MISSOURI ONLINE

AY 22/23

YEAR IN REVIEW

ABOUT US

Missouri Online provides services that support the four UM System universities in offering premiere online education that advances the workforce and creates greater opportunity for all.

Working with stakeholders across the University of Missouri System (UM System), Missouri Online provides support to strengthen each institution's presence in the ever-evolving online learning space.

Our mission: further growth, scale and excellence for every UM System 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**
- **Marketing and communications**
- **Instructional design**
- **Program development and coordination**
- **Student lifecycle support**

BRAND IMPACT

JULY 2022 – JUNE 2023

MISSOURI ONLINE **M.**

257,378,106
impressions

369,293
clicks

1.7M
new users
to the site

7,199
inquiries

4,920
application
submissions

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

In AY22-23, the **Missouri Online brand campaign** continued to build brand awareness and recall of the brand, with the additional goal of generating inquiries and applicants over a 12 month period. The digital media mix included display, paid search, Facebook/Instagram, pre-roll videos, YouTube, LinkedIn, Discovery and Connected TV.

The campaign generated **18,613 total conversions* with a $47 CPA,** and it delivered over 257 million impressions and 369,293 clicks. It also resulted in **7,199 inquiries** and **4,920 application submissions**.

Top 10 cities by session on the website: Chicago, St. Louis, Kansas City, Dallas, Nashville, Columbia, Houston, Columbus, Oklahoma City, and Memphis.

STUDENT LIFECYCLE SUPPORT

A total of **2,492 new students enrolled** in online degree programs. Coaches on the student lifecycle support team reached out to approximately **23,000 prospective students, 12,000 applicants,** and **3,000 enrolled students** over the year. Team members also responded to nearly 9,000 requests from those prospective and enrolled students.

47,000
connections with prospects

FACULTY DEVELOPMENT

344
Quality Course Review submissions

529
Faculty training seminar participants

The design services team provided training and support across the systems that ensures all online classes are focused on student-centered engagement and meet or surpass standards for national accreditation and certification.

- Conducted **16 online faculty training certification courses**, with **349 successful completions** across the four campuses, facilitating alignment with best in class teaching practices that promote quality educational outcomes.

- Completed **229 Quality Course Reviews** across the system, this process ensures courses are focused on student-centered engagement and alignment and that it meets national accreditation and certification.

- Supported **223 course design and development requests** from instructors and academic units.

FACULTY DEVELOPMENT INNOVATIONS

Developed **teaching** Knowledge Base providing access to hundreds of ideas, guides, resources, references and best practices for creating transformative digital learning experiences.

Launched **17** Sprint Ahead Faculty Development **self-paced mini-courses** in which participants earn course and program completion badges and share with professional online networks.

Created multiple media course design resources: faculty media innovation spaces at UMSL and Missouri S&T; Canvas Templates and a Canva design hub, which offer tools to help faculty across the system include engaging graphics for students.

ACADEMIC TECHNOLOGY SUPPORT

Optimized communication and assistance within Canvas to faculty, staff and students through the implementation of Impact, a tool that offers direct support, communication and overall reporting within the learning management system.

Responded to over **12,000 support queries from email, chat and phone** with a **95% positive rating**, while providing increased phone and chat support to the campus communities.

total support queries:
12,155

160+
training events offered

95%
positive rating for support and training

850+
attendees

Provided Canvas support for **127,000** faculty, staff, student and outside community members

PROGRAM EXPANSION AND GROWTH

Missouri Online supported the development of **34 new programs in AY 23, to total over 372,** with key strategic offerings that include:

14 Education degrees & graduate certificates
5 Graduate certificates allow students to earn credit toward a master of education in special education early childhood special education, gifted education, autism education, special education and cross-categorical special education.

1 Master of science in applied behavior analysis.

1 Master of science degree in financial technology.

1 Graduate certificate in interdisciplinary leadership in disability studies.

4 Engineering degrees & graduate certificate programs
- **3 Graduate certificates** in foundations of supply chain integration systems, modeling and simulation for decision systems, and systems of human capital management.
- **1 Master of science** in computer science.

TARGETED PROGRAM INITIATIVE

38 online programs

8,348 inquiries

4,149 application submissions

As part of the UM System's initiative to increase awareness and drive enrollment in online programs, Mizzou, Missouri S&T, and the University of Missouri-St. Louis (UMSL) selected a combined total of 38 programs as advertising investment priorities for AY22–23: Mizzou (10), Missouri S&T (12), UMSL (15) and a collaborative online offering from both Mizzou and UMSL (1).

23 digital ad campaigns promoting priority programs launched in Fall 2022 and Spring 2023, representing these industries: business, education, engineering, health, liberal arts, public service, political science, technology, and veterinary services. In addition, each of the three institutions had a brand campaign promoting their full online portfolio.

Collectively, these campaigns delivered over 462 million impressions, over 2 million clicks, and **20,071 ad conversions**. During their flights in AY22–23, these campaigns resulted in **8,348 inquiries** and **4,149 application submissions**.

