

NDSU NORTH DAKOTA
STATE UNIVERSITY

STUDENT FOCUSED • LAND GRANT • RESEARCH UNIVERSITY

Quality and Economic Foundations for Successful Online Graduate Programs

CGS

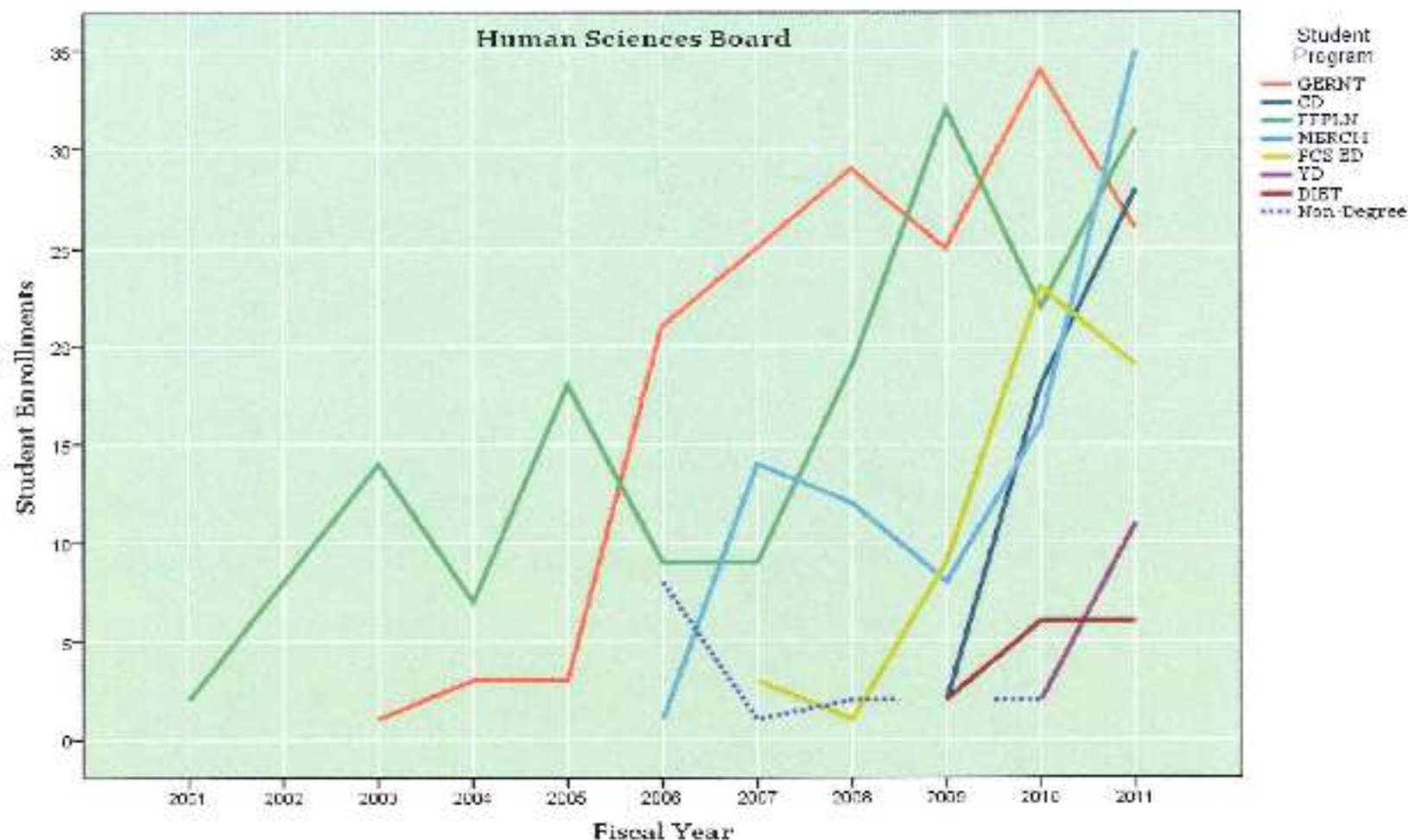
Scottsdale, AZ

December 7, 2011

Administrative Structure

- College of Graduate and Interdisciplinary Studies
 - Graduate School
 - Interdisciplinary Graduate Programs
 - Distance and Continuing Education

Home Student Enrollment in Great Plains IDEA Programs North Dakota State University, FY2001-11



NOTE: The graph displays the total number of enrollments (both resulting in a grade and dropped) generated by NDSU-admitted students in Human Sciences by Program and by Fiscal Year

Distance Education Funding

- DCE is a self-support unit
- Typical model returns 48% to the instructional unit
- Program sets salary
- DCE provides support services

