

# **ONLINE AT SOUTHERN MISS**

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SERVICES**



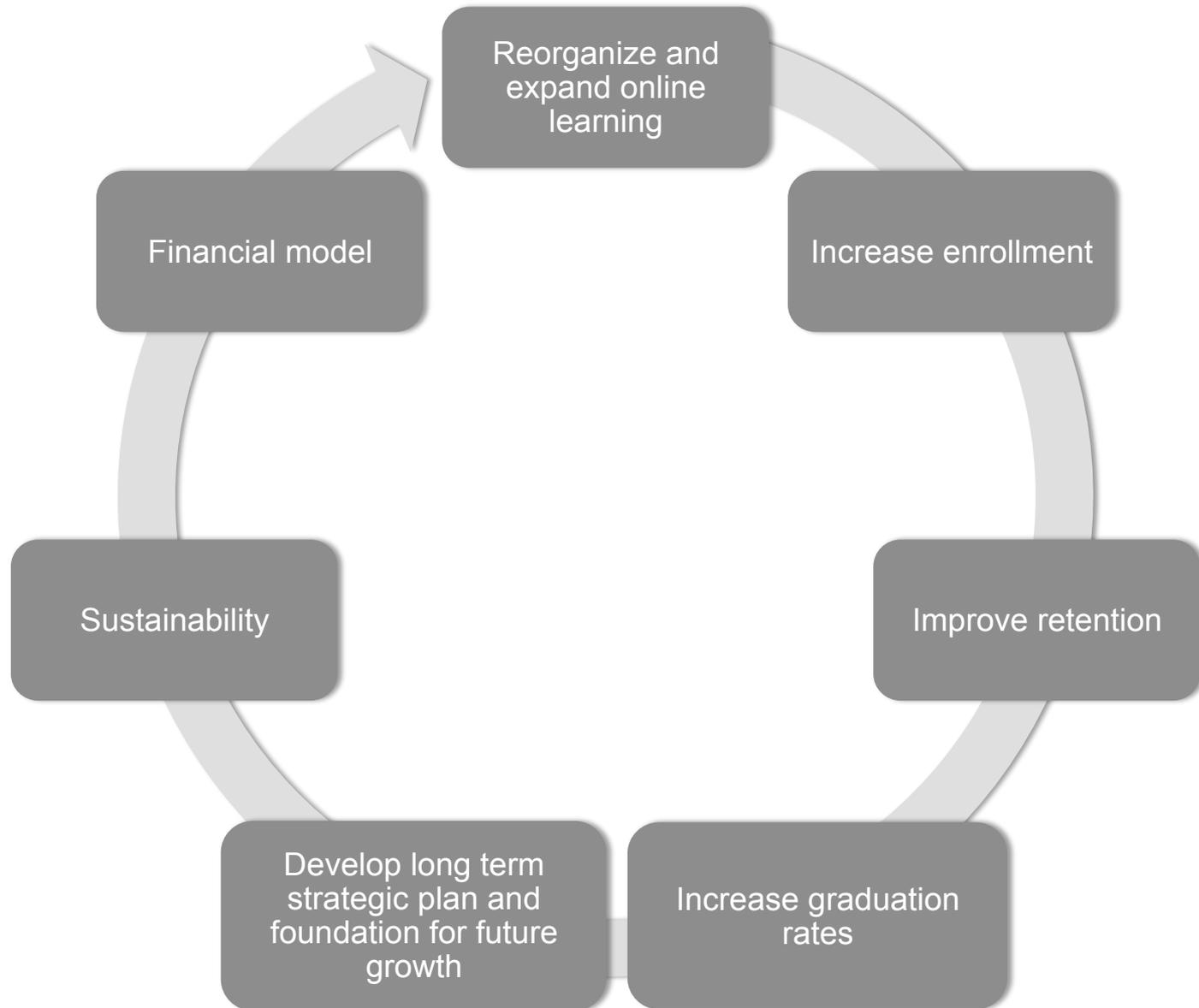
# The University of Southern Mississippi

- Premier research university for the Gulf South
- Approx 800 faculty & 15,000 students
- Largest number of CC transfers among MS IHL's
- Dual teaching sites in Hattiesburg and MS Gulf Coast region
- Online learning managed through the Learning Enhancement Center

# THE CHALLENGE....



# THE CHARGE....



# THE INITIAL FOCUS....

Provide a pathway to degree completion for learners with some college credit

Provide a workforce avenue for post Katrina coastal residents

Increase enrollment, retention, graduation rates

# WHERE WE WERE...2009

Online Enrollment  
(UG/Grad)

