Online Learning in Wisconsin
Access through Collaboration

Barbara Emil
Dean, Outreach and E-Learning
University of Wisconsin-Extension

Marv Van Kekerix
Provost & Vice Chancellor
University of Wisconsin-Extension
“The state will not have discharged its duty to the University nor the University fulfilled its mission to the people until adequate means have been furnished to every young man and woman in the state to acquire an education at home in every department of learning.”

- Governor Robert M. LaFollette, 1901
<table>
<thead>
<tr>
<th>Percentage</th>
<th>Statement</th>
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<tbody>
<tr>
<td>86%</td>
<td>The University should reach <em>beyond the campus</em></td>
</tr>
<tr>
<td>73%</td>
<td>The state should <em>fund</em> outreach education</td>
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*February-March 2003 UW-Madison Survey Center*

*November 2002 WisPolitics.Com/Wood Communications*
In August 1995, Regent President Michael W. Grebe asked the study team to focus on policy and practice which need to be changed or enhanced to improve the performance of the UW System in the 21st Century. He noted that, in the course of the study, Regents undertook a more comprehensive strategic planning effort, culminating in the Report, and that the 21st Century Study should be a "focused" exercise that parallels but does not replicate or replace Planning for the Future.

Public testimony regarding the Study made it clear that this final report should reiterate the UW System's strong commitment to the many important policies which this planning effort did not change and which will continue to guide our progress into the 21st century. Four policies which received public comment were:

- **Design for Diversity**: The UW System remains strongly committed to its longstanding policies for diversity. The UW System must educate graduates to live and work in a dynamic and diverse society.
- **Research and public service mission**: The strong record of this university system in basic and applied research, and in outreach to local communities, businesses, and individuals, will continue. The "Wisconsin Idea" is, if anything, expanded in this report through the commitment to the use of institutional technology and distance education to enhance university presence and the access to the university through the Internet and other delivery modes.
- **The commitment to quality**: Quality and access are top priorities of this university system. We remain committed to both but, where fiscal limitations require a choice, quality remains the first priority.
- **Economic development**: The UW System has long been a major stimulus to the Wisconsin economy through the approximately $4.0 billion it brings into the state each year in federal support (including federal student aid), the impact of its research and technology transfer activities, and the overall quality of life it helps create. In addition, the "multiplier" effects of these expenditures boost incomes and earnings statewide. This emphasis will remain and continue to grow in the next century.

These policies are only a sampling of many which remain in place for the future. They are mentioned specifically because of explicit discussion and consensus about whether these policies remain a priority for the UW System. In April 1996, Regent President Grebe noted specifically in response to the public testimony, that: "I suggest that we include in the final report... a statement that recognizes our continuing commitment to all current policies not specifically modified by this study. Our silence does not mean we regard these topics as unimportant. In fact, they are very important." As Regent Grebe also noted [in his August 1995 change to the Study], this exercise was not undertaken because the System is flawed, but to sustain its extraordinary leadership in maintaining quality, access, and affordability into a decade of change.
Online Learning in Wisconsin

Goals

- Access
- Student-centered learning
- Collaboration

Board of Regents, 1997
Approving the creation of UW Learning Innovations
History of UW Leadership

- Distance education = teacher and students separated in time and/or space
- Independent Learning since 1892
- Wisconsin Public Radio
- Wisconsin Public Television
- Continued leadership throughout evolution of technology
Online Learning in Wisconsin

Removing Barriers to Learning

- Same time, same place
  Seat time

- Same time, some place

- Some time, same place

- Any time, any place
Adults Want Education

90%

It’s important to provide education for adults, so they can qualify for better jobs

2003 Survey of Public Opinion on Higher Education
Chronicle of Higher Education

Online Learning in Wisconsin
Opportunities

New skills

Demographics

Economy

Career changes

Online Learning in Wisconsin
Access Was About Place...