Faculty Development Resources

- Seed grants
- Instructional support staff
- Syllabus template
- Instructional support
- Online faculty resource room
- Faculty learning communities
- Technical support
- Assessment

Current Distance Education Activity

- Degree Programs (7)
 - MS & MA in Mass Communication
 - MS & MA in Speech Communication
 - MS in Construction Management
 - MS in Transportation and Urban Systems
 - Master of Transportation and Urban Systems
 - Master of Software Engineering
 - MS in Infectious Disease Management & Biosecurity
(with Makerere University, Uganda)

Current Distance Education Activity

- Program Offered as part of GPIDEA (7)
 - MS & MA in Community Development
 - MS in Health – Dietetics Option
 - MS in Human Development and Family Science
 - Family Financial Planning
 - Gerontology
 - Youth Development
 - MS in Family & Consumer Sciences Education
 - MS in Merchandising

Current Distance Education Activity

- Certificate Programs (8)
 - Food Protection
 - Infectious Disease Management & Biosecurity
 - Software Engineering
 - Transportation Leadership
 - Transportation & Urban Systems
 - Family Financial Planning (GPIDEA)
 - Gerontology (GPIDEA)
 - Merchandising (GPIDEA)

Why Should Graduate Deans be Interested in Online Education?

- Because you know:
 - 10-15% of college students are completely distance based
 - 30% of all students take at least 1 distance course
 - There are 3.5 billion people in southern & eastern Asia
 - 70% of the world's population has a handheld device that can access data
 - Access to higher education in much of the world is limited

Why Should Graduate Deans be Interested in Online Education?

- Because you feel:
 - A distance program will expand your recruiting base
 - You have great programs in only you could reach the students
 - Distance education will be more cost effective in tight budget times
 - You will create a new revenue stream

Why Should Graduate Deans be Interested in Online Education?

- Revenue Generation
- Expand Recruiting Base
 - Non-degree Activities
 - Certificate Programs
- Expand Program Offerings
 - Dual Degree
 - Consortia Activities
 - Tailored Programs

Costs of Online Education

- Will vary depending on institution model
- Costs of Instruction
 - Faculty and Other Personnel
 - In-load vs. Over-load
 - Course Development
 - Faculty Travel
- Academic Logistics
 - Thesis defense

Costs of Online Education

- Cost of Delivery
 - Hardware/Software
 - Technical Support
 - Student Support
 - Testing Sites/Identity Management

Costs of Online Education

- Impact on Workload
- Marketing
- Pricing
 - Tuition, fees, etc.

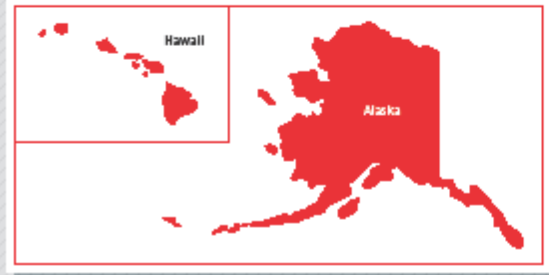
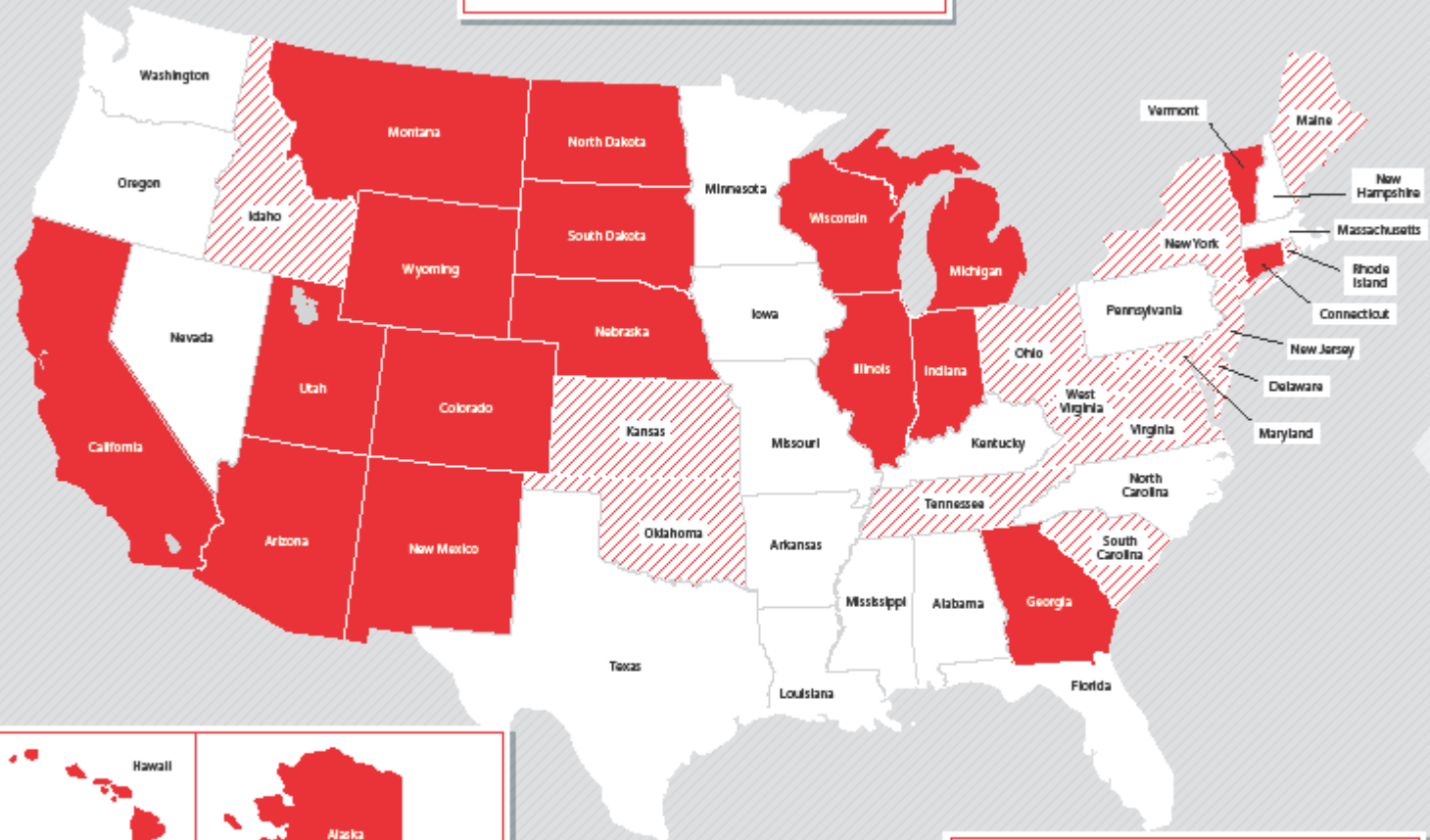
Regulatory Issues