- 742 exclusively online students

Student Credit Hours

- 4614 SCH (exclusively online)

Number of Online  
Programs

- 2 UG (only last two years)
- 9 GRAD (executive format, hybrid, and fully)

Number of online  
classes

- 261

Student Credit Hours  
(all online classes)

- 13,713 SCH

# THE SOLUTION

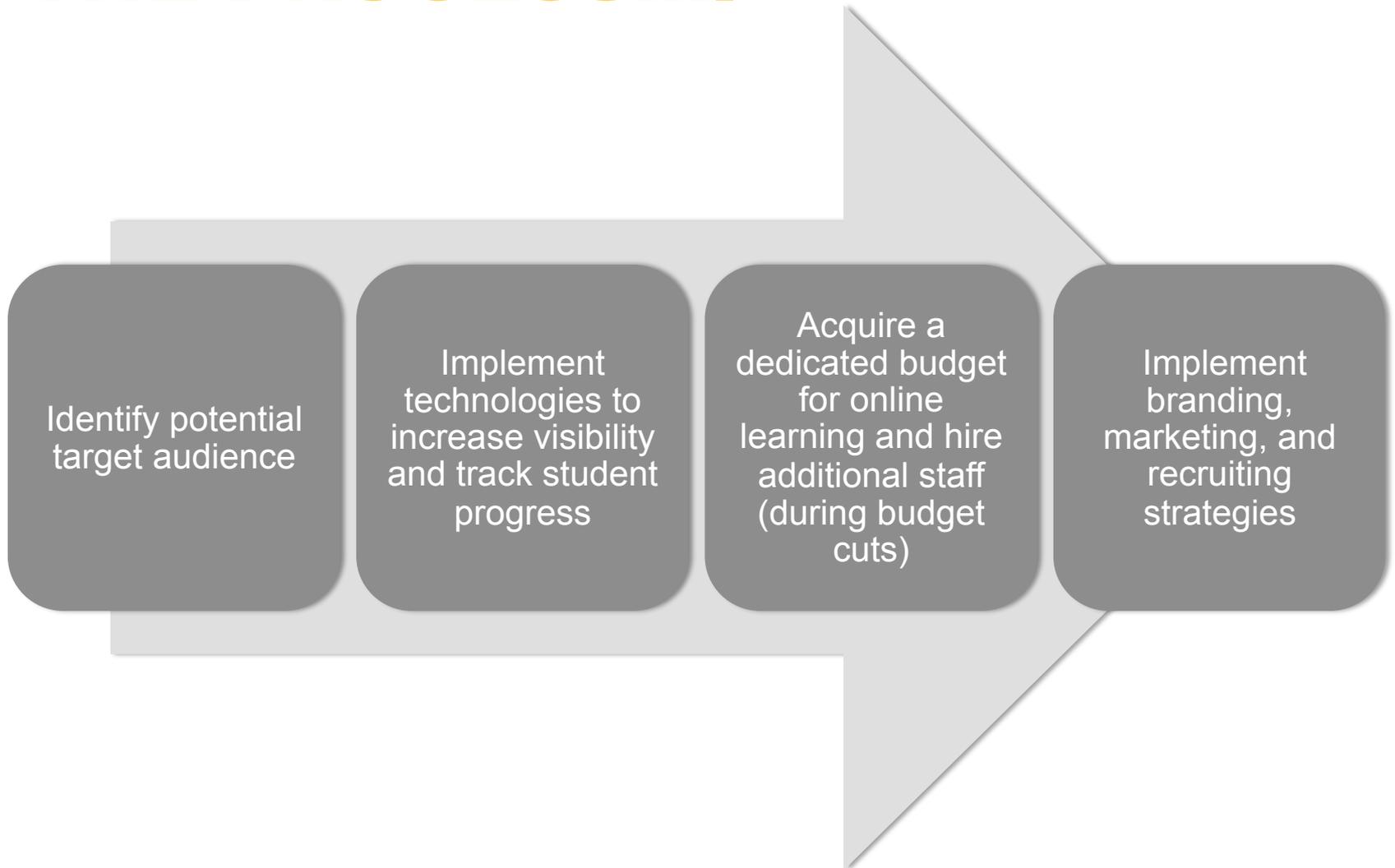
Administrative  
support and  
buy in

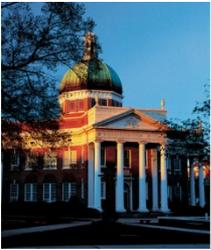
Partner with an  
industry leader  
for planning and  
launch  
assistance

