

ONLINE AT SOUTHERN MISS

SHERI L. RAWLS

**DIRECTOR, LEARNING ENHANCEMENT CENTER
THE UNIVERSITY OF SOUTHERN MISSISSIPPI**

ANDREW KING

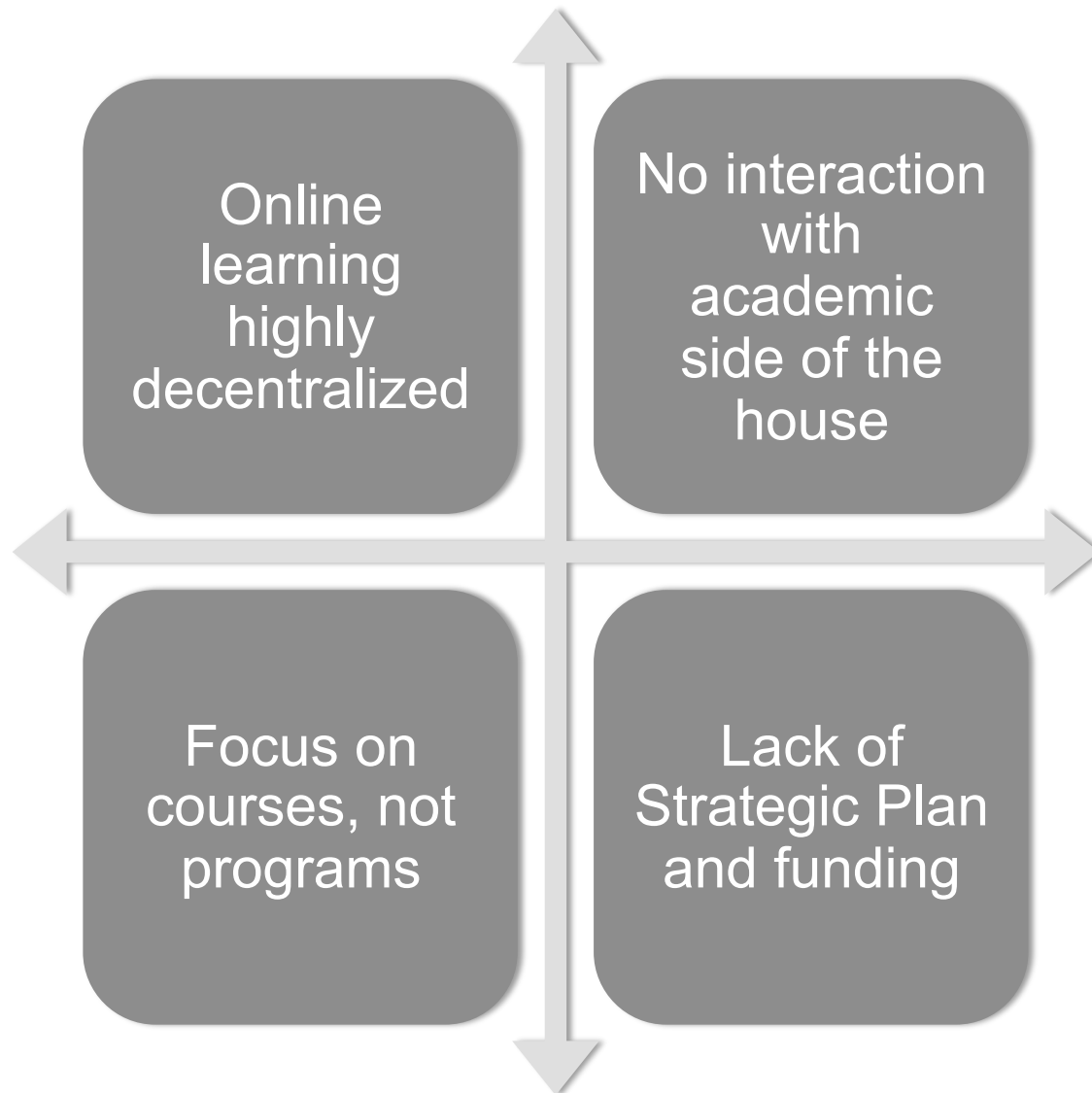
**SENIOR DIRECTOR, BLACKBOARD EDUCATION
SERVICES**



