



Office of

# Distance Education and eLearning

FY2014 YEAR IN REVIEW

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ODEE YEAR IN REVIEW | FY14

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At the conclusion of our first full fiscal year as a department, we invite you to join us on a look back at our accomplishments this year. Before we look back at what we've accomplished, it is important to remember the focus with which our department was created.

**At the highest level, the Office of Distance Education and eLearning provides services to the university:**

- ▶ Strategic oversight in the development of distance education programs
- ▶ Creation of a vision for future learning environments, both physical and online
- ▶ Advocate for resource needs and allocations to develop and deliver distance education and eLearning programs
- ▶ Ensure Ohio State develops a consistent, high quality online education presence that meets or exceeds the current accepted academic rigor and standards
- ▶ Coordinate policy discussion for the development and delivery of distance education programs and courses that meet all stakeholders' expectations through relationships with the college or department, the Council of Academic Affairs, the Board of Trustees, the Board of Regents, and any accrediting agencies
- ▶ Collaborate with existing, and develop new, university and external partners to encourage distance education program development consistent with the Office of Distance Education and eLearning strategic plan and area specific strategic plans
- ▶ Establish an Ohio State culture encouraging technology-enabled, creative distance education and eLearning program design practices to meet and challenge learners both locally and across the globe

In the following pages, we'll share the work we've done to advance the mission and vision of technology at Ohio State during the last year. We are incredibly proud of our accomplishments and we look forward to all that is to come in the next year.

## MISSION & VISION

### Strategic Vision

Advancing education through technology-empowered learning experiences.

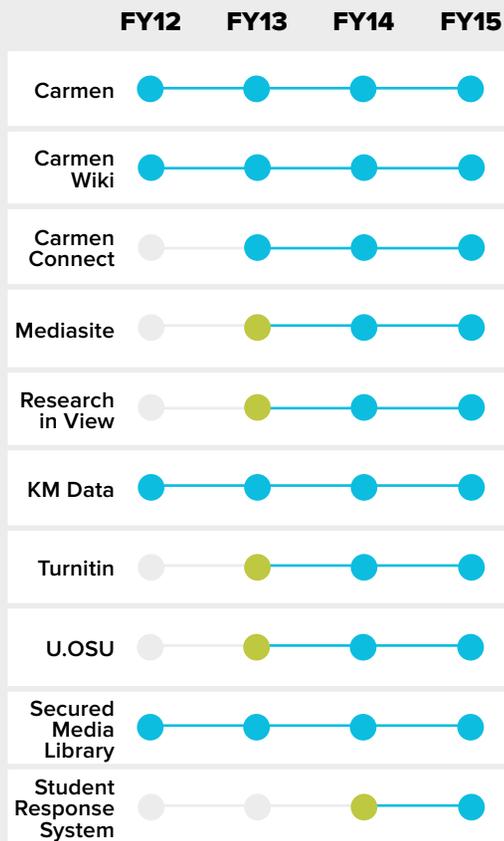
### Strategic Mission

Provide students on and off campus with an enriched educational experience for a lifetime of learning through technology-ready classrooms, centralized learning systems, innovations in technological pedagogy, and distance education opportunities.

# 1. LEARNING SYSTEMS

Since 2010, Ohio State's core educational technology toolset has more than doubled in size. An initial collection of three services in FY11; Carmen, CarmenWiki, and Secured Media Library, has grown to seven systems fully implemented, with several more in pilot status, pending adoption in FY15.

## OLD + NEW SYSTEMS



Carmen, Our largest enterprise-learning tool, has grown in visibility and usability with new upgrades and additional support models implemented in the past year. We continue to achieve significantly higher student and faculty satisfaction rates than the national LMS average.

In FY14 we rolled out two new enterprise systems, U.OSU and Mediasite. Both grew beyond our initial projections within just a few months of their launches. The analytics tools available through both systems allow us to better understand the impact of these services.

All of our services are backed by a tiered support model and we have launched additional support mechanisms in the past year. Carmen walk-in support at the Digital Unions, training bootcamps, and support sites (odee.osu.edu/resourcecenter) provide extensive instructional videos and best practices. Regular toolset newsletters reach all registered users so they can make the best of what educational technology has to offer.

Research projects and pilots are currently underway for Student Response Systems and Carmen Analytics. We expect both will be implemented in the coming fiscal year.

## TOP STRATEGIC GOALS

- ▶ Expand and integrate university-wide learning systems toolset — **PROGRESS: 50% complete.** Lecture capture, blogs, plagiarism/citation, mobile grades, last name.# are done. Dashboard and student response not done.
- ▶ Establish an integrated infrastructure support model for Office of Distance Education and eLearning IT systems — **COMPLETE.** SLAs and standard pricing in place with OCIO. Decision made to move forward with OCIO as sole infrastructure partner due to better-defined services and lower-priced offerings.
- ▶ Deliver predictive analytics to instructors via Carmen — **5% complete**
- ▶ Develop a new “Grades” mobile app — **Complete**
- ▶ Increase Carmen LMS, Carmen Connect, and lecture capture usage by 500 instructors per system — **33% complete**
- ▶ Release the Entry Point (dashboard) version 1.0 — **30% complete**
- ▶ Achieve 90% in support response user satisfaction — **Target not met in FY14**

### 1.1 CARMEN

Carmen is Ohio State's Learning Management System (LMS), which uses a Desire2Learn Learning Environment. More than 2/3 of instructors use the tool, and nearly every student has at least one course in Carmen each semester. The Carmen service routinely gets over 140,000 logins (15 million web server hits/requests) on weekdays.

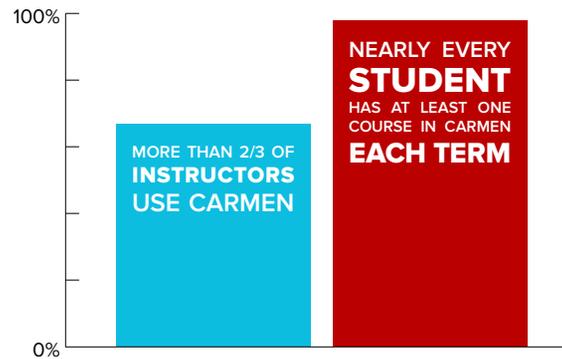
This year ODEE put in place a secure, reliable, flexible platform that improves Carmen's ability to interact with other university applications.

Recognizing the ever-growing need for mobile access to our systems, students who use the OSU Mobile app gained access to Carmen grades in spring semester 2014.

