

Online Learning as a Strategic Asset

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on behalf of the

NASULGC-Sloan National Commission on Online Learning

ACE Commission on Effective Leadership

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Online Learning: Overview

- ◆ Online learning enrollments increasing by 21.5%/year* (~3.5M)
- ◆ Total higher ed enrollment increased only 1.5% over same period (2002-06)
- ◆ Only 20% of students took at least one online course in Fall 2006
- ◆ Presidents/Chancellors support for online is key to widespread adoption

* 5 year compound growth rate

Source: *Online Nation: Five Years of Growth in Online Learning* (October 2007)

NASULGC Initiative in Online Learning

- ◆ Grant from Sloan Foundation to create a cadre of online champions among public university Presidents and Chancellors who recognize the value of online learning as a strategic asset in achieving institutional priorities, and who will possess the knowledge and skills to expand online learning
- ◆ NASULGC-Sloan National Commission on Online Learning established in June 2007

NASULGC-Sloan National Commission on Online Learning

- ◆ Commission Strategies:
 - understand the knowledge base and experience of Presidents/Chancellors re: online learning
 - target the key priorities and concerns of senior leadership
 - determine the potential of online learning to serve as a strategic tool to address those issues
 - develop strategies/resources that could assist Presidents and Chancellors in overcoming barriers limiting the strategic utilization of online learning

Engaging in a Dialogue

- NASULGC Council of Presidents (June 2007)
- NASULGC Council on Extension, Continuing Education and Public Service (June 2007)
- National Association for Equal Opportunity in Higher Education (NAFEO) (July 2007)
- NASULGC Council on Academic Affairs (July 2007)
- NASULGC Council of 1890 Universities Presidents/Chancellors (July 2007)
- American Indian Higher Education Consortium (October 2007)
- EDUCAUSE (October 2007)
- American Council on Education Commission on Effective Leadership (October 2007)
- Western Cooperative for Educational Telecommunications (November 2007)
- Sloan Consortium 14th Annual Meeting (November 2007)
- NASULGC Annual Meeting (November 2007)
- National Association for Equal Opportunity in Higher Education (NAFEO) (December 2007)
- American Association of Colleges & Universities (January 2008)
- American Council on Education (February 2008)
- American Association of State Colleges and Universities (TBD)

NASULGC Survey Findings

77 responses (35.8%)

Strategic Importance of Online Learning

- critical to long-term strategy of institution (68%)
- represented in the institution's strategic plan (40.5%)
- only 4% stated that online was unimportant

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Role of Online Learning at Institution

- increasing student access (71.4%)
- growing professional and continuing education (61.8%)
- attract students outside traditional service area (57.1%)

NASULGC Survey Findings (cont.)

Barriers to Strategic Use of Online Learning

- ◆ online courses cost more to develop (40.8%)
- ◆ greater faculty time and effort required (35%)
- ◆ only 22.4% noted a lack of acceptance by faculty

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◆ Additional Data Points

- Comprehensives more likely to view online as strategic asset than Research/Doctoral institutions (78% v. 63%)
- Comprehensives less likely to incorporate online into strategic plans than Research/Doctoral institutions (43% v. 62%)
- System heads view role of online as: 1) alumni/donor outreach; 2) faculty recruitment/retention; 3) increasing diversity of student body

Questions for Dialogue

- ◆ What are the most significant challenges you confront in utilizing online learning as a strategic asset?
- ◆ What tools or resources would be most useful to you to address those challenges?
- ◆ How can NASULGC and ACE work best together on this issue?