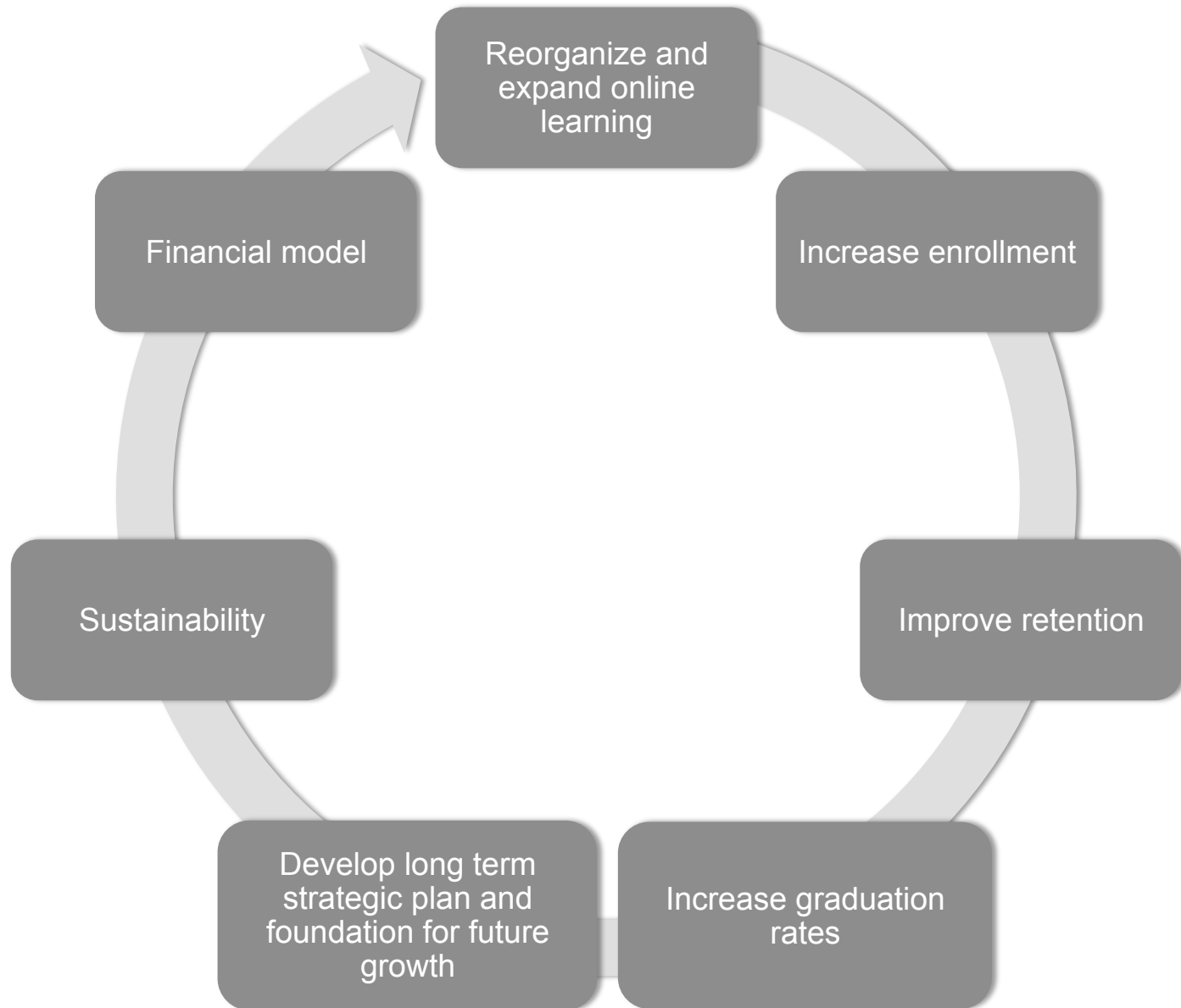
The University of Southern Mississippi

- 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



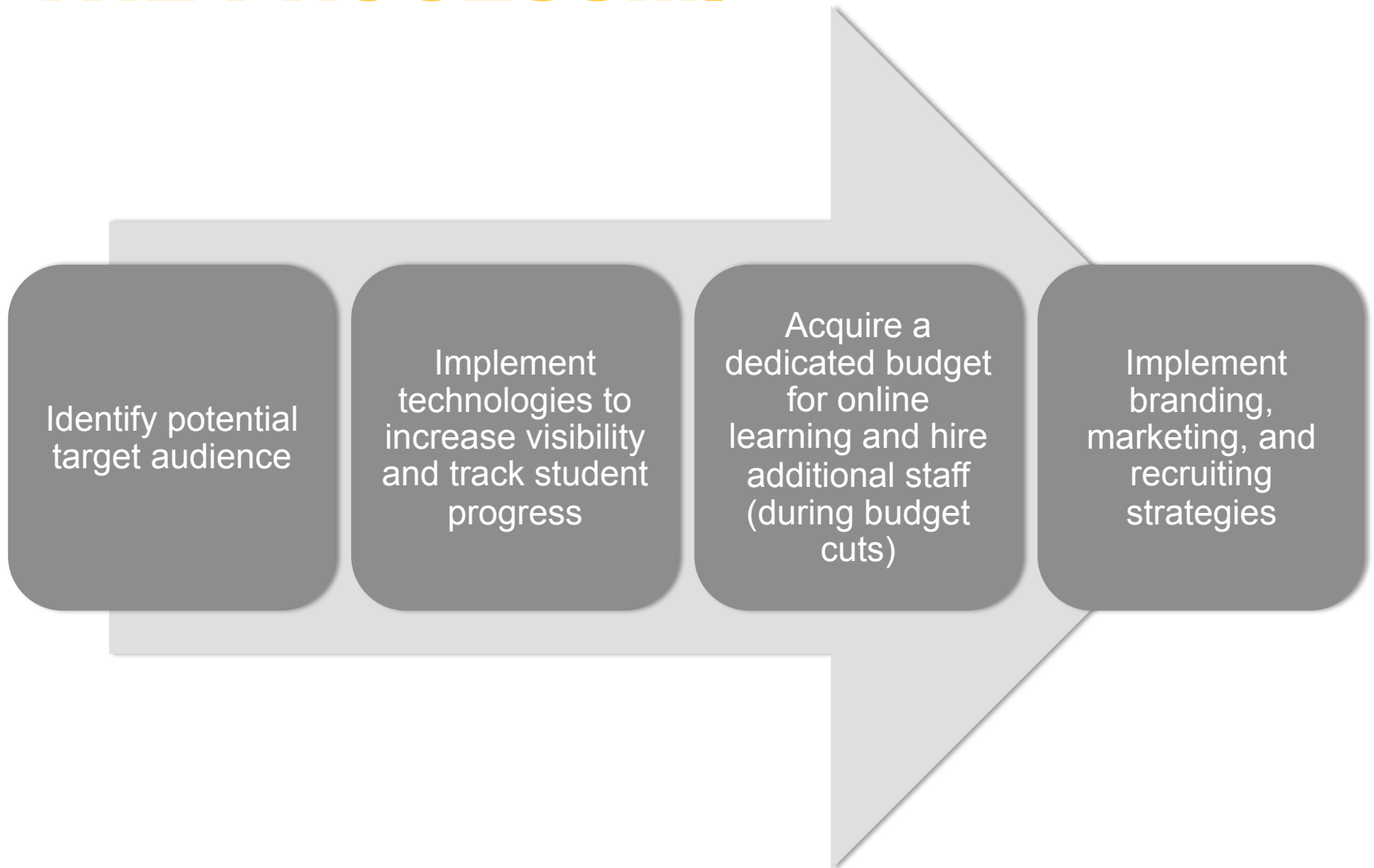
Administrative
support and
buy in

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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COURSE LOGIN

