

# Digital Strategy at CU Denver

The CU Denver digital strategy is a holistic approach to meeting our students where they are through flexible and accessible educational opportunities while also preparing them for the future of work. Our digital strategy focuses on building digital education environments and structures that equip learners with future-ready skills to amplify career and community impacts.

**100%** undergraduate degrees available as hybrid or online offerings

**38** fully online degree programs for undergraduate and graduate students

**130+** undergraduate and graduate microcredential certificates

**224k** learners served through Coursera courses and specializations

## NEW PROGRAM CHARACTERISTICS



### Stackable

All new programs have microcredentials built into them so students can earn as they learn.



### Market-Informed

New programs are based on robust market intelligence analysis to ensure return on investment.



### Hybrid or Online

To meet student demand for flexibility, all new programs are designed as hybrid or online.



### Skills-Focused

Based on market data and faculty expertise, new programs focus on leading edge skills learners need for the workforce.



### Experiential

Our goal is for all students to leave their programs with practical experience they can leverage on the job market.

## New Program Pipeline

### RECENTLY LAUNCHED PROGRAMS

- MS in Entrepreneurship
- BS in Cybersecurity

### UPCOMING ONLINE/HYBRID PROGRAMS

- Bachelors of Applied Science (completer degree for AAS students)
- General Business Degree (completer degree for AAS students)
- Bachelors in Climate Change Studies
- Bachelors in Data Science
- MS in Psychopharmacology
- MS in Sustainable Business
- MS in Health Admin Finance
- MS in Finance
- MS in Finance Technology
- Executive doctoral program in health administration

### PROGRAMS BEING EXPLORED

- BS in Enterprise Security
- Game Art & Story
- Music Business
- MA for Recording Arts

## Exclusively Online Enrollment Growth - Select Popular Online Programs

Degree Program	% Growth	Fall 2019	Fall 2020	Fall 2021	Fall 2022	4-yr Trend
Accounting - MS	1600%	9	50	100	153	
Management - BSBA	475%	24	45	113	138	
Accounting - BSBA	400%	22	57	108	110	
Business Administration - MBA	147%	203	307	441	501	
Psychology - BA	85%	163	227	254	301	

## Upcoming Microcredential and Badging Pilot



**Microcredential Definition:** An umbrella term for several types of small-scale, skill-based, earned recognitions of proficiency in a designated competency or set of competencies. Types of microcredentials include digital badges, certifications, licenses, endorsements, and assessed PDUs/CEUs.

CU Denver recently completed two campus-wide working groups to further develop infrastructure for microcredentials and badges. Based on this work, we will be launching a badging pilot this upcoming year.

## Coursera Programs

CU Denver offers noncredit courses and specializations through our partnership with Coursera through the University of Colorado System.

Some of our programs include:

- Agile Leadership
- Become a Sustainable Business Change Agent
- Data Warehousing for Business Intelligence
- Fundamentals of Global Energy Business
- Electric Utilities Fundamentals and Future
- Inclusive Leadership: The Power of Workplace Diversity