Focus on  
development  
of high  
demand, fully  
online  
programs

Develop  
Marketing and  
Recruiting  
capability for  
online  
programs

# THE PROCESS....





# USM HITS MILESTONES

## PRIORITIZED WORK STREAMS

Faculty Development and Course Redesign

Marketing and Recruiting Strategy

Business Process Improvement  
Course Scheduling

Change Management

Financial Modeling

Organizational Development



USM & Bb  
partner

## RESULTS ACHIEVED < 1YR

### Teacher Assistant Program

- 29 students enrolled in Fall '09 cohort (9 more than target)
- 12 faculty attended training
- 16 courses redesigned

### Construction Engineering Technology

- Spring 2010 rollout
- ~12 faculty in training
- 27 courses redesigned

### Sport Coaching Education

- Spring 2010 rollout
- ~10 faculty in training
- 16 courses redesigned



# EAGLE LEARNING ONLINE (ELO)



THE UNIVERSITY OF  
SOUTHERN MISSISSIPPI

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## YOUR LIFE, PLUS COLLEGE.

You're ready to earn a degree, but you don't think college life and your life can go together. Southern Miss can make that happen. Eagle Learning Online is exactly what you need.

### ONLINE PROGRAMS

#### CONSTRUCTION ENGINEERING TECHNOLOGY



We offer the only accredited online Construction Engineering Technology program in the nation. Learn to coordinate and manage a construction project from the conceptual development stage through final construction, and build a strong foundation for your career.

[LEARN MORE](#)

#### SPORT COACHING EDUCATION



Our online Masters in Sport Coaching Education will give you an advanced understanding of training and leadership techniques, human mental and physical development, sports skills and the latest technological advancements in athletic evaluation.

[LEARN MORE](#)

#### TEACHER ASSISTANT PROGRAM



You're already a teacher's assistant, which means you know what it takes to run a classroom. And odds are, you've probably even thought about running your own someday, right? Maybe you're itching to implement your personal teaching styles and create a learning environment that reflects them? Does that sound about right?

[LEARN MORE](#)

# CONSTRUCTION ENGINEERING TECHNOLOGY



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- ▶ Undergraduate Programs
- ▶ Graduate Programs
- ▶ Hybrid and Executive Programs
- ▶ Certificate Programs
- ▶ Supplemental Endorsement
- ▶ Online Courses

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**EDUCATION IS YOUR TOOLKIT.**

CONSTRUCTION ENGINEERING TECHNOLOGY

Construction Engineering Technology

## WELCOME TO CONSTRUCTION ENGINEERING TECHNOLOGY

The complexity of today's construction projects requires greater skill and knowledge than ever before. So if you want to be part of the crucial team of experts that manages the entire design and build process, you need to have a full understanding of the industry—and that starts right here.

We offer the only accredited online Bachelor of Science in Construction Engineering Technology in the nation. Learn to coordinate and supervise a project from the conceptual development stage through final construction, and build a strong foundation for your career.

Construction Engineering Technology is about making sure the job gets done right and we can teach you what that means. Learn to business from the ground up, with The University of

[PROGRAM OVERVIEW ▶](#)

[QUALIFICATIONS ▶](#)

[DEGREE REQUIREMENTS ▶](#)

[FAQS ▶](#)

**TAKE THE  
NEXT STEP.**

**FILL OUT THE FORM**

# SPORT COACHING EDUCATION

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## COACHING IS LEADING.

SPORT COACHING EDUCATION

Sport Coaching Education

### WELCOME TO SPORT COACHING EDUCATION

You love sports, but that's not what this is about. You see yourself as an educator and a leader. You have a lot to share and you want to help people grow. Well, then you've already got the characteristics of a great coach—and we can help you take your coaching skills to the next level.

Our online Master or Science in Sport Coaching Education will give you an advanced understanding of training and leadership techniques, human mental and physical development, sports skills and the latest technological advancements in athletic evaluation.

It goes beyond rallying the team—to coach is to motivate people toward self-improvement. And the more you know, the better coach you'll be. Get a degree from one of the top coaching education programs in the country, from anywhere you are.