Instructors for English 2367 piloted WEx, a peer-review application that sends instructor grades to the Carmen gradebook, with exciting results. "The WEx integration allows us to manage the peer-review process critical to our instructional goals for English 2367, while still retaining Carmen as the primary instructional platform for delivering course content, maintaining and monitoring enrollment, and submitting and calculating grades," said Kay Halasek, Associate Professor and director of the Second Year Writing Program in the Department of English.

Delivering Carmen grades through a mobile

CARMEN USAGE



app is a strategic goal for FY16. In addition, we have laid much of the groundwork necessary to integrate a university-wide learning systems toolset. In just the last fiscal year, the number of instructors actively using Carmen has increased by more than 250, putting us well on our way to our goal of 500 new users by FY18.

### 1.2 CARMEN CONNECT / CARMEN WIKI

Instructors use CarmenConnect for guest presentations, tutorials, online workspaces for student groups, for traditional and HyFlex courses. Instructors and staff also use it for online meetings that need demonstrations and presentations.

The biggest CarmenConnect meeting to date had 141 attendees. It has been used for over 7,000 hours of meetings.

Nearly 1,000 instructors used CarmenConnect for the first time this fiscal year. Due to this increased activity, ODEE engaged in a project to guarantee continued performance and reliability.

In addition to conducting online course meetings, office hours, and tutorials, instructors are now relying on CarmenConnect to meet enrollment demands for large face-to-face courses:

A number of courses, including Jeanne Osborne's Animal Science 2367 courses in Autumn 2013 and Spring 2014, use a HyFlex model in which students opt to attend each class session in person or via CarmenConnect.

In Spring 2014, Cynthia Bronson, Lecturer in EEOB, taught 2 sections of EEOB 2520 (Human Physiology) simultaneously by using CarmenConnect to link the 727-seat Independence Hall auditorium with the 220-seat

### CARMEN CONNECT



Over 7,000 hours of meetings with up to 141 attendees



Used for the first time by nearly 1,000 instructors this fiscal year

# 1. LEARNING SYSTEMS

## TURNITIN'S ORIGINALITY CHECK



**Now instructors can automatically receive reports detailing the amount of potentially unoriginal content in written work uploaded to a Carmen dropbox. By the end of spring semester, 217,617 papers had been submitted to Originality Check.**

Mendenhall Lab auditorium. Mike Kaylor, Director of Academic Technology for ASC said "having the option to use Connect this way allowed us to meet the needs of students and the instructor for this high-demand course."

With 1000 new instructors using CarmenConnect in FY14, we have already far surpassed our initial 500-instructor strategic goal for FY18.

CarmenWiki continues to provide instructors with a simple, flexible tool that allows students to write collaboratively or to develop projects that require multiple rounds of feedback and revision. Over 1,700 wiki sites have been created.

Karen Macbeth, an instructor with the Foreign, Second, and Multilingual Education / ESL Programs, requested a CarmenWiki space for courses each term in 2013-2014. Macbeth's wiki assignments include the creation of Wikipedia-like resources, sample syllabi, unit plans and weekly field notes.

## 1.3 TURNITIN

Turnitin is a third-party tool that allows students and faculty to compare submitted work to existing material, helping students learn the importance of citation.

At the start of Autumn semester 2013, ODEE consolidated several college-level Turnitin licenses into a single university-wide license

and integrated Turnitin's Originality Check and GradeMark products with Carmen.

Now instructors can automatically receive reports detailing the amount of potentially unoriginal content in written work uploaded to a Carmen dropbox. By the end of spring semester, 217,617 papers had been submitted to Originality Check.

Some innovative organizations are using Turnitin reports in tutoring sessions. Ruth Staveley, Assistant Director of Academic Resources for Student Athlete Support Services, said "With Turnitin, we enhance our ability to teach students how to use sources appropriately and cite them correctly. Turnitin provides a kind of x-ray vision into incorrect source usage/citing that we may not otherwise detect with the naked eye."

Providing Turnitin to the university was a strategic metric for FY14, and advances our

larger goal of expanding and integrating the university-wide learning systems toolset.

## 1.4 MEDIASITE

Mediasite Desktop Recorder software is designed to automatically record a presentation or class session and upload that recording to an Ohio State server. The lectures default to name.# password protection, and recordings can be set to upload to the server during recording, reducing upload time. Recording links can be shared with students, or a catalog of recordings can organize several recordings in a series.

This year the Mediasite Lecture Capture pilot became a supported ODEE Service. Lecture recording is now available to all Ohio State faculty and staff through automatic recording equipment available in large lecture halls across campus. Before Mediasite, faculty would submit media

## THE YEAR IN MEDIASITE



**6,500 presentations hosted**



**3,000 hours of recorded content**



**175,000 views of recordings**

# 1. LEARNING SYSTEMS

hosting requests to Media Services for manual transcription and hosting with a work turnaround of days. Now, faculty can host their own videos within their own folders and the lectures are available to share or view, often in minutes.

A committee drawn from colleges using lecture capture recommended Mediasite for purchase in May 2013. In July and August, 14 Mediasite hardware recorders arrived and were deployed by the ODEE Physical Learning Environments team into 200+ seat classrooms where automated lecture capture was to be offered. Simultaneously the ODEE Learning Systems and Infrastructure team was planning to increase server capacity, writing documentation for faculty and staff users, and setting up a support team for this new service. Because demand was growing so quickly the support team agreed to a soft launch of Mediasite in August and more aggressive marketing of the service for Spring semester of 2014 after new servers with increased capacity were in place. The service was in place and running for Autumn 2013 classes, and outreach and training programs to the university began in November 2013.

All faculty and staff at Ohio State are able to log in and record or host videos using the Mediasite system. By default only Ohio State students are able to view content hosted on Mediasite. In the past year 6500 presentations have been hosted on the Mediasite system, representing more than

3000 hours of recorded content. The recordings have been viewed or reviewed over 175000 times in the past year by students.

Recording and delivering educational content securely to students on whatever device they choose for viewing is a pillar of our distance education mission. Mediasite has met this requirement with few issues for faculty or students.

Byron Roush, Director of Education at the College of Social Work, said “Mediasite has given our faculty the ability to record video and screen recordings, even from their iPads, allowing them to supplement course content and communicate with students in a more convenient and effective way. It has also allowed us to catalog all of our streaming content in one place, making it more convenient for me to manage and easier for students to use. The ability to playback recordings at different speeds, watch on mobile devices and have the system

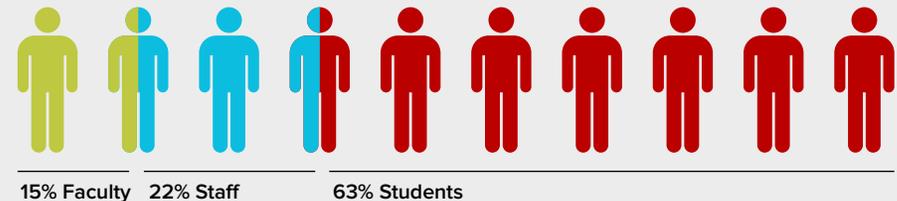
remember where you left off watching a recording have been extremely popular with our students and have allowed them to use their time more effectively.”

