Project Distance Education (DE)+

The Renewed Wisconsin Idea & The Distance Education Opportunity

April 9, 2021
UW Board of Regents

Presented By:
Tommy G. Thompson, Interim President
Anny Morrobel-Sosa, Vice President for Academic and Student Affairs
Wisconsin’s Demographic Realities

Wisconsin’s Population 5.8 Million

= 5000 residents

Aging Population:
Residents > 65yr will double within next 15 years

Bye-Bye Baby(s):
birthrate 22.3% ↓
# HS graduates ↓
college market ↓

30% have BS or Higher (1.7M)
(36% of USA have BS degree)

TRIBAL:
50K

815K
with some
College Credits

5% Veterans/Active
(331K)

Prison Population: 20K
2/3rds have less than 5 years to serve

1 US Census Bureau Est 7/19
https://www.census.gov/quickfacts/WI
The Renewed Wisconsin Idea for the 21st Century: An Opportunity for All

**Academic**
- Knowledge-Driven (degree/certification)
- Industry Insights-
  - Workforce Ready
- Industry Integrated-
  - (Internships/Co-ops)
- Creative Workforce Solutions: e.g. teachers, nurses

**Financial**
- Tuition Promise
- Creative Financing

**Academic**
- 2yr/4yr/certifications
- Graduate/Professional
- UCTA Credit Transfer
- Calendar Friendly
  - 24/7/365
- Unbundled

**Multimodal**
- Residential/Hybrid/Virtual

**Lifelong Engagement**
- PK-5 through +60
- Socio-Eco Sensitive
- Pre-Skill/Up-Skill

**Accessible**

**Flexible**

**Relevant**
- (Course to Career)

**Lifelong Engagement**

*UW System’s Initiatives Connected*
### UW System Online Enrollments

<table>
<thead>
<tr>
<th>Rank</th>
<th>2018-19</th>
<th>WI Residents Enrollments</th>
<th>Total Enrollments</th>
<th>% WI Residents</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>UW-MKE</td>
<td>1,973</td>
<td>2,457</td>
<td>80%</td>
</tr>
<tr>
<td>2</td>
<td>UW-GB</td>
<td>1,417</td>
<td>1,667</td>
<td>85%</td>
</tr>
<tr>
<td>3</td>
<td>UW-ST</td>
<td>1,344</td>
<td>1,793</td>
<td>75%</td>
</tr>
<tr>
<td>4</td>
<td>UW-W</td>
<td>1,032</td>
<td>1,211</td>
<td>85%</td>
</tr>
<tr>
<td>5</td>
<td>UW-O</td>
<td>908</td>
<td>1,075</td>
<td>84%</td>
</tr>
<tr>
<td>6</td>
<td>UW-PLT</td>
<td>799</td>
<td>1,292</td>
<td>62%</td>
</tr>
<tr>
<td>7</td>
<td>UW-SP</td>
<td>637</td>
<td>683</td>
<td>93%</td>
</tr>
<tr>
<td>8</td>
<td>UW-Sup</td>
<td>562</td>
<td>818</td>
<td>69%</td>
</tr>
<tr>
<td>9-13</td>
<td>UW-Lax/EC/RF/PK/Mad</td>
<td>1,220</td>
<td>2,353</td>
<td>52%</td>
</tr>
<tr>
<td></td>
<td>UW System Total</td>
<td>9,892</td>
<td>13,349</td>
<td>74%</td>
</tr>
</tbody>
</table>

1NC-SARA, 2018-19 Reporting year (last year pre-covid—using Federal Definition of Student Enrolling in at least 50% of Courses Online)

Of the 9,892 50%+ online, UWEX-managed programs are responsible for 49% (4,834)
# UW System’s 9,892 Online – 37% of the Top 25

## 2018-2019 NC-SARA REPORTING

<table>
<thead>
<tr>
<th>Rank</th>
<th>Institution</th>
<th>WI Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Kettle Moraine Tech</td>
<td>2,030</td>
</tr>
<tr>
<td>2</td>
<td>UW-MKE</td>
<td>1,973</td>
</tr>
<tr>
<td>3</td>
<td>Northcentral Tech</td>
<td>1,628</td>
</tr>
<tr>
<td>4</td>
<td>UW-GB</td>
<td>1,417</td>
</tr>
<tr>
<td>5</td>
<td>UW-ST</td>
<td>1,344</td>
</tr>
<tr>
<td>6</td>
<td>Western Gov Univ</td>
<td>1,263</td>
</tr>
<tr>
<td>7</td>
<td>Northeast WI Tech</td>
<td>1,239</td>
</tr>
<tr>
<td>8</td>
<td><a href="#">Southern New Hampshire Univ</a></td>
<td>1,161</td>
</tr>
<tr>
<td>9</td>
<td>Concordia Univ</td>
<td>1,091</td>
</tr>
<tr>
<td>10</td>
<td>UW-W</td>
<td>1,032</td>
</tr>
<tr>
<td></td>
<td><strong>Total Top Ten in WI</strong></td>
<td><strong>14,178</strong></td>
</tr>
</tbody>
</table>

