

BOV Retreat: Enhanced Technology Learning

August 2017
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Office of the Executive
Vice President and Provost

Two areas

- Residential experience where everyone is online and mobile

- Burgeoning market of online learning opportunities

Changes in education

- Upskilling workforce
- Credit for competencies
- Try before you buy/Free
- Job guarantees
- Micro-credentials/Badges
- Evolution of technology

Competitive Landscape



Non-traditional students

Revenue generation/capacity building

Defining the 21st century university



THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL

Meet state goals for college degrees

LIBERTY
UNIVERSITY™

Niche market segments



UNIVERSITY OF
GEORGIA

Increase efficiency of degree completion

Penn State World Campus

- Started 1998
- 18k students
- 140 employees
- 130 programs
- 900+ faculty



UC Berkeley

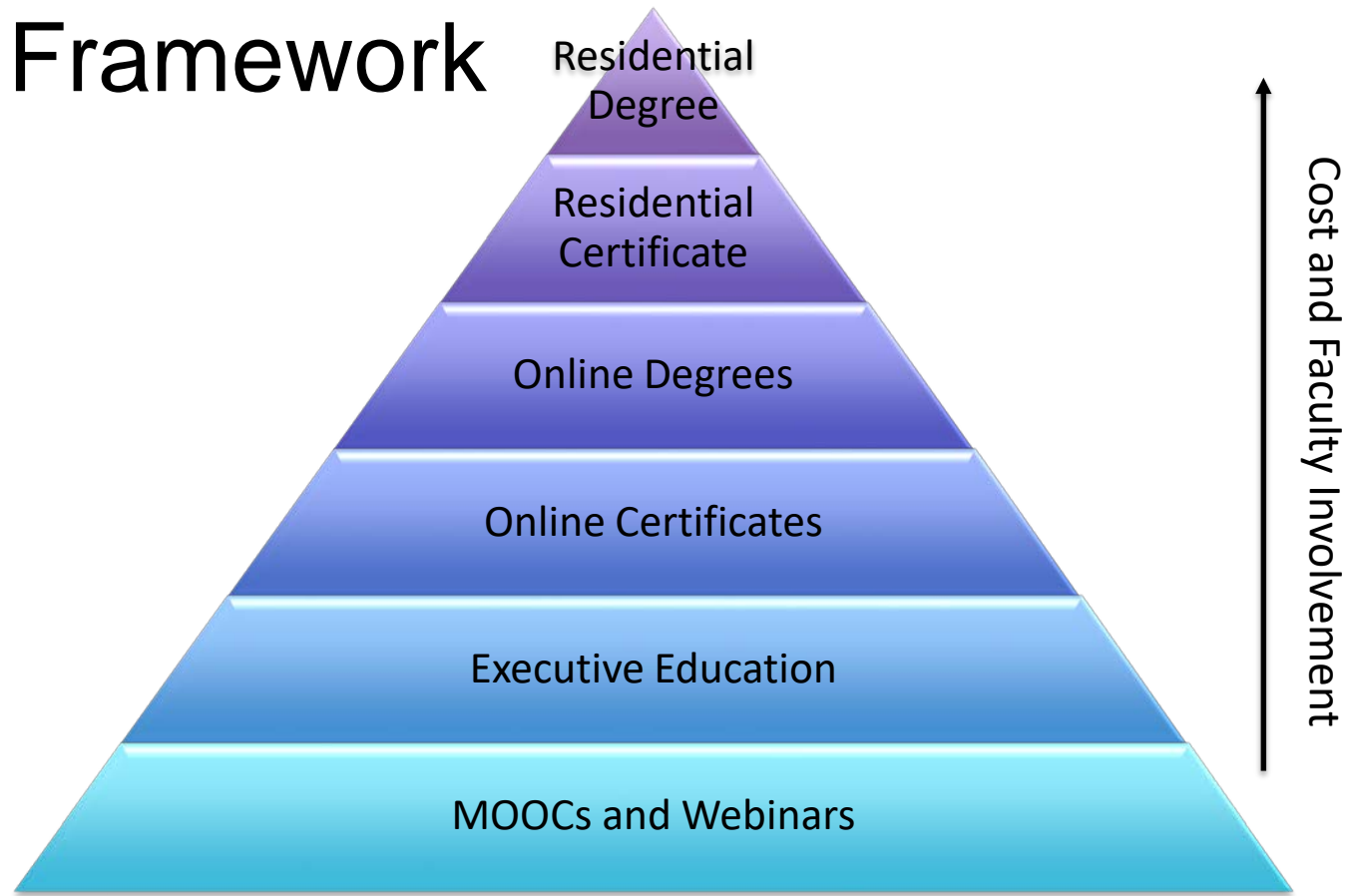
- \$6M investment
- 184 students
- Extension program



Where is UVA now?

- Online 50+ courses, 20+ certificates and 5+ degrees
- MOOCs
- Partnerships: Ed.D., MSDS, Darden/VCCCS
- Research and Outreach
- Memberships and Advisory Roles
- One-time and on-going committees

Basic Framework



“There is no ‘one size fits all’ for online learning at UVa. Each school has a distinctive culture and strategy.”