## 1.5 U.OSU

U.OSU is a website tool available to everyone at Ohio State. Faculty, staff, and students are using it to share their professional content through the simple Wordpress platform.

This project was formed through a partnership with the College of Arts and Sciences. ODEE and

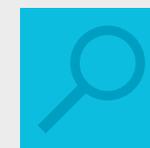
### MORE THAN 4,100 U.OSU USERS



### U.OSU SITES AND PAGEVIEWS



Over 4,000 U.OSU sites created



More than 575,000 pageviews generated

# 1. LEARNING SYSTEMS

ASC worked together to migrate an older ASC Wordpress instance to the Edublogs platform, build a robust training and support structure, develop custom themes compliant with university branding guidelines, and launch a professional website platform available to the entire university community.

The project moved quickly, kicking off in June 2013 for a September pilot and public launch in November 2013. We currently have over 4,000

active U.OSU users.

More than 4100 users (15% Faculty, 22% staff, and 63% students) have created over 4000 sites and generated more than 575,000+ pageviews.

The partnership that brought U.OSU to life is a great example of the “Collaborating as One University” and “Change and Innovation” goals of the university. U.OSU also aligns to ODEE’s strategic goals of identifying and piloting

emerging technologies, expanding the university-wide learning systems toolset, and increasing awareness of the unified toolset.

## 1.6 SECURED MEDIA LIBRARY

The Secured Media Library is an internal “Netflix-like” video streaming service available to all Ohio State faculty, students, and instructional design support staff with varying levels of access depending on enrollment status.

Nearly 10,000 users utilized the Secured Media Library in FY14; 211 were instructors and 9,777 students.

The online distribution of videos through the Secured Media library supports learning systems, in addition to distance education, learning technology, and even classroom spaces. As more courses and programs are offered online, the need for streaming video material outside of the physical classroom will continue to increase. Moving time-consuming viewing out of the classroom allows instructors to flip their course, better utilizing in-class time for discussion. With support for mobile devices, students can view material when and where they choose. As classroom technology changes to meet the university’s evolving AV standards, instructors don’t have to be concerned about support for legacy formats such as VHS cassettes.

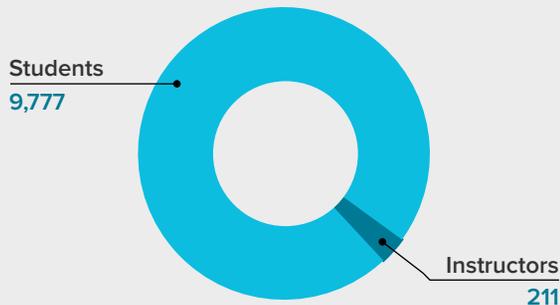
**“ U.OSU has provided a unified web and blog platform for the Ohio State Bee Lab. By using a custom template, I’m able to spend my time focusing on creating content for my visitors, instead of worrying about branding details. I have found WordPress easy to learn, and of course the ODEE staff is always ready to assist with questions or issues. In addition to blog posts, embedded PowerPoints and archived webinars, I have been using the site to create topic-related pages for individual programs to allow my learners to easily access information afterwards (see [go.osu.edu/gardensandbees](http://go.osu.edu/gardensandbees)). I couldn’t be more enthusiastic about the platform! I regularly recruit the uninitiated to [u.osu.edu](http://u.osu.edu). ”**

– Denise Ellsworth

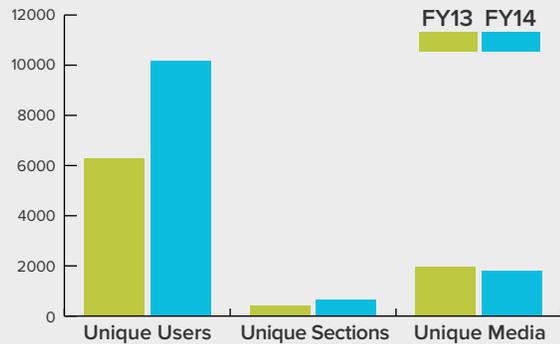
Program Director, Honey Bee and Native Pollinator Education, Department of Entomology/Extension, College of Food, Agriculture, and Environmental Sciences

# 1. LEARNING SYSTEMS

## NEARLY 10,000 USERS IN FY14



## 71% INCREASE IN TOTAL PLAYS



In FY14, we continued to support and improve the Secured Media Library by adding 1,072 new titles, 396 of which are high-definition for the upcoming HD content launch, providing troubleshooting for users and continued refinement of the web-based user interface.

As we move into FY15, we will implement a new title-purchasing policy that will help to more equitably distribute video purchasing expenses between ODEE and requesting departments. Additionally, we will continue working with the University Libraries through the Joint Streaming Media Services Task Force to migrate the customer-facing Secured Media Library service to University Libraries.

## 2. ELEARNING

In the summer of 2013, Dr. Joseph Steinmetz, Ohio State's Executive Vice President and Provost, identified eLearning as the third of six strategic priorities for his work. Since then ODEE has made massive strides toward achieving Dr. Steinmetz's goal that Ohio State become a leader in eLearning.

Ohio State's Digital First initiative continues to gain international recognition for incorporating mobile technology into teaching and learning in meaningful ways. In just two years this initiative allowed us to upgrade classroom technology and wireless connectivity across campus. We've also developed a wealth of digital content available to Ohio State students and to self-motivated learners of all ages, all over the world. We have supported individuals, classrooms, departments, and colleges in enhancing learning with mobile tools.

In less than 6 months, Ohio State's Digital Bookstore has grown to house more than a dozen free and low-cost digital books with more than 20 to be added in a matter of months. These books are being used to teach courses, plan for regional development, educate the global community, and much more. This program is building a network of digital authors committed to affordability, interactivity and accessibility of learning materials in a digital age.

Innovate, Ohio State's conference on technology for teaching and learning, celebrated its fifth year in 2014. Having more than quadrupled in size, this event draws national participants and sponsors. It recognizes visionary pedagogy that builds on the opportunities technology provides, and is considered the culmination of the year's best work in that spirit.

Each of these projects has contributed to a vibrant and growing community of innovative educators and impassioned learners who are changing the meaning of an Ohio State education. Our strongest students are digitally literate, engaged, collaborative and curious—qualities we are committed to supporting in all of our work.

