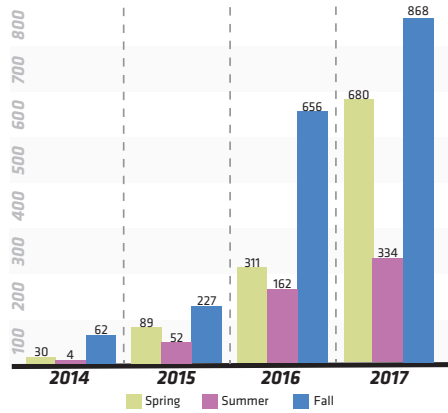


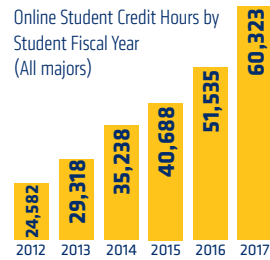


## ENROLLMENT GROWTH IN ONLINE MAJORS

By Semester, By Academic Year  
(Fall 2017 enrollment count reflects point of time 8/21/2017)



Online Student Credit Hours by Student Fiscal Year (All majors)

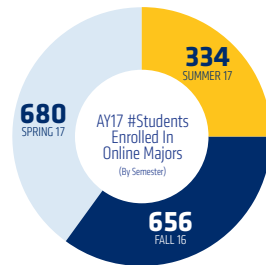
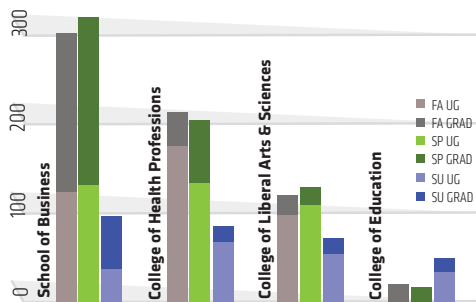


**18.1%**  
of all AY17 SCH were Online Student Credit Hours

**#2**  
in Online Student Credit Hour production in Kansas, among KBOR schools.

## AY 17 ENROLLMENTS BY DIVISION

By Semester, By Level (All online majors)



## STRATEGIC ENROLLMENT MANAGEMENT (SEM) PLAN\*

### GOAL #7 - ACHIEVED

Increase enrollment of new fall students in online programs by 110% by Fall 2020.  
(From 87 students in Fall 2015)

- Hired full-time Online Student Recruitment Specialist
- 82% of applicants for online programs reside in the state of Kansas
- 6% of out-of-state applicants for online programs reside in Missouri, Oklahoma and Texas
- Developed 5 new online programs for launch Fall 2017.
- Introduced online badge and certificate programs to the market.
- Improved onboarding processes for online programs and certificates.

To see the full WSU SEM Plan and Goal #7 in entirety, visit: [wichita.edu/SEMplan](http://wichita.edu/SEMplan)

## ONLINE STUDENT ENROLLMENT FUNNEL

AY2017 Enrollment Marketing Investment (Across All Online Programs) **\$601,235**

Prospective Student Leads Generated **3,972**

Applications for Enrollment **795**

Enrollments in Online Majors **436**

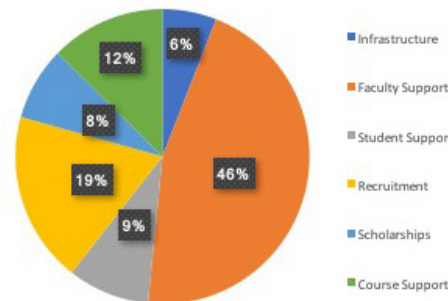
**\$1,378**  
Cost Per Enrollment

- 10,368,098** website visits
- 3,069** emails
- 775** phone calls
- 31** recruitment events
- 121** in-person contacts

