

Introduction

How can eCampus be further developed or utilized to improve and modernize the student experience, increase options for students, and reduce costs?

What is the eCampus Identity: Alaskan, Northern, STEM

What programs, certificates, and degrees should UAF be offering online and at what scale?

How do we sustain online program enrollment growth?

How do we better integrate with School Districts and better support dual-enrollment?

How do we maintain our leadership in distance and online learning?

eCampus Task Force Team

Owen Guthrie

Scott Culbertson

Heidi Olson

Anshul Pandya

Samara Taber

Diane Wagner

Matthew Wooller

Submitted: April 3rd, 2019

Online enrollment growth is a bright spot for UAF thanks to the combination of a cadre of early-adopting faculty, the intentional development of eCampus as an integrated, centralized support. While enrollment numbers have consistently increased for the last seven years, continuing and intensifying that growth during a time of crisis requires

Given positive national trends, a strong eCampus foundation, and highly competitive tuition rates, opportunities abound for UAF to grow enrollment through development of online programs attractive to students inside and outside the state. Now is the time to capitalize on our opportunities.

What is important for ongoing and future consideration?

Expand the student advising component of eCampus. Currently, eCampus has one academic advisor. This needs to be expanded as enrollment grows.

Maintain active and intensive outreach, engagement and advising of potential and current students to deter their enrollment in low-quality for-profit colleges.

Administrators, staff, and faculty alike must adopt a customer service approach towards students who take eCampus-supported courses. The competition in the higher-education market for enrollment is steep.

What things are we already doing?

Building internal relationships with academic departments through faculty development, media services and high profile innovation projects such as CITE.

Strengthening a dedicated student support team to aid students from admission to enrollment to graduation.

Prioritizing development of degrees and certificate programs, rather than

Developing and publishing research on our successes both collaborative with faculty and directly from our design team.

Prioritize faculty development rather than technology training as a means to develop excellent online educators valuing and validating the voices and experiences of online learners.

What is impo