### TOP STRATEGIC GOALS

- ▶ Develop 200 open online courses
- ▶ Award \$500,000 in faculty development grants with 20 corresponding academic papers submitted
- ▶ Produce 35 digital publications and create an Ohio State digital bookstore
- ▶ Deliver programming and support for six Digital Unions
- ▶ Establish a Faculty Academy to connect innovators from across the disciplines to provide professional development and support
- ▶ Identify and pilot emerging technologies for campus-wide implementation
- ▶ Increase awareness of our unified toolset
- ▶ Develop an Online Training Portal to further the adoption and effective use of the toolset

## 2. ELEARNING

### 2.1 DIGITAL FIRST

The Digital First Initiative made great strides toward our mission of enhancing teaching and learning at Ohio State this year by growing our iTunes U presence, launching our digital publications program, and launching successful lecture-capture and website platforms that saw phenomenal growth in their first year. In addition to these accomplishments, the team:

- ▶ Brought 3 connections per seat of wireless infrastructure and improved technology to 80% of the Columbus campus central classroom pool – a 15% increase from 2013.
- ▶ Increased iTunes U reach by 60% over 2013, reaching 680,629 subscribers to date
- ▶ Increased iTunes U downloads by 91%, reaching 2,708,435 downloads to date

- ▶ Completed 1 Digital First Impact Grant, continued work on another (a 2-year project), and awarded a third, with work to begin in FY14.

- ▶ Reached hundreds of individual faculty and staff with consultations and training topping 530 hours.

The Digital First mission aligns closely to every area of ODEE's strategic plan. Altogether we facilitated these goals by increasing participation in our initiatives.

### 2.2 DIGITAL BOOKSTORE

The Digital Publishing initiative has grown leaps and bounds in

“*The Digital First team has brought the vision, expertise, and support that allow us [The College of Social Work] to innovate and thrive in a new digital environment.*”

– Tom Gregoire  
Dean, College of Social Work

FY14. Ohio State's digital book offerings increased by 206% during the last fiscal year to a total of 46 public and private books written by faculty, staff and students from across the University. In 2014, the Digital Publishing team also:

- ▶ Held two iBooks Bootcamps and eight hands-on iBooks Author workshops to train faculty and staff in the iBooks Author application
- ▶ Consulted with over 35 individuals and teams working on digital book projects
- ▶ Conducted a successful GE textbook pilot, selling over 1,500 books to Theatre 2100 students and collecting survey data from hundreds of them about the experience
- ▶ Presented findings from this data at Educause

#### ACCOMPLISHMENTS



**Over 530 hours of training and consultations reaching hundreds**



**3 connections per seat of wireless infrastructure**

#### TURNITIN'S ORIGINALITY CHECK



**Increased reach by 60% over 2013, reaching 680,629 subscribers to date**



**Increased downloads by 91%, reaching 2,708,435 downloads to date**

## 2. ELEARNING

Learning Initiative, as well as multiple internal presentations to Ohio State departments

- ▶ Launched 1 iTunes U course and 10 instructional videos created to facilitate iBooks Author learning

Digital publishing is a top-ten goal in the ODEE strategic plan. In 2014, we surpassed the goals of a digital bookstore presence and 35 publications by FY18. We've also developed a new approach to the book development process, and will be piloting this strategy in the coming year. In total, we have:

- ▶ Launched our digital bookstore (digitalbookstore.osu.edu) in December 2013
- ▶ Sold over 3,400 books to date, producing \$40K in proceeds.

### DIGITAL BOOKSTORE



Digital book offerings increased by **206%** during the last fiscal year to a total of **46** public and private books



A successful GE textbook pilot sold over **1,500** books

- ▶ Expanded access to course materials by exploring Open Education Resources and encouraging faculty authors to make content available with alternative licensing

### 2.3 INNOVATE

March 25th and 26th marked the fifth year of Innovate, our annual conference featuring the best uses of technology in higher education. Each year, faculty and staff from around the country come together to share their techniques for teaching, research and outreach with technology.

In ODEE's strategic plan, we set a goal to bring in 800 attendees for this year's event. By the end of the conference, we had 1,019 total participants—a 32% increase from last year. Altogether we saw:

455 virtual attendees - 1200 views on live stream From 154 different cities across the globe, spanning Sydney, Portland, Brooklyn, Barcelona, and more.

564 physical attendees - 100 Faculty attendees (34% more than Innovate 2013)

12 breakout and poster presentations from ODEE Grant recipients

Customer feedback (anonymous responses from conference surveys)

- ▶ 97% of guests rated their experience as Excellent or Good

*“ I chose to create a digital book rather than a standard print book because I was able to make the information contained inside come alive. This book is completely interactive and engaging.”*

– Tony Buffington  
DVM, Professor of Veterinary Clinical Sciences and Author, *Cat Mastery*

- ▶ 97% encountered ideas that were valuable or interesting
- ▶ 95% of guests learned something that may change the way they think about or do their job

**We have received overwhelming positive feedback from attendees. Comments included:**

- ▶ “Hard to pick one moment because the entire first day was my perfect day. I loved the networking opportunities with colleagues from around OSU and the state and all the presentations were stellar.”
- ▶ “I look forward to this conference every year. It is an exciting way to learn new

# 2. ELEARNING

things and interact with great people from many different backgrounds.”

- ▶ “Excellent Job! I encouraged several of my staff to attend and they came back super energized with new ideas. We had a de-briefing later in the week and have brainstormed some next step actions to implement some of the great ideas presented.”

Innovate attendee feedback continues to drive our decision-making. We’re already busy preparing next year’s conference and a full year

of additional programming, which we’re calling Innovate 365.

## 2.4 GRANTS

During FY14, ODEE awarded more than \$110,000 and 2,500 hours to support our grant recipients and student learning. During this year, we also realigned our Impact Grants program with ODEE initiatives. Our grants are open for application to all faculty or staff with 50%+ appointment.

The ODEE Grants program supports the university as a research and development component for creating an engaged, collaborative, and technologically-rich culture at Ohio State.