PROGRAM OVERVIEW ▶

QUALIFICATIONS ▶

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FAQS ▶

## TAKE THE NEXT STEP.

FILL OUT THE FORM

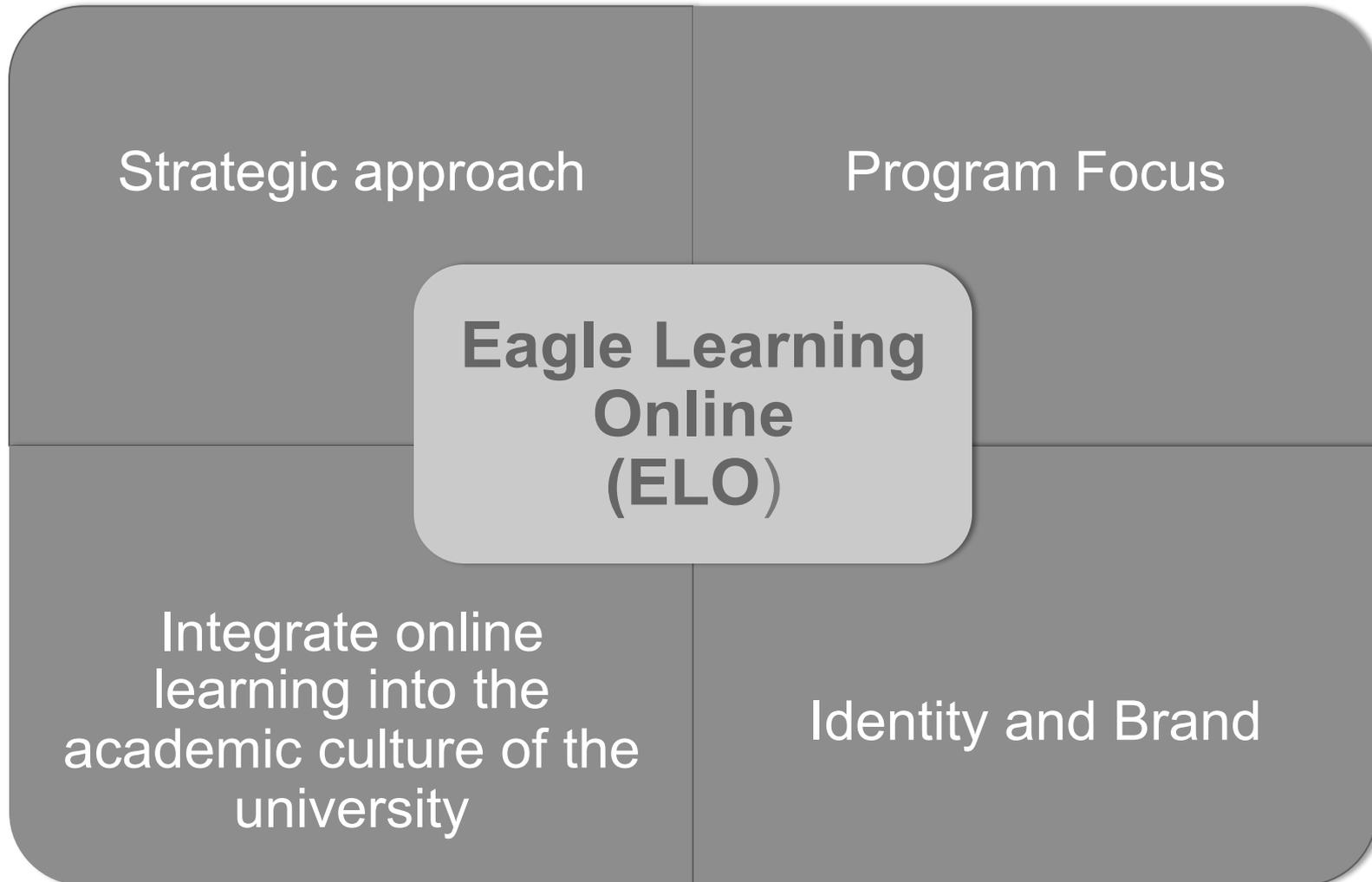
# Summary Financial Analysis

## Online Learning

Demonstrated that Online Learning was a \$4M enterprise at 25% margin

<i>(USD in thousands)</i>	<b>Total</b>
<b>Direct Operating Revenues:</b>	
Tuition	4,569
Online Course Fees	93
Alternative Learning Fees	497
	\$
<b>Total Direct Operating Revenues</b>	<b>5,159</b>
<b>Direct Operating Expenses:</b>	
Salaries and Fringe Benefits	2,260
Course Fee Expense	93
	\$
<b>Total Direct Operating Expenses</b>	<b>2,353</b>
	\$
<b>Contribution to Overhead</b>	<b>2,806</b>
<b>Less: Overhead Expense</b>	
<b>Direct Assignment</b>	
	\$
Blackboard Software and Support	314
Consulting Costs for Online Programs	300
Learning Enhancement Center	434
<b>Allocated Cost</b>	
Central and Departmental Administration	600
	\$
<b>Total Overhead Expense</b>	<b>1,648</b>
	\$
<b>Gain/Loss from Operations</b>	<b>1,158</b>

# THE RESULT.....



# WHERE WE ARE....2014

Increased enrollment  
Fall 2014 (UG/G)

- 1364 exclusively online students

Student Credit Hours

- 10,341 SCH (exclusively online)

Number of Online  
Programs

- 8 UG
- 16 Graduate
- 8 Hybrid / Executive Format
- 6 Supplemental Endorsements
- 1 Certificate Program

