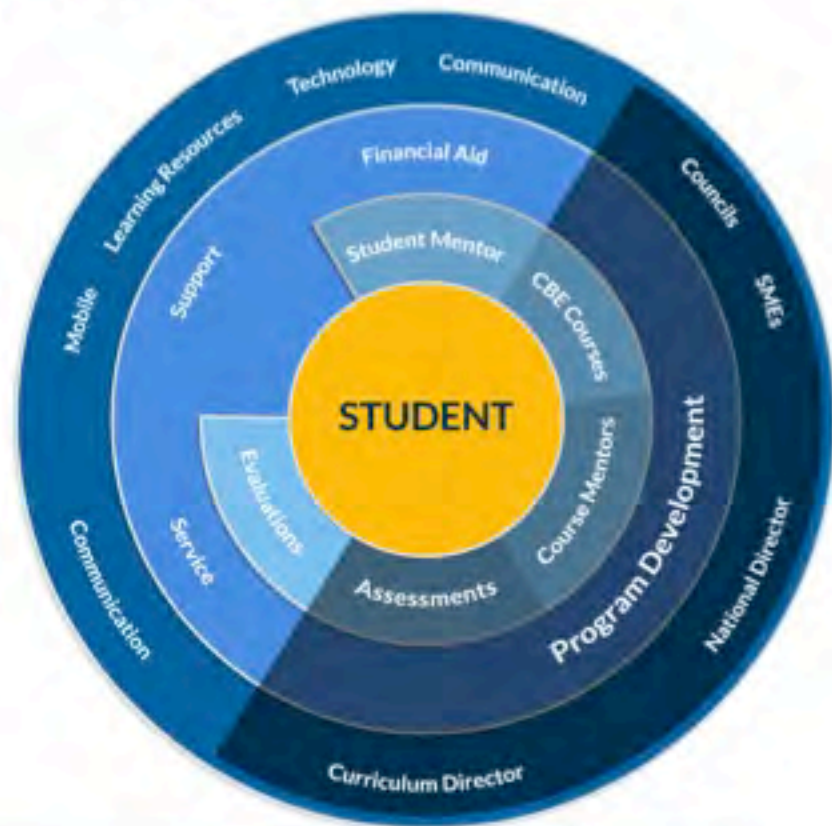
# OUTLINE

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# WGU APPROACH: STUDENT-CENTRIC

Fundamentally, a teaching institution:

- Competency-based
- Technology-enabled
- Low cost, high value





# COMPETENCY-BASED EDUCATION (CBE)

Recognizes adults have different levels of knowledge and learn at different rates.

- Market (employer) alignment
- Measure learning, not time
- No waiting to learn
- Individualized support
- Regular, substantive progress (vs. interaction)



**ONLINE ≠ CBE**

# HOW CBE WORKS



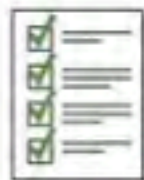
## Quality

- College & Program councils
- Academic & industry advisors
- Assessments designed into curriculum
- Data-driven



## Relevancy

- Aligned with demand
- Regular review by employers
- Grad surveys



## Assessment

- Objective & Performance
- Designed by experts
- Expert evaluators
- Secure, online proctoring
- Integrated field / clinical experiences



## Faculty

- Specialized roles
- One-to-one, personalized support
- Guided by real-time data
- 100% student focused

# FACULTY AT WGU – SPECIALIZATION

## **Student Mentors** (Masters degrees or higher)

- Dedicated, regular one-to-one support for students

## **Course faculty** (PhDs or equivalent, w/ relevant expertise)

- Provide individualized instruction
- Lead group discussions
- Support students engaged in specific courses