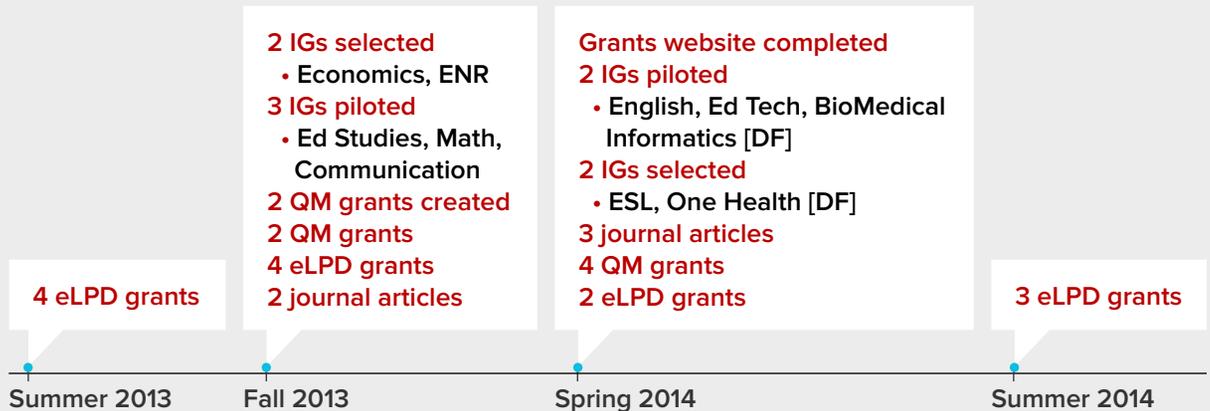
“From the point of view of a professor, I feel so fortunate to have had this opportunity to stretch the boundaries of the traditional classroom and create truly meaningful opportunities for student growth. Without the expertise of ODEE, this project would not have been possible.

– Amy Acton  
College of Public Health

### THE NUMBERS

	650 students enrolled in 7 pilot courses
	21 departments (8 colleges) received grants
	73 iPads deployed, 5 iTunes U courses and 3 iBooks created
	19 grant recipients presented at Innovate
	2 new QM grants
	10 departments represented on selection committees
	34 IGs applicants

### GRANTS AWARDED IN FY14



# 3. SPACES

ODEE is committed to creating and supporting enhanced learning environments, computing classrooms, central pool classrooms and informal learning spaces.

In partnership with University Libraries we maintain and support key public computing labs. Additionally, starting in August 2013, we expanded our Digital Union labs from one location to three, with two more spaces nearing completion. These future-ready labs were designed to promote collaboration and creativity in learning and research.

With an ongoing commitment to inclusion, we have accessible podiums that can be made available to any instructors in any classroom on campus. All Digital Union locations feature accessible workstations as well.

Over the course of FY14, the Classrooms team implemented a technology and furniture refresh cycle to ensure that all spaces meet minimum requirements and receive updates on a regular schedule. We also increased wireless capacity to accommodate three connections per seat in centrally supported classrooms, and incorporated smart podiums in all of these spaces.

## TOP STRATEGIC GOALS (FY13–FY18)

- ▶ Reduce \$2.7m in total classroom ownership costs by consistent implementation of technology standards — **PROGRESS: To date we have a reduction of \$664.991**
- ▶ Launch six Digital Unions — **PROGRESS: 5 completed**
- ▶ Outfit 10 enhanced video conferencing classrooms — **PROGRESS: 6 completed**
- ▶ Establish five enhanced student computing classrooms — **PROGRESS: 3 completed**
- ▶ Reduce classroom technology incidents by 10% for three years — **PROGRESS: reduced 16% FY13, 10% FY14**
- ▶ Reduce general public computing spaces to four strategic central campus locations — **COMPLETED**

# 3. SPACES

## 3.1 DIGITAL UNIONS

The Digital Union has successfully expanded to offer two additional locations (Prior and Stillman Halls) while maintaining the same staffing resources as the original single location (Hagerty Hall). Work is concluding to open two additional locations (Denney and Enarson Halls) for a total of five facilities by August 2014.

The following improvements were made to address the university's need for high-end multimedia spaces and face-to-face support:

- ▶ To expand relevance: partnerships established with ASC, ESL & CSTW, Digital Storytelling, Health Sciences Library.
- ▶ To prepare customers: new website created to convey hours, locations, services, expectations.
- ▶ To increase quality of customer experience: internally facing DU staff site created to house staff training, improve reporting, serve as lab operations manual.
- ▶ To provide cost-effective student labor for ODEE projects: Dream Shifts system created, connecting DU student staff to ODEE fulltime staff for temporary "contracted" jobs. Preliminary plans exist to upscale this system for university-wide implementation.

- ▶ To improve assessments, programs, and efficiency: ODEE teams collaborated to create software gathering usage statistics and streamlining logins.

In support of ODEE services, DU also provides access to Mediasite, Carmen support, spaces for consultation and bootcamps (iTunesU, iBooks Author). DU's staff site has been used to showcase successful implementation of U.OSU.

### Open Dates:

- ▶ Hagerty: Aug 2013
- ▶ Stillman: Oct 2013
- ▶ Denney and Enarson: Aug 2014

### Stats since Aug 2013 (login/feedback system implemented):

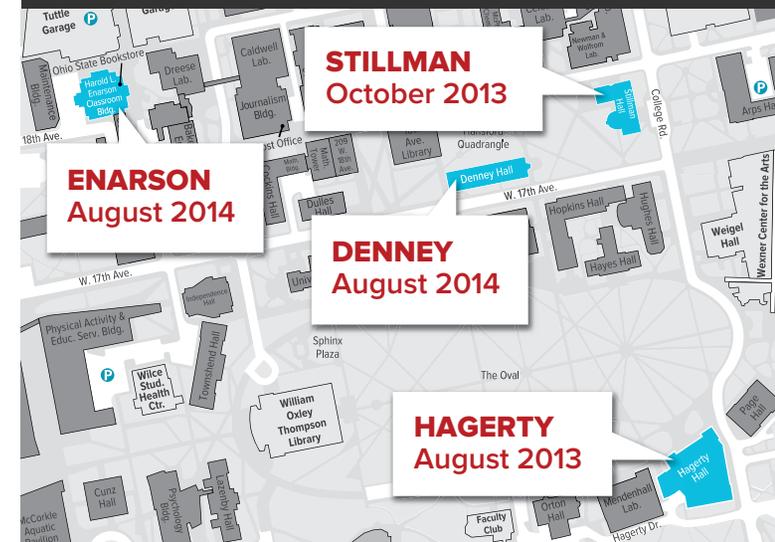
- ▶ 3,546 users
- ▶ 22,611 visits
- ▶ 95% satisfaction rate

### Anonymous user feedback throughout the year helps drive innovation and inspire our employees:

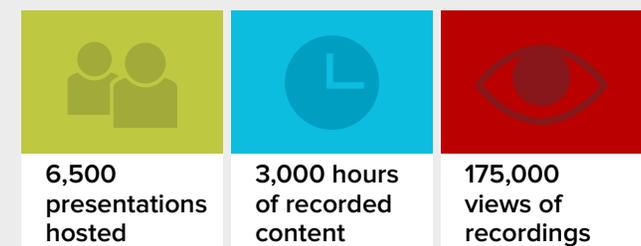
- ▶ "Great! This is my first time coming

to the Digital Union and it was very successful. This is a great unknown

## DIGITAL UNION OPEN DATES



## STATS SINCE AUG 2013 (LOGIN/FEEDBACK SYSTEM IMPLEMENTED)



# 3. SPACES

resource. LOVE the charging hub!”

