

UCCS ONLINE

STRATEGIC ACTION PLAN JULY 2023 – DECEMBER 2024 THROUGH THE STRATEGIC ACTION PLAN WE WILL ACCOMPLISH:

CREATING a new website, adding all 59 online programs, and developing prospective student email campaigns

LAUNCHING two new online programs with 40 students per program

IMPLEMENTING a system that tracks the student journey from lead to graduation

STRATEGIC GOALS

The leadership in Online Operations has created the following strategic goals that we are working with colleagues across campus to bring into reality, and in doing so bring online programs at UCCS into better competition with other leading institutions with strong online programs.

- **HIRE** a Media Specialist and create a team of student workers to create and edit course media (job to be posted in September 2023).
- **DEVELOP** or redevelop two academic programs per year for at least the next five years.
- **CREATE** an Online Program Financial Model that allows for online program marketing, recruitment, and program

development, and incentivizes departmental involvement in online program growth and development.

- **ADAPT** admissions processes to be more online audience-oriented, including reducing application fees; allowing 5 starts per year for new students; creating performance-based admission processes; reducing admission processing time; and removing impediments to enrollment (for example, reference letters).
- **LAUNCH** annual campus-wide awards for an online student who has overcome great personal and/or professional challenges to complete their degree, and for faculty who excel in online course development and instruction.

PROMISING PROGRAMS

We see promise in a number of existing online programs: **The Master of Science in Nursing** has dropped slightly in enrollment over the past 2-3 years, but we believe with increased marketing and visibility, there is enormous potential in the program. The **Bachelor of Science in Business** is a relatively new online program, which has already seen significant growth. Enrollments in our **RN-to-BS program** have declined slightly from a high point in Fall 2018, but a renewed focus on marketing the program has brought numbers up from last year.

NEW PROGRAMS IN DEVELOPMENT

Planned for launch in Fall 2024, a **Master of Science in Computer Science** and a **Bachelor of Science in Healthcare Sciences: Health and Wellness Promotion** are being developed as new online degree programs. Following an open RFP to the campus in Spring 2023, these programs were selected based on market research data from Hanover Research and other key performance indicators.

A second call for new programs to develop will launch to the campus in Fall 2023.

“Life is busy as a wife, mom of two rambunctious little girls, and an ICU nurse. Adding in being a full-time BSN-DNP student has had its challenges, but UCCS has made the transition seamless. I was initially concerned about taking many of the courses online, as I wanted to know my professors and fellow students, but I can honestly say that that was an unnecessary worry. My cohort now feels like family, and my professors genuinely care about me as a grad student and my education as a future family nurse practitioner.”

– Allie Anderson



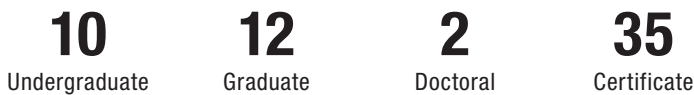
MICROCREDENTIALS

- UCCS is piloting a campus-wide microcredential (MC) initiative, led by Dr. Martin Key (COB) and Dr. Janice Thorpe (LAS). At the Provost's request this summer, they spearheaded a task force that included stakeholders from the entire campus. The task force researched existing MC programs, systems, and structures within UCCS, as well as campuses across the country. This provided the basis for an initial MC strategy that will be necessary to position UCCS firmly within the MC competitive landscape. Currently, UCCS is implementing a Phase 1 pilot for the Fall 2023 semester using a decentralized approach to maximize initial MC development and minimize barriers to implementation.
- Phase 1 includes the identification of MC champions from each college; the development of support materials; streamlined systems to create and deliver MC pathways; and prioritization of existing student MC value.
- The preliminary plan is to implement a Phase 2 early next year to expand MC pathways to regional employers. This includes workplace and labor analyses; establishment of employer partnerships; and exploration of scalable MC creation and delivery that is responsive to quickly changing workforce needs.
- Coursera
 - **17 specializations offered** (4 courses per specialization)
 - **1 standalone course**
 - **3 specializations in production** (two in engineering, one in history)
 - **1 specialization in business** going into production later this year
 - **327,161 total enrollments**
 - **57,476 total completions**