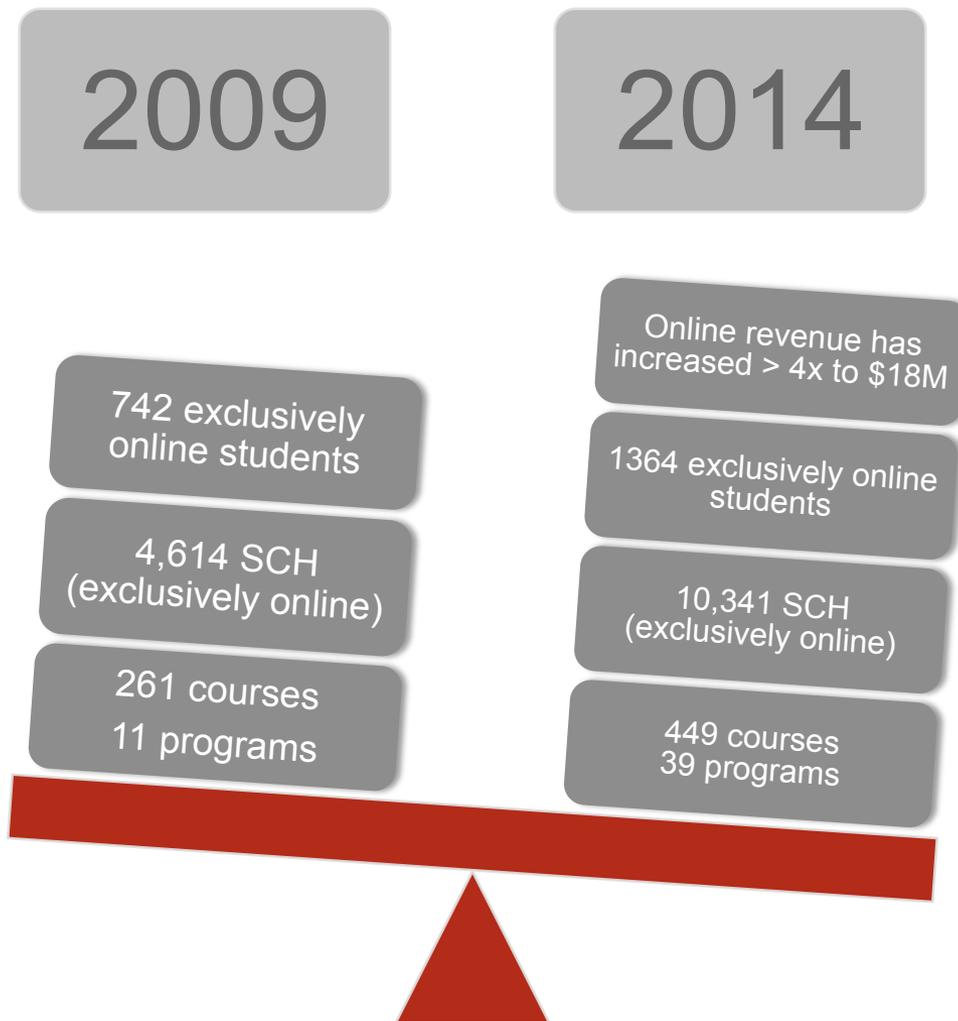
Number of online  
classes

- 449 fully online classes

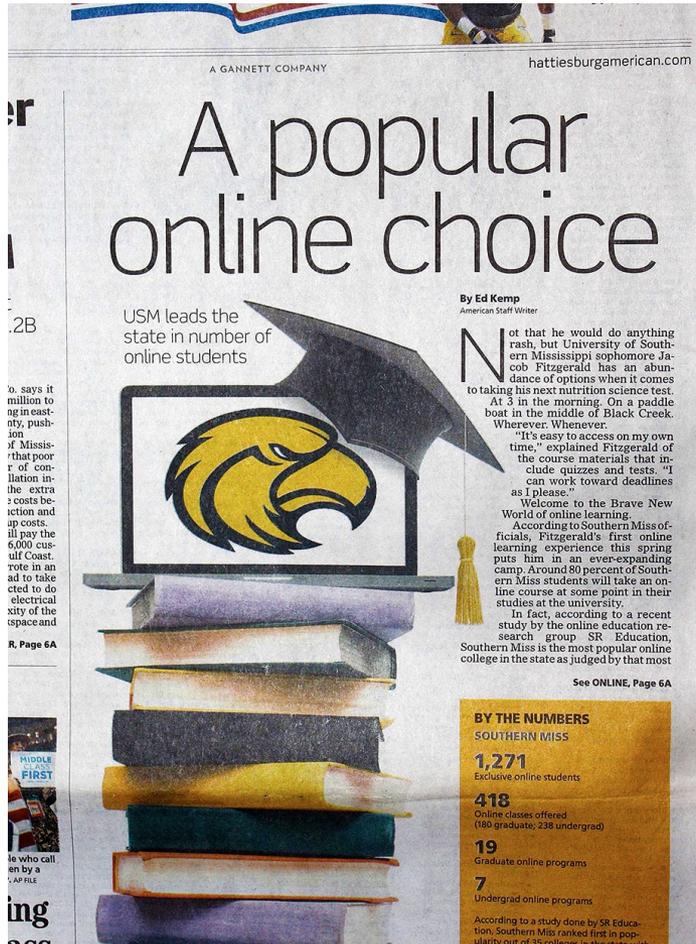
Student Credit Hours  
(all online classes)

- 25,107 SCH

# ONLINE LEARNING AT SOUTHERN MISS....THEN AND NOW



# #1 IN ONLINE LEARNING IN STATE OF MISSISSIPPI\*



#1 in satisfaction

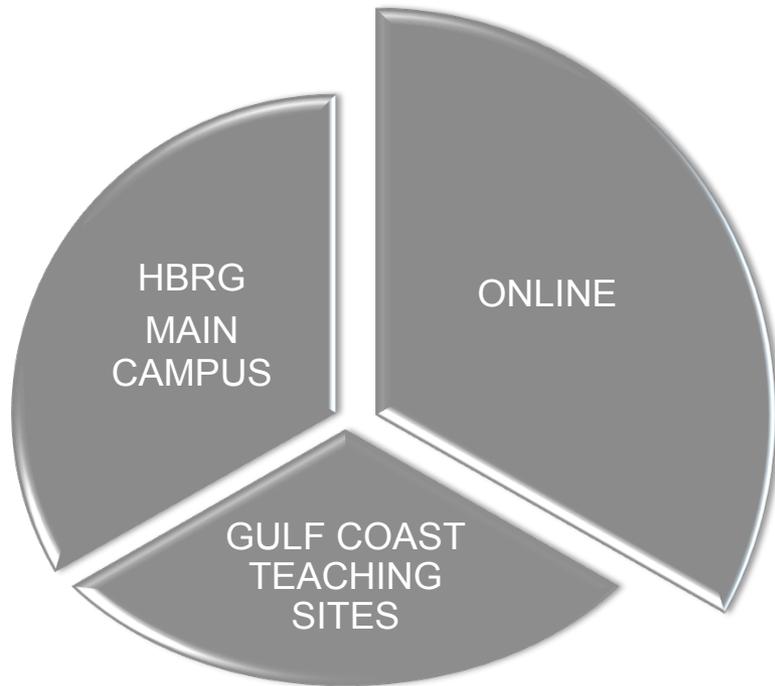
Largest online enrollment of all MS IHLs

Largest selection of fully online programs

Contributing to overall university enrollment, retention, and revenue

Consistent growth

# CONTRIBUTIONS TO THE INSTITUTION....



**Summer 2014 online learning provided 34% of overall SCH for the entire institution**

**Totaled more than all coast teaching sites combined in SCH**

**Online tuition revenue approximately 1/3 of all tuition revenue**

# CONTINUING AND INCENTIVIZING GROWTH....

## Provost Support

- Faculty stipends
- Departmental stipends
- Increased resources
- Public support

## GEC

- Move GEC fully online
- Expand number of sections of GEC online offerings

## Faculty Recognition

- On-site regional conference
- Outstanding Faculty Awards

# WITH GROWTH COMES CHANGE....



Current research indicates potential students do not associate Eagle Learning Online with the University of Southern Mississippi and further separates online learning from the rest of the university.