- ▶ “Got a lot of help with iMovie from Austin Larger last week. Really first-rate. Couldn’t ask for better assistance. Thanks so much!”
- ▶ “Shirley was awesome! She helped me figure out a problem that I had spent hours on. She quickly figured it all out and I’m so happy I could about cry. Thanks a lot!”

## 3.2 CLASSROOMS

ODEE oversees technology for classrooms in the centrally managed classroom pool as well as computer labs in Thompson and 18th Avenue libraries. Some major accomplishments completed in ODEE supported spaces during FY14 include:

- ▶ Upgrading all ODEE supported computers, in classrooms and public computing spaces, to meet the University AV Standard.
- ▶ Increasing the wireless capacity to three devices per seat in an additional 10 classroom buildings. This initiative has increased wireless capacity within a total of 41 buildings, impacting 336 centrally supported classrooms.
- ▶ Deploying an experimental classroom in Stillman Hall that encourages group project

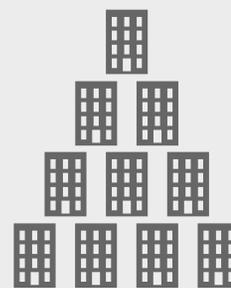
work and capitalizes on wireless technology.

- ▶ Developing two technology-enabled informal collaborative spaces positioned in open, public areas. These casual groupings provide access to such technologies as large interactive displays, computing, powered USB and wireless capacity matching the University AV Standard.
- ▶ Reducing the number of faculty-initiated trouble tickets (incidents) in the classroom, by approximately 10%, through an aggressive maintenance and proactive assessment plan.

### WIRELESS OPTIMIZATION



Three devices per seat



in an additional 10 classroom buildings



for a total of 41 buildings, impacting 336 centrally supported classrooms.

Ohio State will continue to primarily educate students in a campus-based environment. However, technology affords Ohio State the opportunity to effectively reach students in new markets at economies of scale and better meet its mission to be the land grant institution of the world. Additionally, distance education will inform us on how to provide better educational experiences for all Ohio State students.

As outlined in our strategic plan, to move Ohio State toward eminence in educating a worldwide audience, we will make a purposeful and concerted effort to place strategically beneficial programs into a distance education format. We have made great strides in this mission through our Distance Education, Grants, and MOOCs programs.

### TOP STRATEGIC GOALS (FY13–FY18)

- ▶ Generate \$25 million in new revenue for the university from distance education programs — **PROGRESS: \$4 million, FY15; projected \$42 million through FY18**
- ▶ Align distance education programs with university, state, federal, and accreditation laws and requirements — **PROGRESS: Aligned with US DoE, HLC, and OBOR definitions and requirements. Continuing work on State Authorization compliance**
- ▶ Implement a funding model that is beneficial for Ohio State and its Colleges and Schools, as well as self-sustaining for the Office of Distance Education and eLearning — **PROGRESS: Accomplished for new and existing distance programs**
- ▶ Create and coordinate transparent policies and processes for developing distance education programs — **COMPLETE**
- ▶ Set baseline success measures such as student satisfaction rates, graduation rates, and US News and World Report rankings — **PROGRESS: Acquired IRB approval; starting measurements with FY15**
- ▶ Create and provide 15 online programs (150 courses by the end of FY18) — **PROGRESS:**
  - 5 programs
  - 10 graduate programs (105 courses): **4 programs during FY14; 26 completed or in progress**
  - 5 undergraduate programs (45 courses): **1 program during Fy14**
- ▶ Create 10 online General Education Courses by autumn term 2014 — **PROGRESS: Partnered with ASC to construct 11**
- ▶ Develop a State Authorization plan for all 50 states — **PROGRESS: Prioritization plan developed**
- ▶ Achieve State Authorization in targeted states in support of initial Distance Education program offerings — **PROGRESS: Approved in 4 states outside Ohio**
- ▶ Implement “OSU Online,” an internet portal to collect and maintain a listing of all Ohio State online offerings — **COMPLETE: LIVE on 7/11/14**

# 4. DISTANCE EDUCATION

## 4.1 DISTANCE PROGRAM COORDINATION

At the start of FY14, Ohio State was experiencing key barriers toward achieving market share for distance education, such as:

- ▶ Uncoordinated/poorly coordinated university distance education effort
- ▶ Undifferentiated value proposition in the distance education space
- ▶ Poorly constructed courses/programs, ineffective student learning experiences
- ▶ Deficient incentives for university partners (funding, resources) and core DE students (tuition model) to embrace DE

These risks represented compounding missed opportunities and exposed the university to legal implications (e.g., non compliance for state authorizations, student financial aid disbursement, accessibility, and accreditation [HLC, OBOR]), poor press, and revenue loss.

With the formation of ODEE, we've made great strides in supporting distance education structure, process and growth within the university. FY14 made great strides toward overcoming these key barriers.

- ▶ The Distance Education steering committee was formed in January 2014 to provide guidance and direction for distance delivery

(see Appendix A and B for the committee's charge and members, as well as a MOOC Position Statement crafted by the committee)

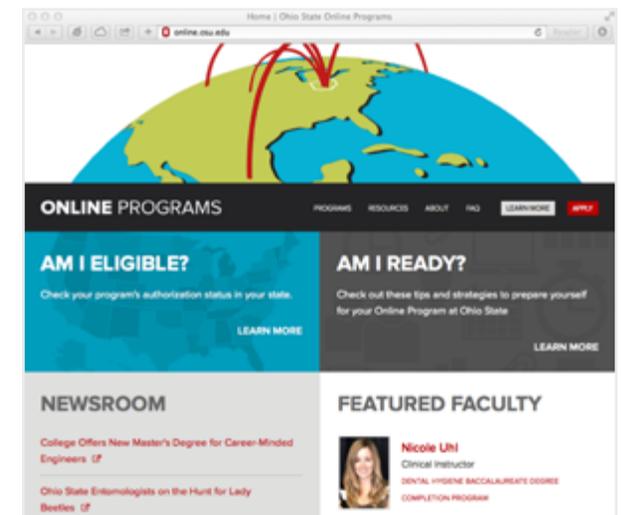
- ▶ Ohio State formed a central coordinating unit (ODEE) to create 4 new distance education programs, create 11 online GE courses, and establish distance education steering committee.
- ▶ The distance education program approval process was merged into the existing university approval process, but requires an MOU with ODEE to ensure obligations for distance delivery mode are addressed.
- ▶ Ohio State approved a self-sustaining distance education budget and tuition model that supports distance delivery efforts at the university and encourages colleges and new students to participate in distance education. The budget model approval spans all new distance education programs, as well as the six legacy distance programs.