...Now it’s About Time

Online Learning in Wisconsin
The Collaborative Process

Online Learning in Wisconsin
Expanding Access: 14 Programs Online

- 1 Associate Degree
- 3 Bachelor Degrees
  - Nursing (2), Business
- 4 Graduate Degrees
  - Engineering, Business, Project Management, Criminal Justice
- 6 Certificate Programs
- 3,600 estimated enrollments
Access: Undergraduate Programs

- Associate of Arts & Sciences Degree
  - UW-Colleges
- Business Administration
  - UW-Platteville
- RN-to-BSN (Nursing)
  - UW-Eau Claire, UW-Green Bay, UW-Madison, UW-Milwaukee, UW-Oshkosh

Online Learning in Wisconsin
Access: Graduate Degrees

- Engineering
  - UW-Platteville
- Criminal Justice
  - UW-Platteville
- Project Management
  - UW-Platteville
- Collaborative Master in Business Admin
  - UW Eau Claire, UW-LaCrosse, UW-Oshkosh, UW-Parkside

Online Learning in Wisconsin
Access: Certificate Programs

- Human Resource Management
  - UW-Platteville
- Project Management
  - UW-Platteville
- International Business
  - UW-Platteville
- Leadership and Human Performance
  - UW-Platteville
- Graduate Diploma in Criminal Justice
  - UW-Platteville
Online Learning in Wisconsin

Linking Resources

- Graduate Degrees
- Certificates
- Bachelor Degrees
- Associate Degrees
Online Learning in Wisconsin

Enrollment Trends

<table>
<thead>
<tr>
<th>FY 99</th>
<th>FY 00</th>
<th>FY 01</th>
<th>FY 02</th>
<th>FY 03</th>
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<tr>
<td>392</td>
<td>1,015</td>
<td>2,215</td>
<td>3,251</td>
<td>3,630</td>
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Online Learning in Wisconsin

Economic Impacts

- More citizens with college degrees & certificates equals:
  - A more highly skilled workforce
  - Increased earning power
  - A healthier state economy
Future Programs

- **Gerontology Certificate**
  - Collaborating institutions include: UW-Extension, UW- La Crosse, UW-Madison, UW-Parkside, UW-Stevens Point, UW-Stout, UW-Superior, and the Wisconsin Geriatric Education Center

- **Criminal Justice (proposed)**
Collaborative programs involving 13 UW institutions (FY 2003-04)
Benefits of Collaboration

- Expands access
- Fosters efficiency
- Provides convenience
- Simplifies learner services
- Ensures quality
- Avoids duplication
Before…

Online Learning in Wisconsin
Online Learning in Wisconsin

After... One-Stop Service

Process
- Admission
- Registration
- Single Tuition Payment
- Single Withdrawal/Refund Transaction
- Coordinated Financial Aid
- Call Center
- Coordinated Advising
- Coordinated Student Services
- Tech Support
- Bookstore
- Revenue Sharing

Administrative Data Views
- Course Roster
- Payment Status
- Financial Aid Status
- Student Demographic Data
Accountability

- Sloan Symposium -- “The Economics of Online Learning”
  - The range of state support for online learning varies widely
  - Tuition levels vary accordingly
  - Need for national research
Financial History

Online Learning in Wisconsin
Online Learning in Wisconsin

Today’s Revenue Perspective

- Approximately $3.2 million total tuition/fees to UW
- Revenue sharing

UW Campuses: 78%

UWEX: 22%
Balancing Investments & Revenues

- Tuition & UW System Program Development
- Contracts & Independent Learning
- HELP App Fees
- UW-Extension
Accountability

- Sloan Symposium
- Preliminary Benchmarking Results
  - Student Services
  - Course Design
- The University of Wisconsin: A Leader in Online Learning
Concluding Remarks

- Expanding access and removing barriers to learning
- Serving as a partner to UW institutions in online learning
- Playing a significant role in fostering collaboration among UW campuses
- Moving toward the vision set out in the EGOLL report
Vision --
A coordinated and collaborative approach to online learning that ensures quality and access.

EGOLL Report, 2001
Thank you.

Barbara Emil
Dean, Outreach and E-Learning
University of Wisconsin-Extension
emil@learn.uwsa.edu
608-262-2478

Marv Van Kekerix
Provost & Vice Chancellor
University of Wisconsin-Extension
marv.vankekerix@uwex.edu
608-262-6151