Creating a brand that easily relates to the university's brand is vital.

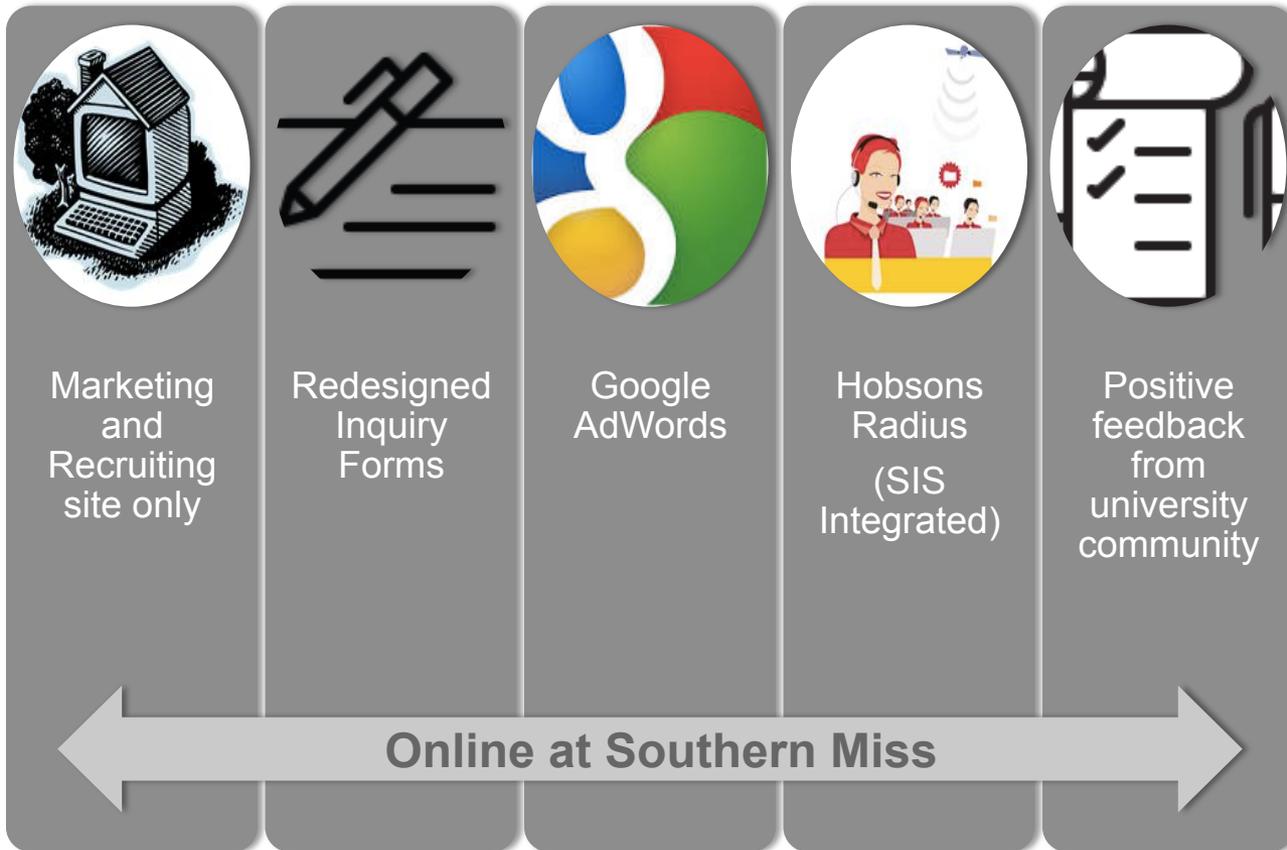


Majority of our students within 100 miles radius of physical campus.



Convert online students to successful, contributing Alumni.

