

DISTANCE EDUCATION ENROLLMENT PLAN

LEADERS

- ODEE: Robert Griffiths, Associate Vice President, Distance Education | Jen Simmons, Associate Director, Distance Education
- Enrollment Services: Dolan Evanovich, Vice President for Strategic Enrollment Planning
- OAA: Randy Smith, Vice Provost for Academic Programs



TIMELINE: FY16 – FY20



FUNDING: FY17:
\$2.3 MILLION from ODEE's revenue share in the Distance Education Revenue Model and initial OAA support



OVERVIEW

During Spring 2015, OAA, academic units, Enrollment Services, and ODEE partnered to develop a five-year enrollment plan for distance education. Distance Education is woven into the fabric of the institution. ODEE's role is to manage the five-year enrollment plan initiative, while respective partners and stakeholders are expected to meet the goals identified in the plan. Much of the FY17 work will be supporting academic units and student support units to meet their FY17 goals and be set-up for FY18 and FY19 success.



WHY IT IS IMPORTANT

Managing the plan is necessary to achieve enrollment goals bringing net new students and new revenue sources to the institution. University staffing and growth plans are based on projected institutional revenue, thus meeting or exceeding goals are of great importance. Additionally, distance education is supporting university goals for student affordability, access and success as student experiences and expectations continue to evolve in higher education.



WHAT SUCCESS LOOKS LIKE

Distance education programming at Ohio State will grow from 10 online programs to 35 and from 470 students to 3,000 by FY20. Achieving and maintaining enrollment and revenue goals will allow the institution to maintain projected university financial and personnel resources.



BENEFITS & RISKS

RISKS: Because the five-year plan is woven into the fabric of the institution, factors outside ODEE's control, such as college curricular decisions and direction, university approval processes timelines and non-distance education activities outside Ohio can adversely impact revenue and university support plans.

BENEFITS: Continued staffing, growth and revenue generation for ODEE, OAA, and colleges participating in the plan.