Presented to:

The Board of Regents
University of Wisconsin
by William Messner, Chancellor,
and Barbara Stinson, Director of
Distance Education, UW Colleges
February 5, 2004
University of Wisconsin
Colleges Online

Welcome to UW Colleges Online! At the UW Colleges, we are dedicated to providing high quality instruction in a caring and supportive learning environment. We are proud to say that we are the "best start" to your higher education. We can help you get started on a college degree or you can take our courses for personal enrichment. Please check out the links to our web pages. We think you'll discover why we say, we are "the best start for the life you want!"
History:

UW Colleges Online Program Begins with Three Primary Goals
First Goal

Offer Program Access to Off-Campus Populations Whose Needs Were Not Being Met
Establish an Online UW General Education Foundation on Which Other UWs Could Develop Online Baccalaureate Degrees
Third Goal

Generate additional enrollments and revenue.
Overall, development of UW Colleges’ Online Program is part of the institution’s strategy for increasing enrollment and visibility, and thereby solidifying its niche as “The Best Start.”
II. Program Description

- One niche
- Our population
- What we offer
- How we offer it
Online Population: Age

![Bar chart showing the percentage of traditional and non-traditional students in Fall 2001, Fall 2002, and Fall 2003. The chart shows a decrease in traditional age students and an increase in non-traditional age students over the years.]
Online Population: Gender

- Fall 2001
- Fall 2002
- Fall 2003

Male
Female

% Distribution:
- 0%
- 10%
- 20%
- 30%
- 40%
- 50%
- 60%
- 70%
- 80%
- 90%
- 100%
Online Population: Residence

- Non-Resident
- Wisconsin Resident

- Fall 2001
- Fall 2002
- Fall 2003
Online Student Course Completion Ratio

- Fall 2001
- Fall 2002
- Fall 2003

- <25%
- 25-75%
- 75-100%

- An online Associate of Arts & Science degree
<table>
<thead>
<tr>
<th>Fall Semester</th>
<th>Enrollment</th>
<th># of Courses</th>
</tr>
</thead>
<tbody>
<tr>
<td>1998</td>
<td>60</td>
<td>3</td>
</tr>
<tr>
<td>1999</td>
<td>239</td>
<td>9</td>
</tr>
<tr>
<td>2000</td>
<td>467</td>
<td>16</td>
</tr>
<tr>
<td>2001</td>
<td>500</td>
<td>22</td>
</tr>
<tr>
<td>2002</td>
<td>770</td>
<td>32</td>
</tr>
<tr>
<td>2003</td>
<td>685</td>
<td>34</td>
</tr>
<tr>
<td>Fall</td>
<td># of degree-seeking students</td>
<td>% change in degree-seeking students</td>
</tr>
<tr>
<td>------</td>
<td>-----------------------------</td>
<td>-----------------------------------</td>
</tr>
<tr>
<td>1999</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2001</td>
<td>37</td>
<td></td>
</tr>
<tr>
<td>2002</td>
<td>140</td>
<td>+378%</td>
</tr>
<tr>
<td>2003</td>
<td>152*</td>
<td>+9%</td>
</tr>
</tbody>
</table>

*13 graduates, six this fall
What Do We Offer?

• Identical to on-campus UWC Freshman/Sophomore Curriculum

• Approved by UWC faculty Senate, UW Board of Regents, Higher Learning Commission (NCA)
What Do We Offer?

• Entire AAS degree program, not just an online cluster of courses

• Students transfer from AAS degree program to online UW baccalaureate program
Who Benefits from Online Classes?

Returning adults:
• Currently employed & at-home parents
• Place-bound adults, disabled persons, etc.

Others:
• High school students (AP, home-schooled)
• Students presently enrolled at colleges or universities, including UWC
How Do We Offer it?

• UWC campus faculty
• Full Online registration and payment
• Full Online advising
• Online Library services
• Faculty development
• UWLI (UW Learning Innovations): Course development, tech support, faculty training
Where Do We Want to Go?

• Continue to offer as general education foundation for UW baccalaureate degrees

• Expand course choices for on-campus population
Where do We Want to Go?

Reach out to specialized populations:

- military personnel
- high school students
- disabled persons
Where Do We Want to Go?

• Offer in site-specific manner, particularly relative to the Center for Adult Access

• Collaborate with UW campuses, WTCS and others to expand associate and baccalaureate programming options
Challenges

• Price Sensitivity for Online Programs
Challenges

• Development of Baccalaureate Options
Current UW Online Undergrad Degree Programs*

- AAS degree - UW Colleges
- BBA degree - UW Platteville (business admin.)
- BS degree - Information Resources – UW-Milwaukee
- BSN - LINC degree completion program for out-of-state students through UWGB
- BSN degree completion program - Collaborative Nursing Program (UWEC, UWGB, UWM, UWMSN, UWO)
- BS degree completion program - Industrial Management - UW Stout

* UW Graduate Online Programs Offered: 13
Challenges

• Inducements for UW Undergraduate Program Development
Challenges

• “One Stop Shop” for all UW System Online Programming
WELCOME

The Wisconsin Technical College System has a long tradition of providing educational experiences for students in the classroom. Now this quality education is extended to you via the World Wide Web with eTech College of Wisconsin.

Designed with the working adult in mind, eTech College of Wisconsin gives you another way to pursue your education and realize your dreams without having to travel hundreds of miles for the curriculum you need. eTech College of Wisconsin allows you to learn in a wide range of program areas without attending formal classes. eTech College of Wisconsin lets you complete your courses from home with the guidance of our highly qualified instructors.

Browse through our long list of online course opportunities designed for your busy schedule and enroll today!
Welcome to the SUNY Learning Network

The SUNY Learning Network is the State University of New York’s award-winning online education program. SLN is one of the world’s leading providers of online learning with more than:

- 60 complete online degree and certificate programs
- 3,000 online college courses offered annually
- 53,000 student enrollments from around the globe
- 55 participating SUNY colleges
- 1,500 world-class SUNY faculty
Undergraduate

Our Undergraduate programs are developed in cooperation with business and industry leaders, so that you learn only the most current business methods and practices. Courses last 5-6 weeks and are taken one at a time to ensure you truly learn the subject matter. Launch your career with an Associate or Bachelor's degree from the number one choice of working adults.

Associate | Bachelor's

Associate

- Associate of Arts in General Studies

Bachelor's

- Bachelor of Science in Business / Accounting
- Bachelor of Science in Business / Administration
- Bachelor of Science in Business / e-Business
- Bachelor of Science in Business / Management
- Bachelor of Science in Business / Marketing
- Bachelor of Science in Criminal Justice Administration
- Bachelor of Science in Human Services / Management
- Bachelor of Science in Information Technology
- Bachelor of Science in Management
Challenges

• Policy Issues Regarding Collaborative Programming
Challenges

• Reaffirm EGOLL Vision for UW Online Learning
Challenges

“UW System will develop a coordinated and collaborative approach to online learning with the goals of extending its educational reach, enhancing program quality, enriching on-campus education, and preparing all students, faculty and staff for learning in the future.”*

*EGOLL Vision Approved by Board of Regents, 7/12/01
The Wisconsin Idea, a statement of progressive principles and an article of civic faith articulated during Wisconsin's great Progressive Era a century ago, states that, "the borders of the university are the borders of the state."