MISSOURI ONLINE

AY 20/21

YEAR IN REVIEW

Missouri Online | Office of eLearning

ABOUT US

Missouri Online | Office of eLearning provides support, vision and leadership for online education across the four universities. Our mission is to further growth, scale and excellence in every program, while ensuring our top-tier faculty have the academic services needed to deliver outstanding courses for a global community of learners. Our team of professionals offers expertise in these essential services:

- Academic technology
- Instructional design
- Program development and coordination
- Student lifecycle support
- Marketing and communications

Missouri Online offers premier online education that advances the workforce and creates greater opportunity for all.

MISSOURI ONLINE M.

BRAND IMPACT

A **Missouri Online brand campaign** was launched on Dec. 17, 2020 with a digital media mix of display, paid search, Facebook, pre-roll videos, YouTube, LinkedIn and Hulu ads, resulting in **8,891.44 total conversions*** during the time these promotions were in market.

The primary goal was to increase brand awareness and recall of Missouri Online, with a secondary goal of generating inquiries and applicants.

Top 10 cities by session on the website were: Chicago, Kansas City, Columbia, Dallas, Houston, St. Louis, New York, Springfield, Denver and Nashville.

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Missouri Online Brand Campaign
Dec. 2020 - June 2021

880.2K
New users to the site

1,236,584
Sessions

2,021,245
Pageviews

88,109,598
Impressions

476,688
Clicks

*A **conversion** includes request for information (RFI) form submission, application start, application submission or Google search ad phone number usage.

STUDENT ENROLLMENT

Team members completed a foundational certification program with InsideTrack, our partner in furthering student enrollment and success.

Missouri Online coaches reached out to more than 28,000 prospective students.

A review of 22,522 prospect inquiries that indicated a desire to enroll within six months showed that connecting to a coach has a substantial impact.

These prospective students were 2.2 times more likely to start an application than those a coach did not contact and 2.6 times more likely to be admitted.

X **2.2** times more likely
to **start an application** than those not connected with a coach

X **2.6** times more likely
to **be admitted** than those not connected with a coach

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FACULTY SUPPORT

Enhanced student experience by consulting one-on-one with more than 300 instructors to create quality courses.

Increased awareness and furthered relations among faculty and staff across four campuses, conducting 58 'roadshows' about services: on-site and online one-on-ones, presentations, classes, webinars and more.

United and streamlined faculty resources from all four campuses with the creation of a support hub: teaching.missouri.edu.

58
outreach roadshows about services

300+
faculty consultations across four campuses

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FACULTY SUPPORT

Trained faculty to maximize student success in 19 certification seminars.

Enhanced online teaching by creating and offering 5 distinct faculty courses in design and other advanced concepts.

Ensured courses meet highest industry standards by conducting 169 Quality Course Reviews.

1,132
online teaching certifications granted

99 recertifications granted

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ACADEMIC TECHNOLOGY SUPPORT

Saved UM System $250,000 and streamlined support and analytics with One Canvas and One Panopto mergers, which united learning platforms across the four campuses.

Created a clear, standardized path to technology assistance via chat, phone or email for faculty and staff on all campuses.

Won positive feedback from users for quick, accurate support and answered 28,400+ help requests total.

One Canvas and One Panopto united the four campuses and saved the system **$250,000 yearly.**

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PROGRAM EXPANSION AND GROWTH

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Missouri Online supported development of **45 new programs in AY 21,** to **total over 325,** with key strategic offerings.

1 BUSINESS interdisciplinary master's

- Customizable with selection of 2 stackable graduate certs

4 ENGINEERING undergraduate certs

- Cybersecurity
- Media technology
- Web and mobile applications
- Information systems and technology

2 VETERINARY undergraduate certs

- Biomedical sciences
- Veterinary science

TARGETED PROGRAM INITIATIVE

32 existing online programs from three campuses were identified as advertisement investment priorities to increase enrollment: MU (15), UMSL (16), and UMKC (1).