## **Curriculum and assessment faculty**

- Select and develop course materials and assessments

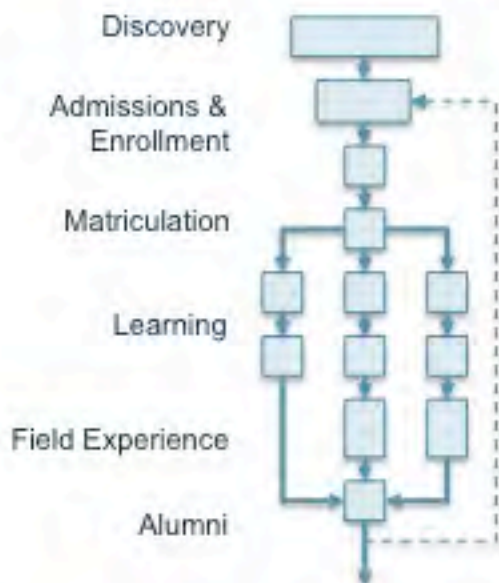
## **Evaluators**

- Experts grading / evaluating students performance



# TECHNOLOGY-ENABLED STUDENT EXPERIENCE

## End-to-end Student Journey



## Leading Web-Based Resources



## 1:1 Support



**Better Data = Better Outcomes**, e.g.,

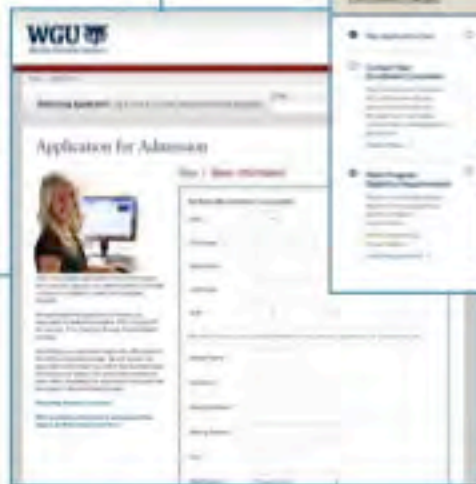
- Ramp (credits earned < 60 days)
- On-time progress
- Term-to-term retention
- Student delight / satisfaction

# INDIVIDUALIZED STUDENT EXPERIENCE

Application



Personal Portal



Personal Page



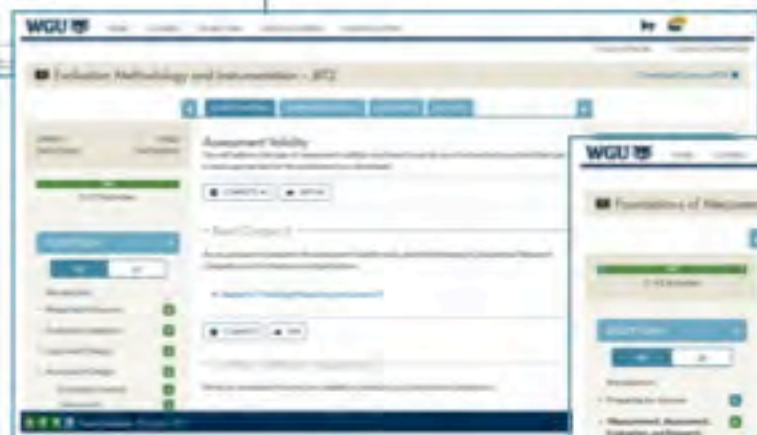
Student Portal

# INDIVIDUALIZED STUDENT EXPERIENCE (cont.)

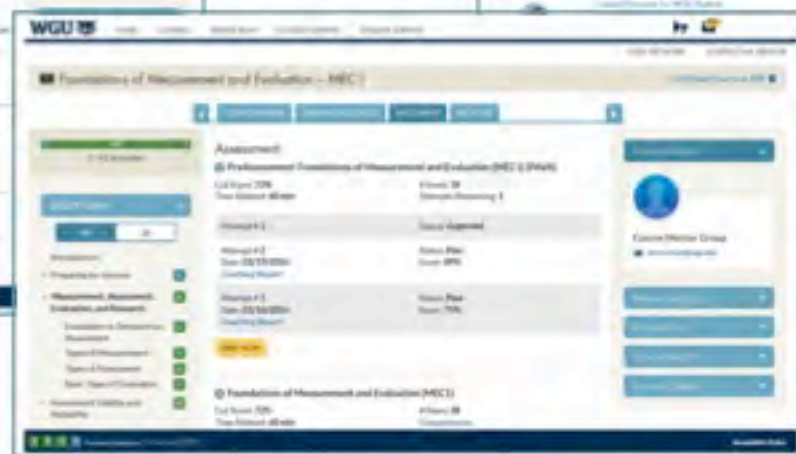


Student Portal

Support Page



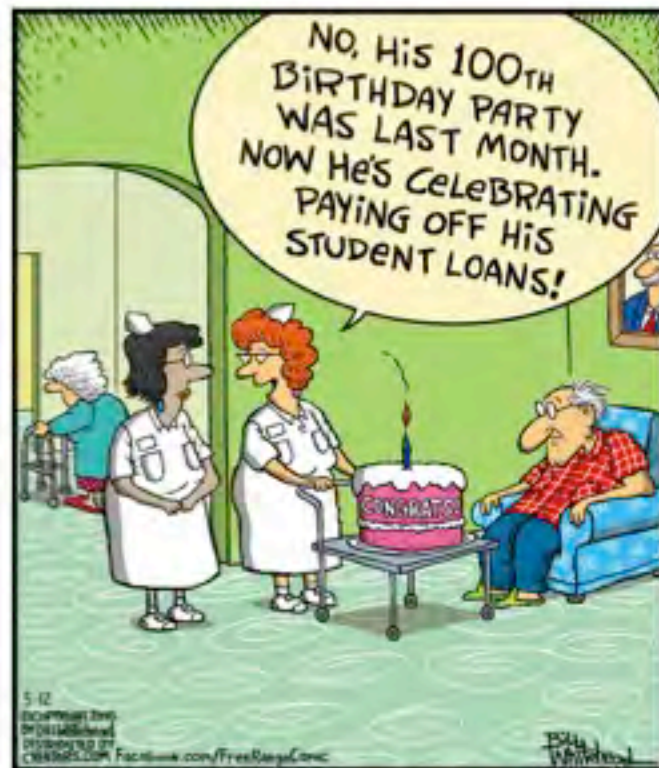
Course Page



Assessment Page

# STAGGERING STUDENT DEBT

- Over **\$1.3 trillion**
- Increasing by **\$2,726 per second!**
- 2016 average education debt per Undergraduate = **\$37,200**

