OPEN SUNY

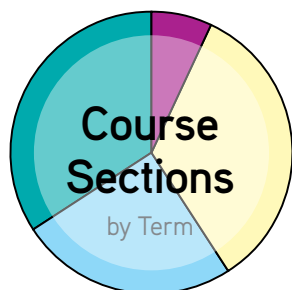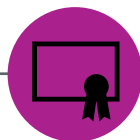## 2019 ANNUAL IMPACT REPORT

ONLINE COURSES

ALL
campuses offer online courses

24,433
online course sections in 2018-19

Course Sections
by Term

- ○ 25% Summer 2018
- ○ 7% Winter 2019
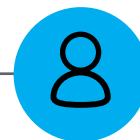- ● 34% Fall 2018
- ○ 34% Spring 2019

ONLINE PROGRAMS

48[1]
campuses offered online programs

611
online programs

106
Open SUNY+ programs

17.3% of online programs

FALL 2018 ENROLLMENT

62,755
students took *some*, but not all online courses
+7.4% increase from Fall 2017

26,954
students took *all* online courses
+5.7% increase from Fall 2017

193,824
students took *at least one* online course in 2018-2019
+5.3% increase from 2017-18

598,168[2]
course enrollments in MOOCs via Coursera

FACULTY

4,363
faculty taught *at least one* course online in Fall 2018

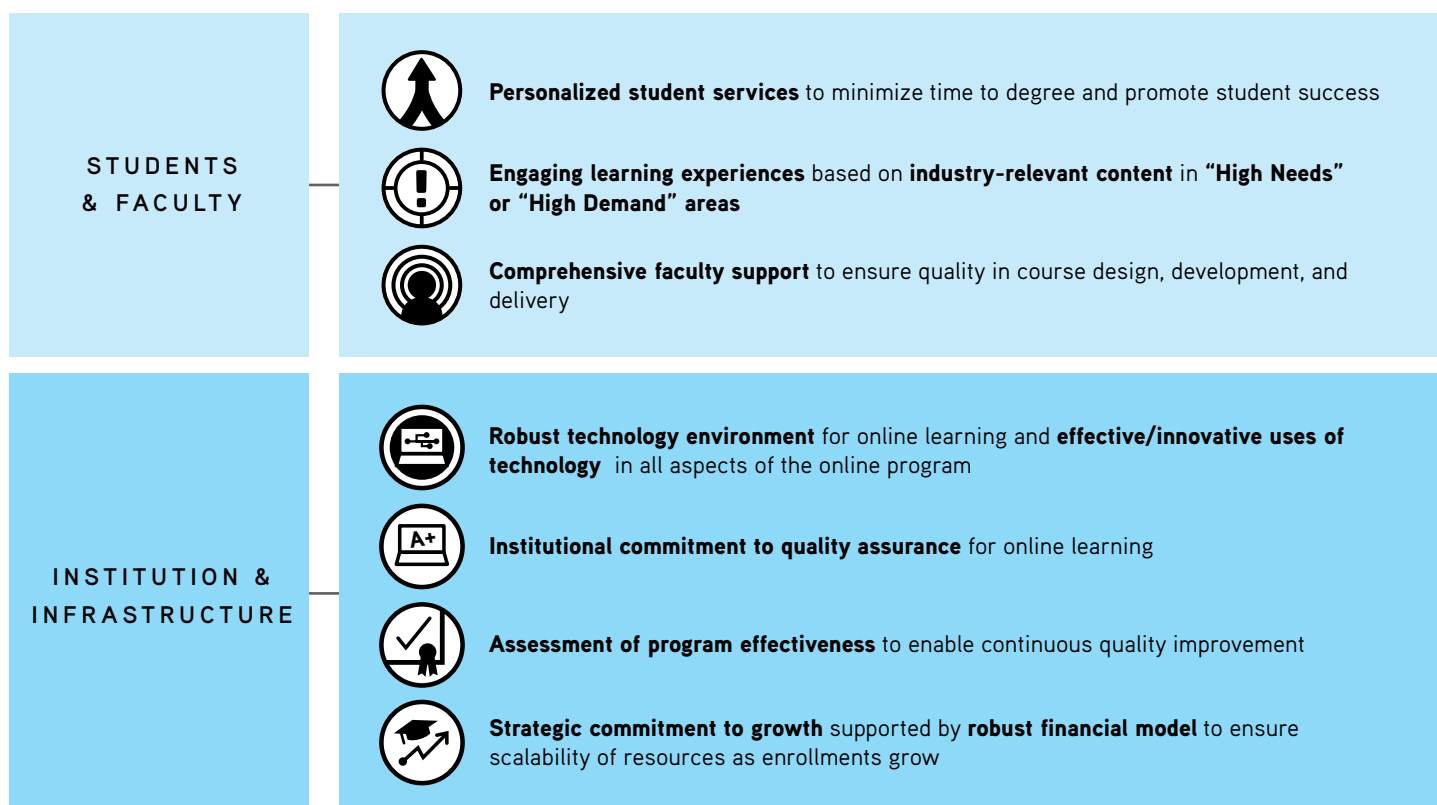(13.3% of total faculty) +4.2% increase from Fall 2017