13 digital ad campaigns representing the following industries were launched in fall 2020:

- Business
- Data science
- Education
- Engineering
- Health
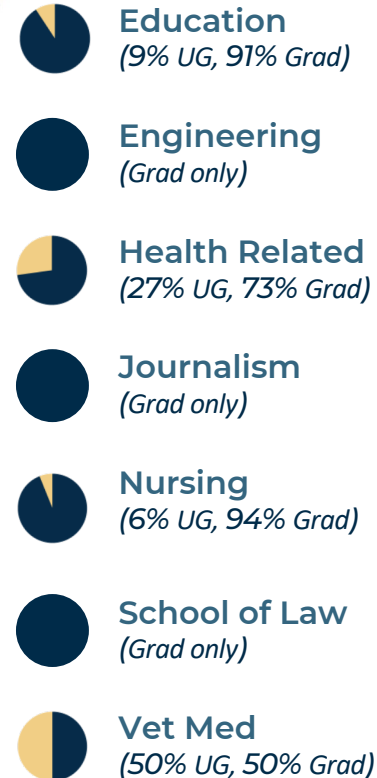- Liberal arts
- Public service
- Technology

8% increase

in new students for priority online programs

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ONLINE PORTFOLIO

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MU, UMKC and UMSL offered graduate and undergraduate degree programs in these major categories (percentage of program count by level):

Education
(9% UG, 91% Grad)

Engineering
(Grad only)

Health Related
(27% UG, 73% Grad)

Journalism
(Grad only)

Key:
- ● Undergrad
- ● Grad

Agriculture, Natural Resources
(20% UG, 80% Grad)

Arts and Science, Liberal Arts
(62% UG, 38% Grad)

Business, Marketing, Accountancy
(35% UG, 65% Grad)

Computer, Information and Data Sciences
(60% UG, 40% Grad)

Nursing
(6% UG, 94% Grad)

School of Law
(Grad only)

Vet Med
(50% UG, 50% Grad)

FINAL REVENUE INCREASE YEAR-OVER-YEAR
ONLINE STUDENT REVENUE

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AY	Revenue
AY 18-19	$ 34,393,642
AY 19-20	$ 39,555,015
AY 20-21	$ 44,387,390

$0 $10,000,000 $20,000,000 $30,000,000 $40,000,000

Reporting limitations prevented inclusion of UMSL's AY 18-19 to AY 20-21 data.
UMSL's AY 20-21 online revenue was $2,831,880.

AY 21-22 ENROLLMENT
EARLY LOOK

MISSOURI ONLINE

Head Count	Enrollment	Credit Hours	
6,090	**13,223**	**38,748**	Fall 2021 ONLINE STUDENTS
38,033	**72,086**	**208,838**	ONLINE COURSE TAKERS

LOOKING AHEAD

Missouri Online expects to continue growing in many areas.

- Strategic program launches in emerging fields: engineering, veterinary technology and child advocacy studies

- Enhancement in marketing and enrollment strategies in response to the market post-COVID

- Technology investments as part of MoExcels

- Expand Quality Course Reviews

- Website enhancements to improve usability

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26 New programs
are planned so far, including:

4	4	6
Undergraduate Certificates	Bachelor's Degrees	Graduate Certificates
7	3	2
Master's Degrees	Ed Specialist Degrees	Doctorates

GOVERNANCE

Collaboration among leaders, faculty and staff is integral to our success.

To that end, several governance groups comprised of representation for all four universities provide direction and support of our office's activities and priorities.

- Missouri Online Strategy and Oversight Committee
- Missouri Online Finance Committee
- Missouri Online Academic Council
- Online Faculty Advisory Committee
- Student Services Advisory Committee

https://online.missouri.edu/about

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ADDENDUM MISSOURI S&T
AY 20-21 DATA

Head Count	Enrollment	Credit Hours	
739	1,898	5,656	ONLINE STUDENTS
7,724	33,887	93,139	ONLINE COURSE TAKERS

In July 2021, Missouri S&T officially joined Missouri Online, adding 20 graduate programs and 74 certificates to the online portfolio.

MISSOURI S&T | Global Learning

MISSOURI ONLINE

M.

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