- Federal Regulation – Department of Education
 - “If an institution is offering post-secondary education through distance or correspondence education to students in a State in which it is not physically located or in which it is otherwise subject to State jurisdiction, the institution must meet any State requirements for it to be legally offering distance or correspondence education in the State. An institution must be able to document to the Secretary the State’s approval upon request.” <http://ecfr.gpoaccess.gov/cgi/t/text/text-idx?c=ecfr;sid=422e8e1e4276e7662af45f2cd8f09d1e;rgn=div2;view=text;node=20101029%3A1.25;idno=34;cc=ecfr;start=1;size=25>

Regulatory Issues

- State Authorization
 - <http://wcet.wiche.edu/advance/state-approval>
 - State higher Education Executive Officers (SHEEO)
 - <http://www.sheeo.org/stateauth/stateauth-home.htm>
 - Working on a reciprocal agreement package
 - Student Complaint Process
 - Must provide information for students to use to make a complaint to the appropriate state regarding state and/or licensure requirements

State Authorization



- States under revision or requiring extensive apps/fees
- Authorization fairly easy to acquire

Physical Presence Issues*

NDSU DISTANCE AND CONTINUING EDUCATION

Updated 12.1.11

*Physical presence criteria varies among states

Regulatory Issues

- Regional Accreditation
 - HLC use following definitions
 - Courses – more than 75% of the content
 - Programs – 50% or more of the courses

Regulatory Issues

- Regional Accreditation
 - Percentage Brackets

Percentage Bracket	Percentage of Distance-Delivered Offerings (calculations are based on degree programs, not certificates)
3	20% or more of total degree programs
2	At least 5%, but less than 20% of total degree programs
1	Initiation of distance-delivered offerings (as described below), but less than 5% of total degree programs
0	No activity

Regulatory Issues

- Regional Accreditation
 - Substantive Change
 - Initiation
 - First distance or correspondence program
 - Fifth distance or correspondence certificate
 - Expansion
 - Change to a higher Percentage Bracket

Regulatory Issues

- Regional Accreditation
 - Additional Locations
 - International Locations
 - <http://ncahlc.org/commission-requirements-of-institutions-for-state-authorization.html>
 - <http://www.ncahlc.org/Information-for-Institutions/publications.html>

Regulatory Issues

- Professional Accreditation
- On campus
- System
 - NDUS-Online

Good References

- WCET, <http://wcet.wiche.edu/>
- Online Learning as a Strategic Asset, APLU
- University Professional and Continuing Education Association, <http://upcea.edu/>
- Great Plains Interactive Distance Education Alliance, <http://www.gpidea.org/>