**40**  
Spring 2017 Graduates from Online Program Majors

**287** NEW Online Students enrolled in Online Majors  
Fall Semester 2016

## BUDGET ALLOCATION



## STATE AUTHORIZATION

**82%** of applicants to online programs reside in Kansas.

**33%** of those online program applicants reside in the **Wichita area**.

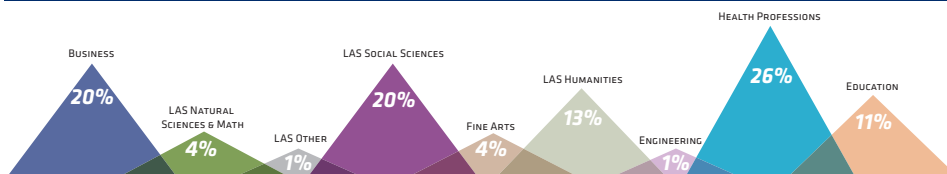
**6%** of out-of-state online program applicants reside in **California, Oklahoma or Texas**.

WSU has **full approval** to offer online courses and programs in all **50 United States**.

WSU has **limited approval**<sup>1</sup> to offer online courses and programs in **6 states**.

<sup>1</sup>Nursing programs are not approved due to clinical requirements.

## ONLINE COURSES OFFERED BY DIVISION





## YEAR IN REVIEW SUMMARY

### ONLINE LEARNING TEAM



In 2017 the Wichita State Online team grew to **10** members who serve online students across distance and campus departments.

- 4** Online Academic Advisors
- 2** Online Admissions Officers
- 1** Online Retention Specialist
- 1** Online Recruitment Specialist
- 1** Program Manager
- 1** Executive Director

### VISION

Provide the resources and support for students to complete their degree online.

### MISSION

To create and deliver quality online learning experiences at Wichita State University.

### VALUES

- Relationships
- Respect
- Reliability

### Marketing

In our second year of partnership with Blackboard Marketing Services, we continue to see increased prospective student leads, applications and total enrollments across all terms. The overall success of the integrated marketing plan has helped us reach our SEM goal of 110% increase in enrollment in online programs by 2020. Though enrollments in online programs across the board are up, the RN to BSN program did not meet its enrollment goal of 13% increase for Fall 2017. As such, the marketing strategy for AY 2018 will be revised to incorporate new media mix and other tactics to target these students.

### Lead Management

An Enrollment Specialist was added to the team to improve the management of prospective students and to implement a robust communication plan focused on guiding students through the enrollment funnel. This transition allowed the Online Academic Advisors capacity to focus on retention as well as enrollment. The area where we still need to improve is to be able to utilize a CRM to track and reach out to students. Our efforts to be integrated into existing campus systems encountered problems that made it so that we could not use the system as we had hoped. We are still exploring options for integrating a CRM into our lead management workflow.

### Variety of Online Courses

Online course variety continues to be a slow development. We have been able to support several new departments that created online courses in new areas such as Biology, Philosophy, French and Chinese. Other areas have not been as receptive to converting courses to an online format, so we engaged in a partnership with EDUKAN to help us provide more transferrable general education courses to our students, especially in humanities and sciences. This is also helping us with courses that fill quickly because of high demand. However, we are still supporting a large number of additional course sections, especially in Fairmount College of Liberal Arts and Sciences and the Barton School of Business, as courses fill.

### Quality of Online Courses

Using the Instructional Design and Technology team from the Media Resources Center, we continue to support quality online course growth as faculty work with the instructional designers to create new courses for our online programs as well as general education courses. We are also continuing to build up a group of over 40 faculty members who are Certified Quality Matters Peer Reviewers. One of these faculty members, John Perry, had one of his courses QM certified, and was the recipient of the Blackboard Exemplary Course Award and Blackboard Catalyst Award in this last year.

### Lessons Learned

Although we were reaccredited by HLC without any additional site visits needed for online learning, we have learned that we cannot rest on our laurels. Online course and program demand continues to rise, and faculty are stepping up to create new programs and to bring existing programs online. This next year we will focus on ensuring that our plans and processes are still in line with the WSU's Strategic Plan, as well as the Strategic Enrollment Management planning that also occurred this year.