Addressing these key barriers were achieved through initial capital (\$2.1 million) and 12 dedicated personnel to achieve compliance in legacy activities (6 existing DE programs) and plan a coordinated direction forward for the university, including a new online general education mission through the Provost's office to meet these Chancellor's College Credit Plus initiative. Further, during FY14, ODEE spent 432 consultation hours

for distance education course and program development with \$42 million projected revenue through FY18 from current DE programs, as well as 1,400+ projected student enrollment per semester in GE online sections. All this was accomplished despite a greater than estimated work necessary to build a distance education foundation (e.g., distance education definitions, system labels, approval processes).

## 4.2 OHIO STATE ONLINE

Ohio State's online presence was designed during FY14 in collaboration with University Communications and distance program representatives across the university.



# 4. DISTANCE EDUCATION

The goals of this site were to:

- ▶ Collect and consistently convey information on all distance degrees at Ohio State
- ▶ Provide a resource for individual programs to communicate with their potential students about distance education at Ohio State
- ▶ Share information on State Authorization with potential students
- ▶ Project the unique position of Ohio State among online degree providers

The site launched at the end of FY14 and brought with it not only a unique design that sets it apart from other OSU sites, but also a test case for the

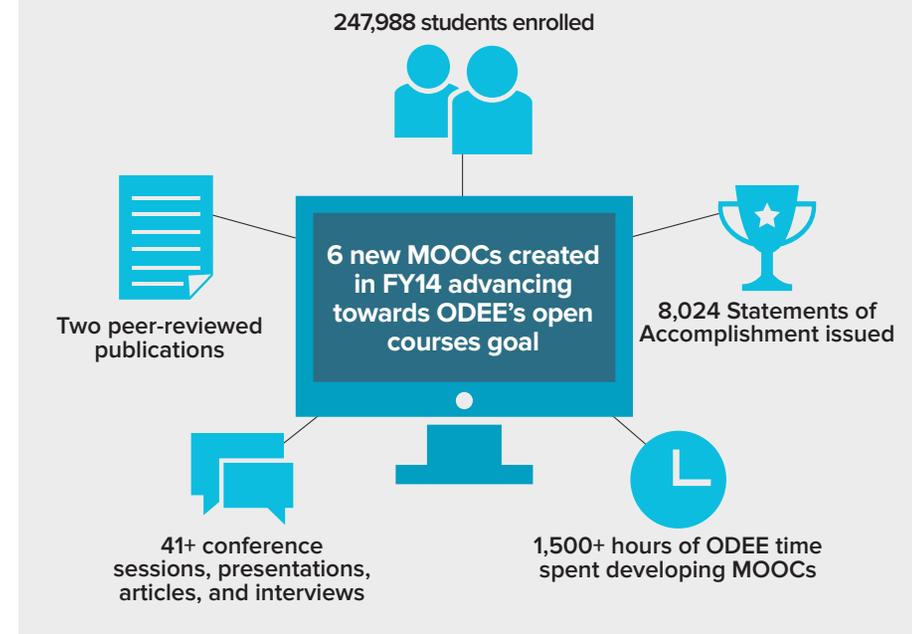
outsourcing of web hosting. Third party hosting has been of interest across campus and ODEE has lead the way in testing this for Ohio State.

## 4.3 STATE AUTHORIZATION

During FY14, ODEE formed a team to address the large and complicated task of achieving authorization to deliver distance education in targeted states across the country. The legacy nature of distance education (decentralized) before ODEE was formed has added unique challenges, slowing our ability to aggressively pursue authorizations beyond the already complex application process.

In FY14 ODEE developed a prioritization and application plan, created in partnership with program and student services stakeholders from across the university, including driving processes for data collection necessary to build the core application.

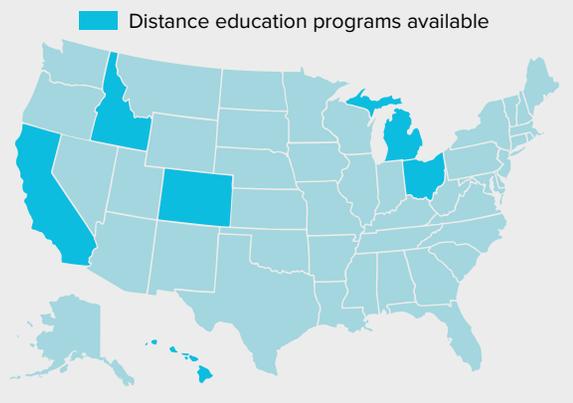
## THE YEAR IN MOOCS



## 4.4 MOOCS

MOOC stands for “Massively Open Online Course” and at Ohio State, we use MOOCs as a way to pilot instructional techniques, tools, content, and other course variables. With MOOCs we can quickly determine opportunities for integrating better practices into Ohio State’s for-credit courses. MOOCs can also drive innovation in how we develop Distance Education

## STATE AUTHORIZATION



# 4. DISTANCE EDUCATION

programs.

Ohio State first explored the potential impact of open courses by offering three MOOCs in FY13. In collaboration with eight faculty and their staff, we developed and ran MOOCs in which over 153,000 global learners actively participated. Throughout FY14 Ohio State taught 11 MOOCs, leading to improvements in for-credit courses.

All Ohio State faculty are eligible to develop MOOCs, and anyone in the world with an Internet connection can engage in an Ohio State MOOC.

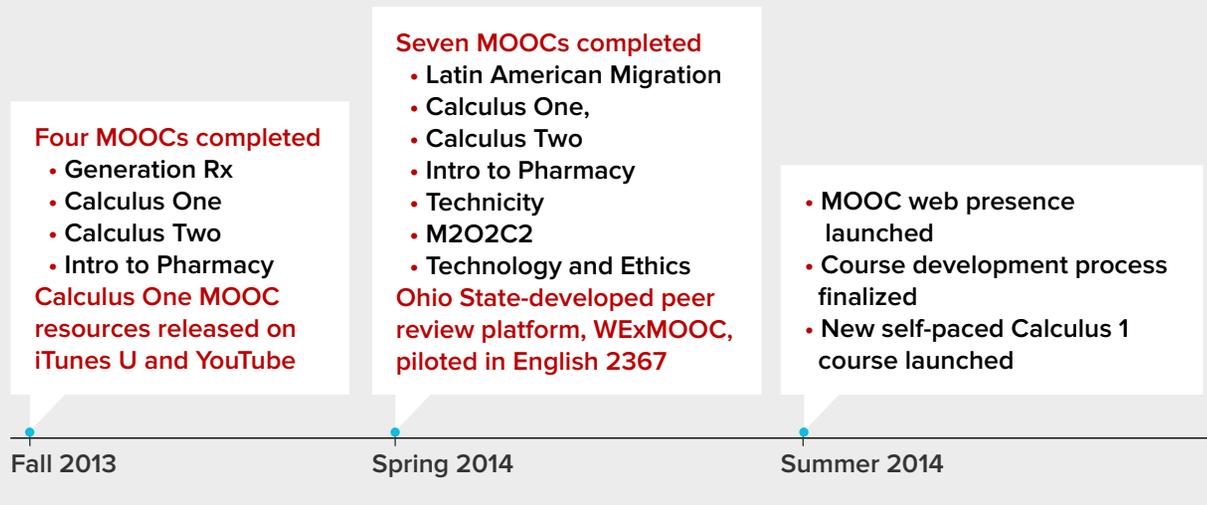
Over the year, we've received feedback from students all over the world. It has been exciting to see the worldwide impact of Ohio State MOOC courses.