# ONLINE AT SOUTHERN MISS





# ONLINE at SOUTHERN MISS

[PRICING](#) [PROGRAMS](#)

**SCHOOL IS NOW  
CATERED TO  
YOUR LIFE**

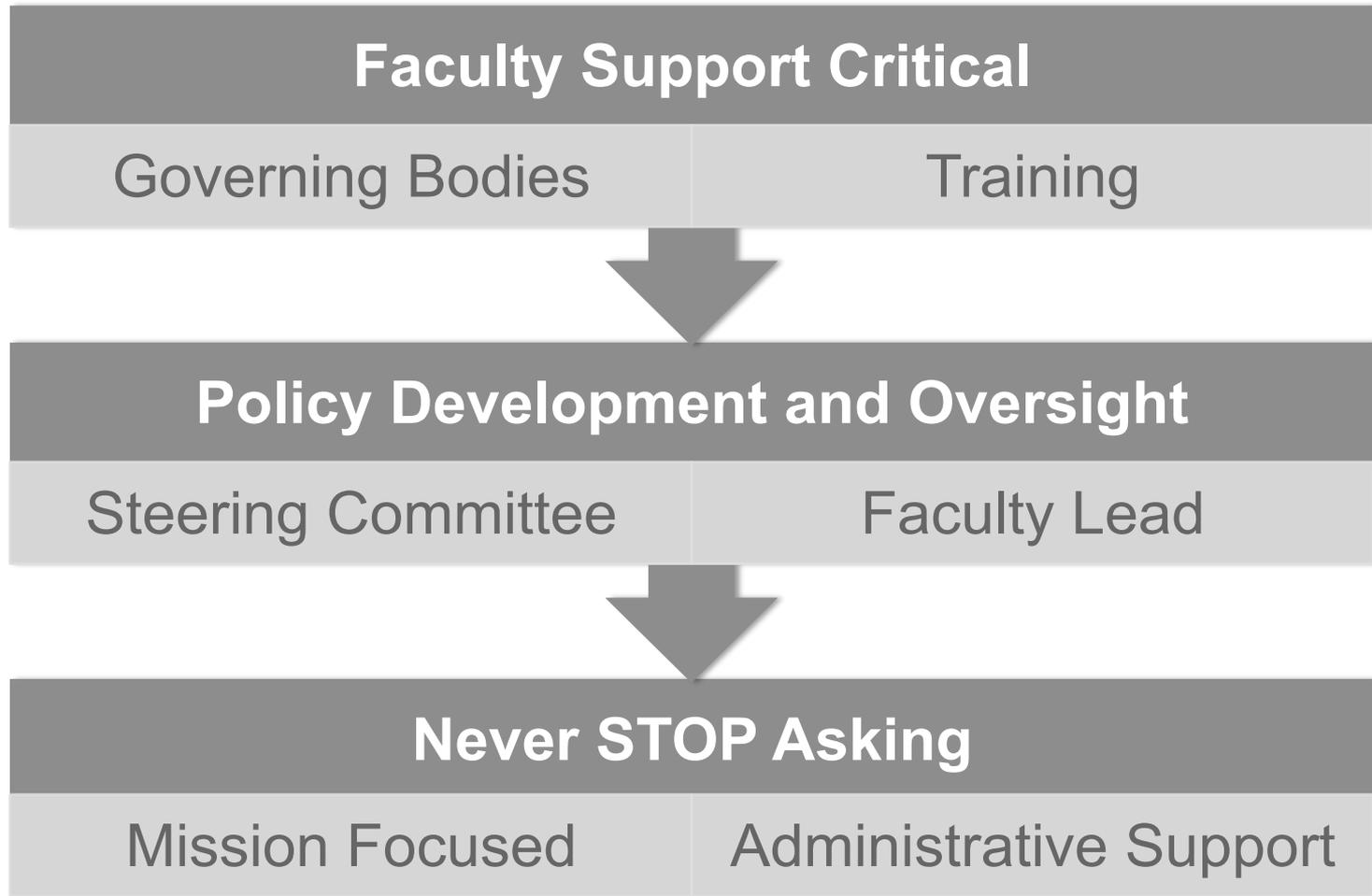
## LOOKING FOR MORE INFO?



## EDUCATION SHOULDN'T MAKE YOU FILE FOR BANKRUPTCY

No matter the program, earning a college degree requires plenty of time and dedication. Our affordable tuition rates allow you to concentrate

# LESSONS LEARNED.....



# WHAT'S NEXT.....



**Q&A**

**????**