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SEARCH ELO

GO



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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PROGRAMS AND COURSES

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

SUPPORT

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Search

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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

EagleLearningOnline



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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 ►

DEGREE REQUIREMENTS ►

FAQS ►

**TAKE THE
NEXT STEP.**

FILL OUT THE FORM

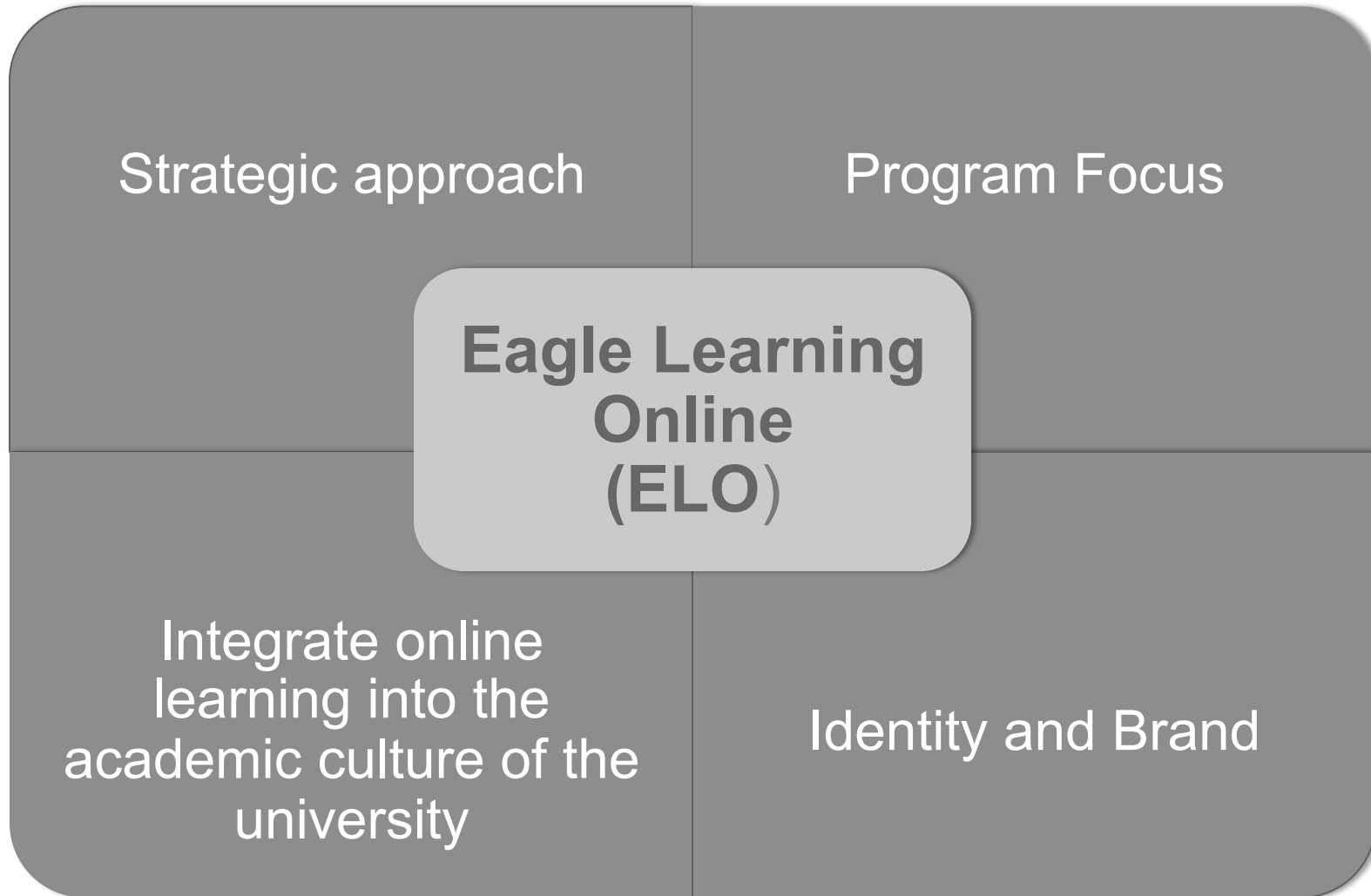
Summary Financial Analysis

Online Learning

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