- Online Education Advisory Committee Final Report, September 2016

Recommendations from Online Education Advisory Committee

1. Identify leader to drive strategic digital learning efforts across university
2. Fund small scale projects focused on measuring effectiveness and disseminating findings related to emergent learning technologies and digital environments
3. Remove barriers for those schools interested in digital learning with seed funding with plans for sustainability within 2-5 years (possible collaborative SIF proposal)
4. Create a Fellows Program by funding, hiring, and supporting thought leaders, subject matter experts and practitioners
5. Make all digital materials for the university fully accessible for all learners

All successful programs have had a
vision

from the top and bottom up support.

Faculty must be involved.

Who do we want
UVA to be (in online
education)?

Other Issues/Questions:

- Should we lift age restrictions for our BIS program?
- Are there markets we could enter at scale?
- How could online enrollments affect our in-state/out-of-state balance?
- Who do we want UVA to be?
- How do we feel about charging \$50k/year for online nursing degree?
- How much money would we need to allocate to an effort like this?
- What kind of shared value can we as a university provide each of the schools?
- Will moving some content online affect cost of curriculum delivery?
- What kinds of courses are best suited for online vs. classroom?
- Should UVA use online courses as part of the admission process?
- Could we partner with other Virginia colleges or programs?

APPENDIX

Current Online Programs at UVa:

Curry School of Education: <http://curry.virginia.edu/online>

- [M.Ed. in Curriculum and Instruction – Reading Education](#)
- [M.Ed. in Curriculum and Instruction](#)
- [Adolescent Literacy Certificate](#)
- [English Language Learning Endorsement](#)
- [Gifted Education Online Course Series](#)
- [41 online courses available to any Curry student](#)

McIntire School of Commerce

- Introduction to Accounting course
- [McIntire Business Institute](#)
- [Certificate in Business Fundamentals](#)
- [Certificate in Sustainable Business](#)
- [Executive Certificate in Management](#)

School for Continuing and Professional Studies: 2 degree completion programs and 13 certificate programs

- [Bachelor of Professional Studies in Health Sciences Management Degree](#)
- [Bachelor of Interdisciplinary Studies Degree](#)
- [Accounting Certificate](#)
- [Cyber Security Management Certificate](#)
- [eMarketing Certificate](#)
- [Federal Acquisition Certificate](#)
- [Health Sciences Management Certificate](#)

- [Human Resources Management Certificate](#)

SCPS Continued

- [Information Technology Certificate](#)
- [Leadership Certificate](#)
- [Leadership in Human Resources Management Certificate](#)
- [Procurement and Contracts Management Certificate](#)
- [Project Management Certificate](#)
- [Public Administration Certificate](#)
- [Public Relations Certificate](#)

School for Engineering and Applied Sciences

(SEAS): <http://cgep.virginia.edu>

- Masters of Engineering in Chemical Engineering
- Masters of Engineering in Civil and Environmental Engineering
- Masters of Engineering in Electrical Engineering
- Masters of Engineering in Materials Science and Engineering
- Masters of Engineering in Mechanical and Aerospace Engineering
- Masters of Engineering in Systems Engineering

As for massive open online courses (MOOCs), [there are now over 700 universities and 58 million students](#) taking classes on platforms such as Coursera, edX, FutureLearn, iTunes U, NovoEd and Udacity. At UVa, we publish our courses on Coursera, [FutureLearn](#), iTunes U and NovoEd. Coursera has been our largest distribution partner with over 4 million learners from every country around the world viewing our content. From those over 4 million learners, there have been about 100,000 that have completed courses. Currently, there are [33 UVa courses on this platform](#).

Courses available to anyone, anytime on Coursera include:

- Cost and Economics in Pricing Strategy
- Business Growth Strategy
- Grow to Greatness: Smart Growth for Private Businesses, part-1 Fundamentals of Project Planning and Management
- Grow to Greatness: Smart Growth for Private Businesses, part-2 Customer Value in Pricing Strategy
- Market and Competition in Pricing Strategy
- Advanced Business Strategy
- Managing an Agile Team
- Marketing Analytics
- Design Thinking for Innovation
- Pricing Strategy in Practice
- New Models of Business in Society
- Foundations of Business Strategy
- Business Strategy in Practice
- Digital Product Management: Modern Fundamentals
- Agile Development in Practice
- Strategic Planning and Execution
- Testing with Agile
- Financial Accounting Fundamentals
- Getting Started: Agile Meets Design Thinking
- Running Product Design Sprints
- Public Policy Challenges in the 21st Century
- Plagues, Witches, and War: The Worlds of Historical Fiction
- The Kennedy Half Century
- Patrick Henry: Forgotten Founder
- Tibetan Buddhist Meditation and the Modern World: Lesser Vehicle
- Age of Jefferson
- Sustainability through Soccer: Systems Thinking in Action
- How Things Work: An Introduction to Physics
- Introduction to Personal Branding
- The Modern World – Global History from 1760 to 1910, part 1
- The Modern World – Global History from 1760 to 1910, part 2

Documentation:

- [Online Education Advisory Committee Executive Brief and Full Report, September 2017](#): Deans were asked in May 2016 to nominate someone from their school to participate on a short-term committee that would be looking at online education at UVA. The first four pages is the executive brief and then the full report follows.
- [Online Education Advisory Committee Recommendations and Next Steps, January 2017](#): This is the summary presentation to the Deans from the committee.
- [Online Education Strategy Recommendations, March 2017](#): This document was a follow up from the Deans presentation. It was developed in collaboration with the Online Education Advisory Committee and partners in IT/ITS, Library, and the Center for Teaching Excellence (CTE).