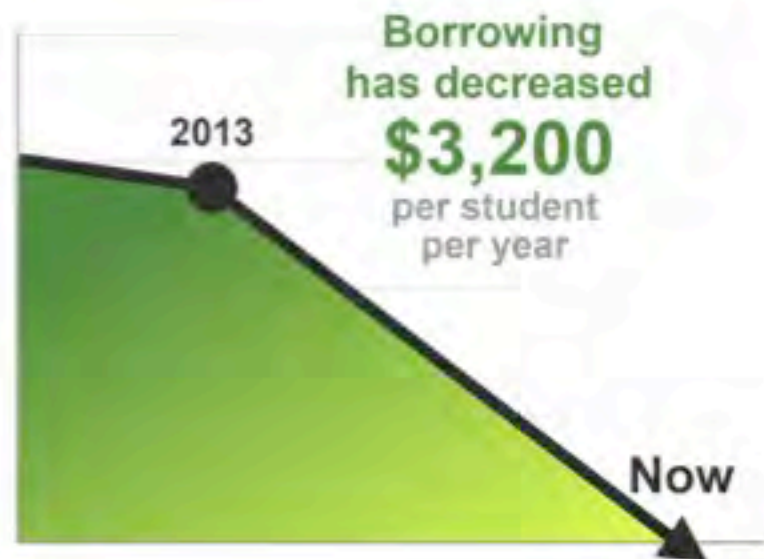


# WGU – A LOW-COST OPPORTUNITY





# WGU RESPONSIBLE BORROWING INITIATIVE



US Avg  
11.8%

Lower  
default  
rate

WGU grads  
**5.0%**

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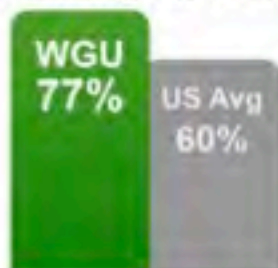


# DELIVERING A BETTER STUDENT EXPERIENCE

Job-Related Knowledge



Challenging Work



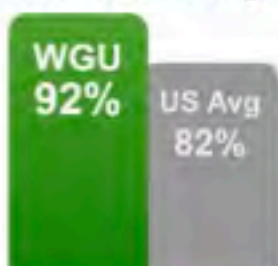
Quality of Faculty Interactions



Quality of Academic Support



Would Attend Again



Rating of Entire Experience



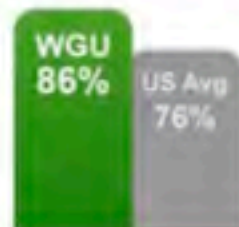
# DELIVERING VALUE TO GRADUATES

WGU graduates find the jobs they seek.

Employed Full Time



Employed in Field



... And earn more.



Higher Raises



# GREAT JOBS, GREAT LIVES

Perfect School for Me



A Mentor Encouraged Me



Passionate About My Success



Academically Challenging



Worth the Cost



## DELIVERING VALUE TO EMPLOYERS

- **100%** said WGU grads **were prepared** for their jobs.
- **98%** said WGU grads meet or exceed expectations; **92%** **said they exceed**.
- **93%** rate WGU grads' **job performance excellent** or very good.
- **94%** rated WGU grads' **soft skills equal to or better** than other grads.

# WHY IT WORKS



**Learn as Fast  
as You Want**

**Lower Cost  
to Students**



**More Student  
Support**

# OUTLINE

- The Challenge
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- **What We've Learned**



# WHAT WE'VE LEARNED

- CBE <> Online Education
- CBE is not for everyone; complements existing options
- Standardization works best
  - High demand, high volume,
- Outcomes vs. process
  - Source best content, experience
  - Reinvented faculty model
- Student motivation/engagement both vital to success, and challenging, but not impossible, for online model
- Advanced analytics can improve student experience, increasing retention and graduation



# OUR ROLE IN SUPPORTING HIGHER EDUCATION

- Expand and enhance higher education opportunities
  - For those who need it
  - Those we need (in the workforce)
- Partner with education institutions and employers in Florida and throughout the country
  - Articulation agreements (e.g., FSU, Valencia, Broward)
  - Assistance in developing CBE programs
  - Field experience and recruitment partnerships
- State-sponsored WGU to increase local access, support, affordability for targeted prospective students
  - Currently six states: TN, IN, MO, TX, NV, WA

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# QUESTIONS?

THANK YOU!

SCOTT PULSIPHER

[spulsipher@wgu.edu](mailto:spulsipher@wgu.edu)



**WGU**