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

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

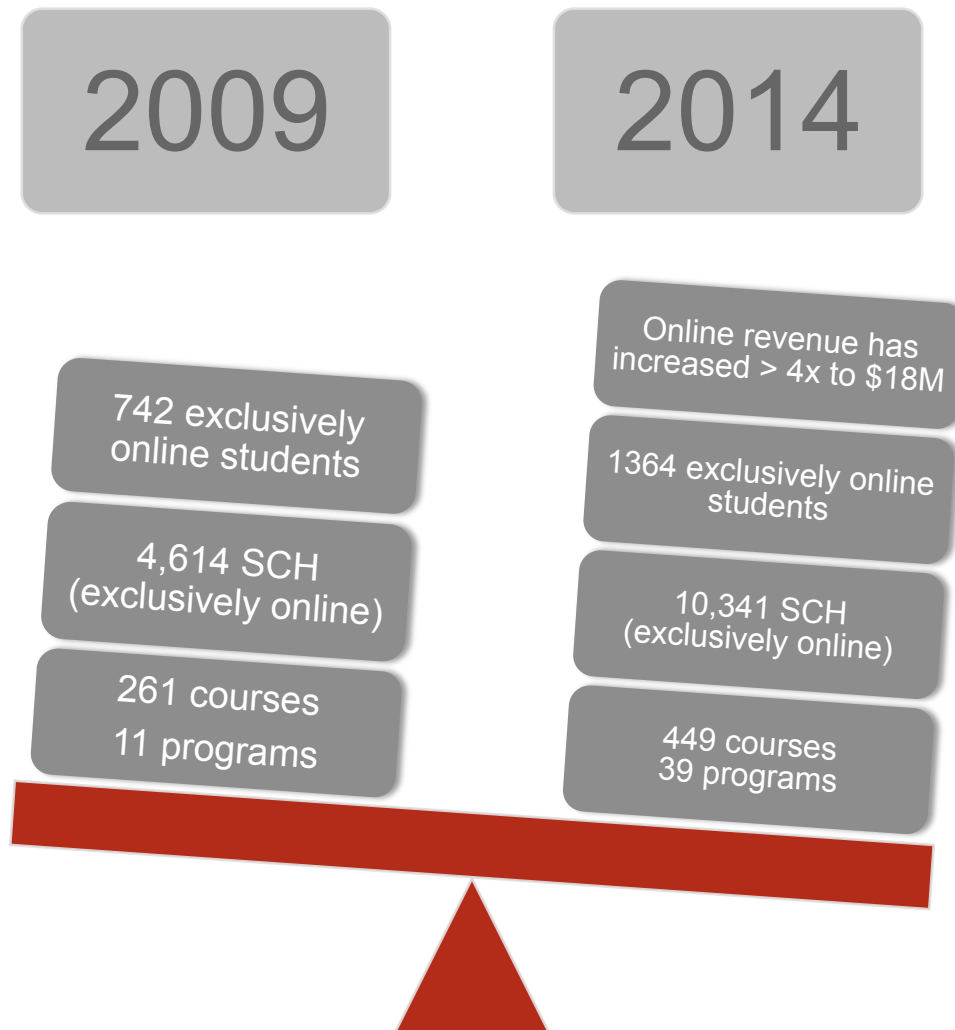
Number of online
classes

- 449 fully online classes

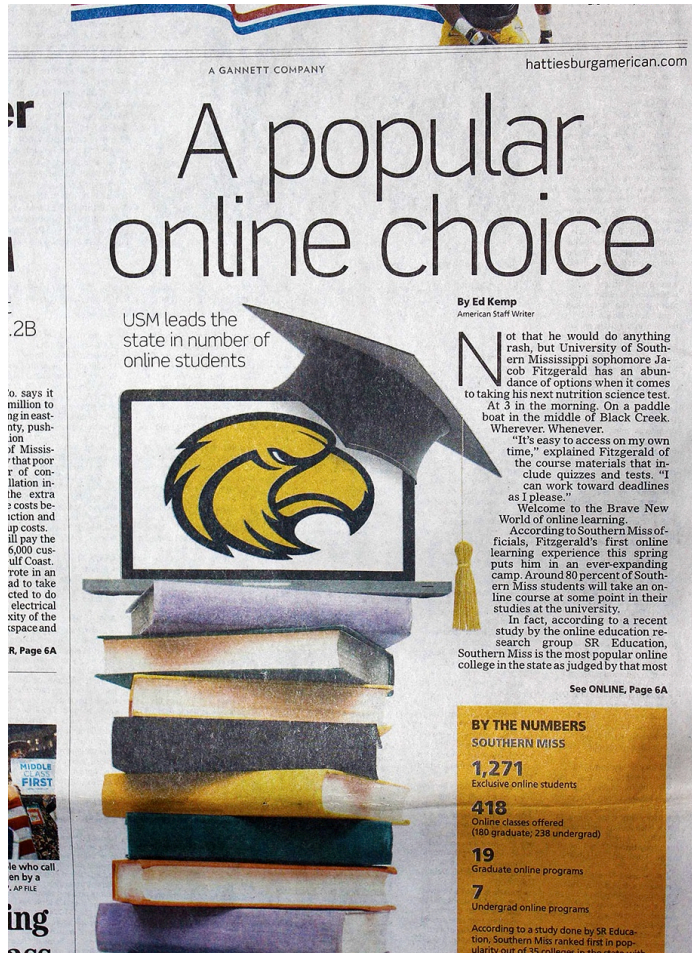
Student Credit Hours
(all online classes)

- 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

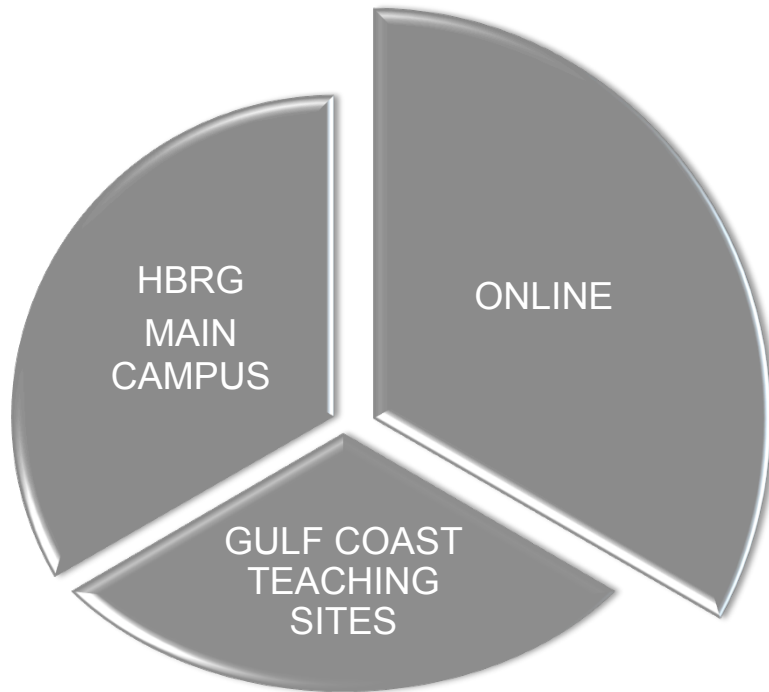
Largest selection of fully online programs