- ▶ "Thank you very much for this course. I can only imagine that if I enjoyed an online class so much, the students of Ohio State must have a wonderful time. I envy them just a little bit" – Karishma, Calculus One student
- ▶ "I have taught traditional or video conferenced courses for 34 years and was able to reach more than five times the

number of students through my two recent MOOCs than during all of my courses over all of those years combined! The power of this educational tool is incredible!" – Dr. Kenneth Hale, Introduction to Pharmacy faculty

- ▶ "Ohio State is an extraordinary partner in no small part due to your leadership and management. Many, many thanks to you for helming the ship and steadfastly working to produce high-quality courses!" – Corbin Schrader, Coursera
- ▶ "We really see Ohio State as one of the most innovative and valuable partners Coursera has - we passed around the projects that came out of your Technicity course with our jaws on the ground - and we're delighted to be piloting this new course format with you." -- Alex Sarlin, Coursera

## MOOCs TIMELINE



## 4.5 COLLEGE READY OHIO/COLLEGE CREDIT PLUS

More students are entering Ohio State with a half-year to a full-year of credits already secured than ever before. This has had a major implication on financial modeling for colleges, which often rely upon large, introductory courses to support many instructional and research initiatives. This is further stressed by the College Credit Plus initiative that mandates every school district to provide a

# 4. DISTANCE EDUCATION

pathway to college credit for their high schoolers and for every public institution for higher education to provide equivalent opportunities ([https://www.ohiohighered.org/college\\_credit\\_plus](https://www.ohiohighered.org/college_credit_plus)). Pressures will only continue to mount.

The dual enrollment committee formed in late 2013 provides recommendations to the provost for how to support the Chancellor's College Credit Plus initiative and the direction for Ohio State in the increasingly blurred distinction between later high school and early college. Further, Ohio State submitted for and received a \$13.4 million Straight A grant from the State of Ohio to pilot a dual enrollment proof of concept (Appendix C). The committee's recommendation is establishing a \$150/credit hour fee.

Thus far, Ohio State has established 11 GE courses to be delivered online for Autumn 2014. Goal is to develop 15 more GEs during FY15.

## 11 ONLINE GENERAL EDUCATION COURSES DEVELOPED IN FY14

- ▶ Biology 1102
- ▶ Communication 1100
- ▶ Economics 2001.01
- ▶ English 1110.01
- ▶ History 2201
- ▶ Math 1116
- ▶ Math 1151
- ▶ Math 1152
- ▶ Political Science 1100
- ▶ Psychology 1100
- ▶ Statistics 1450

# 5. STUDENT SERVICES

Our programs provide units across the university with the ability to deliver flexible learning options to learners from Ohio and beyond. We help learners enter into new educational experiences with awareness of university policies, programs, and services. We provide lifelong learners with resources for a successful experience at Ohio State.

## 5.1 EXTENDED EDUCATION

Extended Education has continued to serve non-degree seeking students, providing a positive student experience through understanding, communicating, and applying university policies.

In FY14 we implemented an online self-scheduling tool for Extended Education Students to coordinate advising appointments through

AdvisingConnect.

We have updated our petitioning policy and processes to remain similar to with respective college offices.

We also supported admissions and enrollment services for unique university program offerings, such as:

- ▶ Anthropology Field School Pozzeveri
- ▶ Medical Careers Pathway Post Baccalaureate Program (MedPath)
- ▶ Summer Intensive Arabic program
- ▶ Summer Research Opportunities Program (SROP)
- ▶ Transition Options in Postsecondary

Settings (TOPS)

- ▶ Summer Speech and Hearing Institute (via third-party contract)

Enrollment remains steady, with a .2% increase for our undergraduate non-degree and visiting students. We have had supported over 13400 student contacts, a 4% increase in service contacts. In-office visits decreased by 6% and our remote contacts via email and telephone increased by 6%, with email being the most frequent method of contact.

## EXTENDED EDUCATION



**Supports over 13,400 student contacts, a 4% increase in service contacts**



**In-office visits decreased by 6% and remote contacts via email and telephone increased by 6%, with email being the most frequent method of contact**

“I love Program 60 students! I’m almost that old myself.”

“I am a huge fan of Program 60! I try to always make room for the students! Their experience and expertise adds so much value to the discussions I lead among other students.”

– Faculty

## 5.2 PROGRAM 60

Ohio State offers free lifelong learning opportunities for Ohio residents age 60 or older. This is a state mandated program, which provides Ohio residents age 60 or older access to to enrollment at Ohio's public universities.

Program 60 students attend undergraduate and graduate-level courses on a space-available basis with instructor approval. No academic credit is awarded.

Our efforts in FY14 focused in increasing Program 60 student success with support and services that remove barriers and increase virtual and physical access to university resources. To that end, we completed the following Program 60

enhancements this year:

- ▶ New website with an intuitive user experience (AU13)
- ▶ New Registration Guide and instructional videos (AU13)
- ▶ Promotion & Recruiting Plan (SU14)
- ▶ Streamlined registration processes and policies (AU13)
- ▶ Collaborative campus and community partnerships

“Thank you so much for the information on OSU’s Program 60. I was able to login into the “Program 60” page and navigated through the different tutorials, which I found quite useful and easy to follow and understand. I’m very excited about joining Program 60. What a great learning opportunity for people like me.”

“I am so impressed with the work you and your department did to make access to Program 60 so much easier. I looked at the instructional video and loved it! The idea of the worksheet is so beneficial. And the on-line registration guide is so good also. Thanks for all your great work!”

– Students

### PROGRAM 60



6,500 presentations hosted



3,000 hours of recorded content



175,000 views of recordings