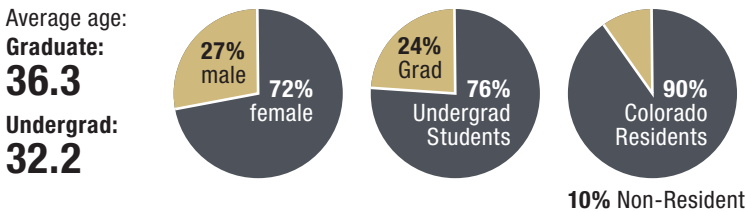


PROGRAM & DEMOGRAPHIC DATA

Number of Online Programs:




Demographics for fully online students:

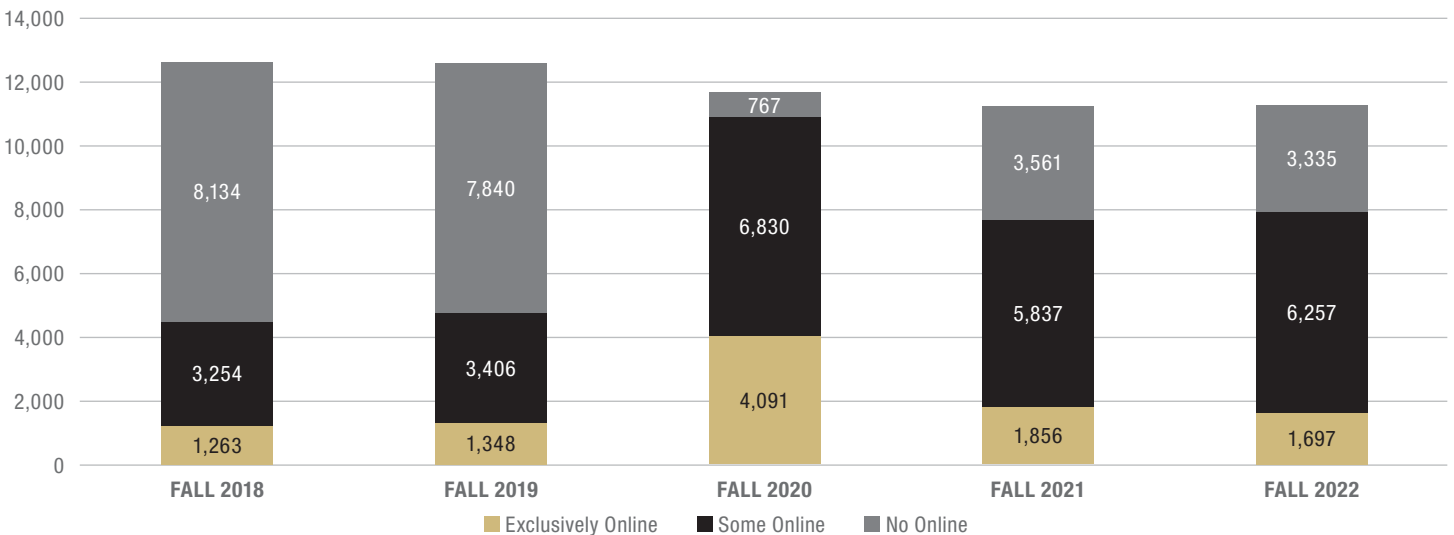


“The Online MA in Communication has been an outstanding experience. The classes are robust and engaging, and they relate directly to my career – so I can complete a lesson at night and immediately apply it at work the next morning. And maybe most importantly, the program fits into my busy life as a working mom.”

– Jessica Mehring



UCCS HEADCOUNT BY ONLINE GROUP: ALL ACADEMIC PLANS FALL 2018 TO FALL 2022



*This data is generated by looking at students who are enrolled in exclusively online courses, some online and some in-person courses, and fully in-person courses per fall term.