Contributing to overall university enrollment, retention, and revenue

Consistent growth

*SR Education Group

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**

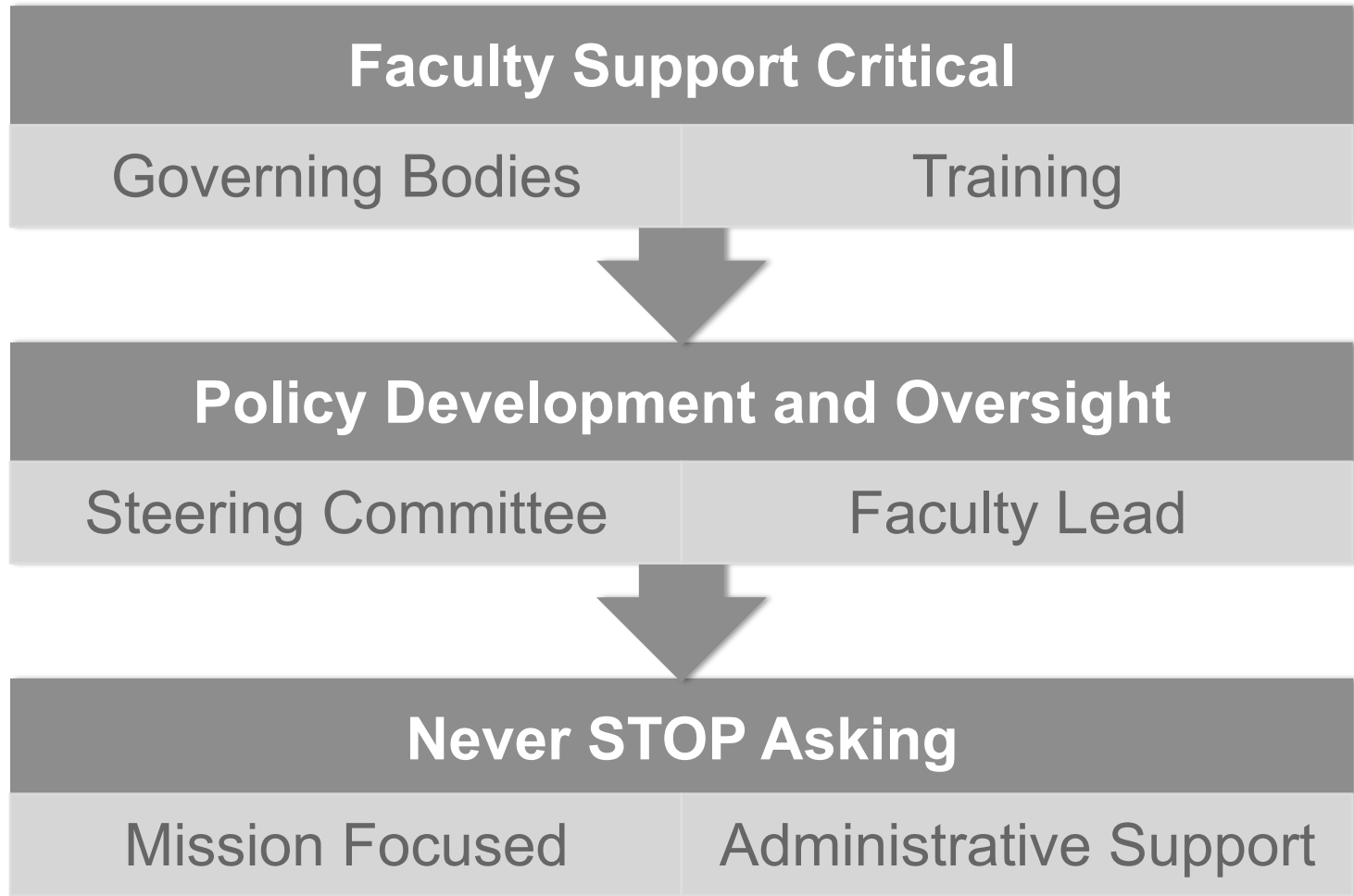
LOOKING FOR MORE INFO?



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

????