OVERVIEW OF OPEN SUNY, OPEN SUNY+, SUNY ONLINE

	OPEN SUNY	OPEN SUNY+	SUNY ONLINE
SCOPE	600+ online degree and certificate programs from 43 campuses and 23,000+ online course sections annually from 60 campuses	100+ online degree and certificate programs from 20 campuses	20-30 programs, with the potential to enroll 1000+ students 100% online
CAMPUS BRAND & QUALITY	• Determine how to meet NYSED standards for quality assurance, student/faculty support, technology infrastructure, etc. • Nurture leads provided from open.suny.edu • Deliver instruction and award degrees	• Determine how to meet NYSED and Open SUNY+ standards for quality assurance, student/faculty support, technology infrastructure, etc. • Nurture leads provided from open.suny.edu • Deliver instruction and award degrees	• Deliver instruction and award degrees at scale
SUNY SYSTEM SUPPORT TO ENABLE GROWTH	• Option to advertise on open.suny.edu • Modest Open SUNY Promotion • Opt-in HelpDesk, LMS, and Faculty Support services available for purchase • Communities of Practice for sharing of best practices • Institutional Readiness and Enrollment Planning Roundtable engagements available for campus participation at no charge	• Advertised on open.suny.edu with OS+ icon • Preferential search results on open.suny.edu • Open SUNY funding for some new OS+ supports (NetTutor, 24X7 Help desk, Ally, Marketing Services) • OS+ Community of Practice for sharing of best practices	• Significant promotion campaign for SUNY Online programs • Lead nurturing handled by SUNY Online coaches • Coaching support for students • Instructional design support for faculty • Single instance/multi-tenant technology solutions • Technical support for students and faculty • Support campus planning with labor market analysis • Development of employer partnerships

> OPEN SUNY+ SIGNATURE ELEMENTS

STUDENTS & FACULTY

Personalized student services to minimize time to degree and promote student success

Engaging learning experiences based on **industry-relevant content** in **"High Needs" or "High Demand"** areas

Comprehensive faculty support to ensure quality in course design, development, and delivery

INSTITUTION & INFRASTRUCTURE

Robust technology environment for online learning and **effective/innovative uses of technology** in all aspects of the online program

Institutional commitment to quality assurance for online learning

Assessment of program effectiveness to enable continuous quality improvement

Strategic commitment to growth supported by **robust financial model** to ensure scalability of resources as enrollments grow

> SUNY ONLINE PILOT PROGRAMS – FALL 2019 & SPRING 2020

CAMPUS	PROGRAM	DEGREE	TRACK
Canton	Health Care Management	BS	Healthcare Management
Empire State College	Business Management	MBA	Accounting/Business
Finger Lakes	Networking & Cybersecurity	AAS	Networking and Cybersecurity
Finger Lakes	Health Care Studies	AS	Healthcare Management
Monroe	Business Administration (Accounting)	AS	Accounting/Business
Monroe	Psychology	AS	Psychology
Oswego	Health Services Administration	MBA	Healthcare Management
Plattsburgh	Accounting	BS	Accounting/Business
Herkimer	Criminal Justice: Crime & Intelligence Analysis	AAS	Data Science and Crime Analysis
Albany	Informatics	BS	Networking and Cybersecurity
Albany	Information Sciences	MS	Networking and Cybersecurity
Alfred	Healthcare Management	BT	Healthcare Management
Empire State College	Management	BS	Accounting/Business
Empire State College	Psychology	BA	Psychology
Herkimer	Cybersecurity & Digital Forensics	AS	Networking and Cybersecurity
Oswego	Business Administration	BS	Accounting/Business
Oswego	Business Administration	MBA	Accounting/Business

Build supports and resources for students, faculty and campuses to promote **individualized education** with online learning opportunities to assist students in achieving their academic goals.