## Top Ten Breakdown:

- **UW-System (4)**: 5,766 Enrollees/41%
- **Tech Colleges (3)**: 4,867 Enrollees/35%
- **Out-of-State (2)**: 2,424 Enrollees/17%
- **In-state/other (1)**: 1,091 Enrollees/8%

## 11-25 Breakdown:

- **Out-of-State (2)**: 4,964 Enrollees/47%
- **UW-System (4)**: 2,906 Enrollees/27%
- **Tech Colleges (3)**: 2,725 Enrollees/26%

## Total Top 25:

- **UW-System (8)**: 8,672 Enrollees/37%
- **Tech Colleges (7)**: 7,622 Enrollees/32%
- **Out-of-State (9)**: 7,388 Enrollees/31%
- **ALL**: 24,773

## Total WI Residents 40,423
In-State Online Growth: 2016-17 vs. 2018-19

In 2016-17:
- There Were 11K WI Enrollees in Online Degree Programs
  - Two Programs Enrolled +1000

In 2018-19:
- There Were 24K WI Enrollees in Online Degree Programs (+123%)
  - All Top Ten Programs Enroll +1,000
    - Near-Doubled Enrollment: Western Governors & Southern New Hampshire Univ.

¹NC-SARA, 2016-19 Reporting year (last year pre-covid—using Federal Definition of Student Enrolling in at least 50% of Courses Online)
Project (DE)+: Research and Consultation

External (Feasibility and Competition Analysis):
- Selected C-Level Leaders at the Top Online Providers (Purdue Global, Arizona State University, Western Governors University, etc.)
- Over 100 Reports focused on Online Studies
- Selected Leading Education/Business Consultants (Bain Consulting, McKinsey & Company, Deloitte)
- Selected Wisconsin Business Leaders & Other Key Stakeholders

Internal (Feasibility and Capacity Analysis):
- System and Institutional Leadership – Chancellors, Provosts, Deans, Faculty, Chief Information Officers, Chief Business Officers, Online Specialists
- Connected with Students and Graduates
- Examined all Aspects of UWEX as example for Academic and Business Models
- Reviewed Reported UW System and Campus-Produced Online-Related Data
UW System’s Challenges to Growth in Online Education

1. Scale Matters – Enrollment Drivers
   • Quantity/Quality of Programming
   • Marketing
   • (Market Research Analysis)

2. Shorter Speed-to-Market to Remain Responsive
   • Current UWEX’s Collaborative Program development ~18mos.
   • Timetable reliant on university/instructor willingness to participate, available capacity and academic calendar-determined governance processes

3. Focus on Knowledge, Not Degree
   • Working adults mostly seek course-to-career, knowledge-focus outcomes, rather than degrees
   • Market focused attention to knowledge-delivered, on-demand, effectively-packaged programming
Project (DE)+ Goals:

**Academic Model**

*Project DE+ will Deliver Relentlessly Consumer-Facing Adult Education*

- Built on a Course to Career, Industry-Enhanced, Curriculum and Support
- Reflective and Supportive of the Socioeconomic Challenges of Education Consumers
- A Delivery Model with the Necessary Flexibility & ROI
- Faster and more efficient program development
  - Seamless student support integrated with career goals

**Business Model**

*Project DE+ will have Structure to Remain Strong, Scalable, Sustainable and Responsive*

*Project DE+ will be built on the Strong Foundation of UW System & its Universities*

*Project DE+ will be constructed around the education consumer:*
  - real-time responsive recruitment and enrollment
  - market-driven
  - industry supported programming
  - 360° full-lifecycle student support

*Project DE+ will align all business practices to incentivize growth*
Project (DE)+: Consumer-Focused Education

**Commitment—Flexible**
- Flexible Time Commitment
- Creative Financial Solutions
- Socio-Economic Connected
- Unbundled Calendar 24/7/365
- Multiple Modes of Delivery

**Curriculum—Connected**
- Identifiable ROI
- Knowledge Driven
- Customizable not Siloed: Degree/Badges/Cert.
- Fully-Stackable
- Dev. w/Industry Insights=Workplace Ready

**Continuity—Seamless**
- Student Lifecycle, Value-Added
- Vibrant & Intuitive Technology Engagement
- Next Gen E-Portfolio (Portable/Transferable)
- Ready for Integration with K-12 Academic and Career Planning; Career Pathways
Project (DE)+ 4-Point Plan: Academic Excellence + Better Business Model

1. **Invest in accelerated program development and streamline approvals**
   - Respect institutional governance/approvals, expand development over 12mo (not just 9mo)
   - Invest in UW System–Hired, Campus-Placed “Distance Education Specialists” Focused on Acceleration of Distance Education Programming

2. **Increase awareness in new program development with enhanced marketing (3X)**

3. **Use increased program revenue to incentivize campus participation**
   - Incentivize Faculty/Instructors
   - Expand Campus Revenue Share, While Protecting Incurred Fixed Costs

4. **“Unbundle everything” – Relentless focus on education consumer**
   - Deliver career-ready knowledge, just-in-time, just-how-wanted
THANK YOU!
&
QUESTIONS?