IN ONLINE PROGRAMS

MISSOURI ONLINE **M.**

Head Count
8,351
↓ **1.65%**

Enrollments
32,894
↓ **0.18%**

Credit Hours
96,363
↓ **0.36%**

Numbers are: students in Mizzou, UMKC, Missouri S&T and UMSL online coded programs.

Nationwide enrollment across all sectors of higher education declined 0.5%, including a 1.4% drop among undergraduates.*

*NSCRC data

DISTANCE STUDENT SNAPSHOT

In AY 22–23, students from all 50 states and 40 countries outside the United States were in online programs offered by the four UM System institutions.

- **5,823 online graduate students**

- **2,537 online undergraduate students**

MISSOURI ONLINE

Mizzou

31 Average age
64% F / **36%** M
70% Grad / **30%** UG

Part-time:
86% Grad / **72%** UG
Full-time:
14% Grad / **28%** UG

UMKC

33 Average age
82% F / **18%** M
89% Grad / **11%** UG

Part-time:
88% Grad / **66%** UG
Full-time:
12% Grad / **34%** UG

Missouri S&T

33 Average age
74% F / **26%** M
100% Grad

Part-time:
94% Grad
Full-time:
6% Grad

UMSL

30 Average age
62% F / **38%** M
42% Grad / **58%** UG

Part-time:
79% Grad / **55%** UG
Full-time:
21% Grad / **45%** UG

EARLY LOOK

MISSOURI ONLINE
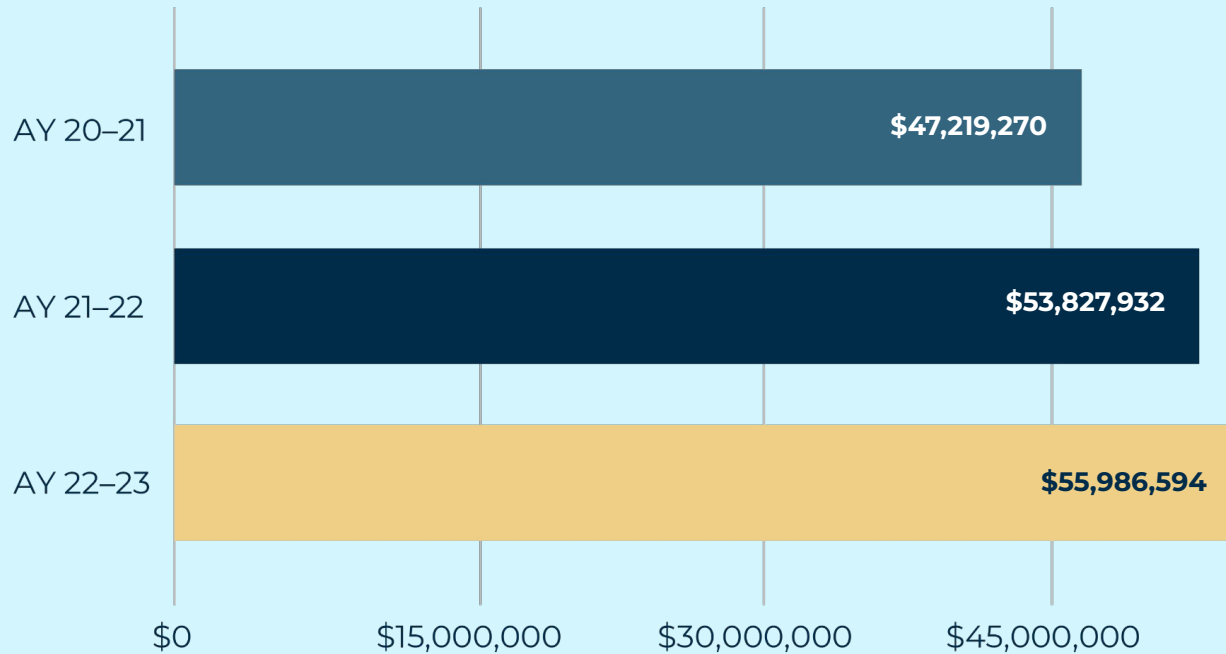
Head Count	Enrollment	Credit Hours	
5,726	**13,695**	**39,852**	**FALL 2023** ONLINE **STUDENTS**

Head Count	Enrollment	Credit Hours	
30,121	**53,241**	**151,052**	ONLINE **COURSE TAKERS**

LOOKING AHEAD

MISSOURI
ONLINE **M.**

15 new programs planned so far, including:

- **6 bachelor's degrees**
- **7 graduate certificates**
- **1 master's degree**
- **1 educational specialist degree**

Missouri Online expects to continue growing in many areas:

- Course work and graduate certificates that bolster current PK–12 educators and prepare new teachers for a variety of paths, including alternative teacher certification.

- New Slate instance will boost access to actionable data and streamline prospective student's journey from first contact to application.

- Self-paced courses transition to Canvas will streamline support for all students with a fully integrated learning experience.

GOVERNANCE

MISSOURI ONLINE M.

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

online.missouri.edu/about

MISSOURI
ONLINE **M.** | MIZZOU
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MISSOURI S&T
UMSL

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