> Improve the capability to attract, enroll, and retain post-traditional online learners across all sectors and online delivery models.

> Promote individualized and non-traditional educational opportunities to assist students in meeting their educational goals.

> Expand collaborative models with student service and enrollment initiatives.

> Expand faculty and staff access to effective online teaching practices and other resources to support online faculty.

> Promote OER initiatives/services and other curricular innovations that help students with financial, academic, and life-management challenges.
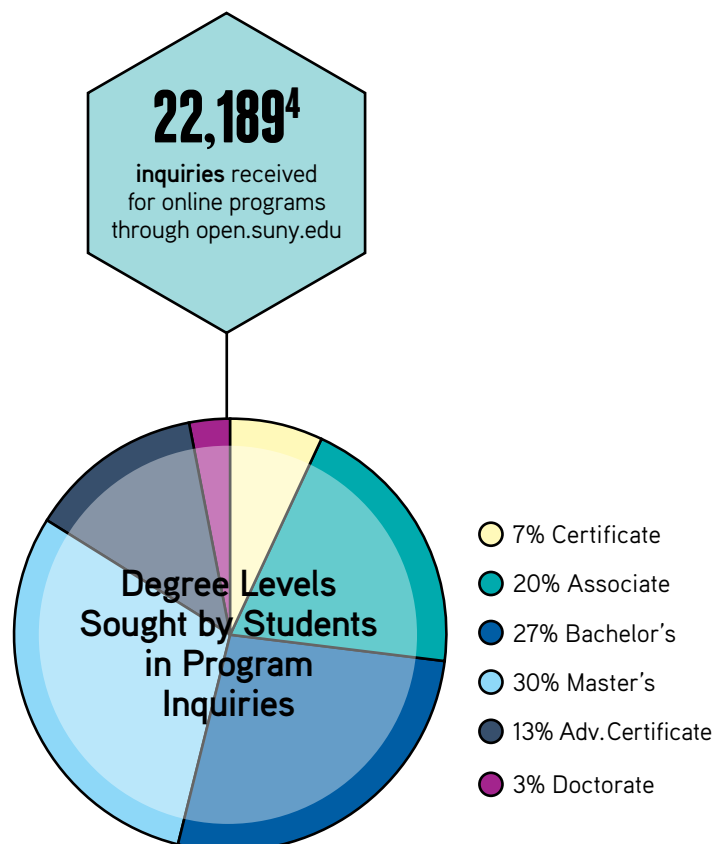
> ### STUDENT SUPPORTS

Open SUNY HelpDesk

"My support technician was very helpful in solving my issue as well as referring me to the best possible solution. They provided me with the tools I needed in order for my professor and I to overcome the issue we were having regarding the exam, and I thank them very much for all of their help." (Student HelpDesk Survey Response)

"Representative was very helpful and the wait time was very short. I was very happy that someone is available on Sunday evenings to help because that is when most students are working on their assignments." (Student HelpDesk Survey Response)

The **Open SUNY HelpDesk** received 10,947 tickets from students this year.[3]

22,189[4]
inquiries received for online programs through open.suny.edu

Degree Levels Sought by Students in Program Inquiries

- 7% Certificate
- 20% Associate
- 27% Bachelor's
- 30% Master's
- 13% Adv. Certificate
- 3% Doctorate

SUNY Early Alerts Project: In 2018-19, 32 campuses were part of this Community of Practice. This includes 10 mentor campuses, and the 6 new instance campuses in Cohort 3, which began in Fall 2018. On average, about 30-40 individuals attend the monthly project meetings.

"Starfish provides me with an effective way to communicate with my students outside of class. I have found that when they receive kudos or flag messages from me, my students are more likely to approach me with questions or concerns that they may have. Starfish lets me show my students that I want them to be successful." (Faculty Member who uses Starfish)

SUNY Broome receives Hobsons Education Advances Award for Student Success & Advising.

❯ FACULTY SUPPORTS

OSCQR

OSCQR.suny.edu is a new URL for all up-to-date OSCQR-related information. It can be used as a stand-alone informational website, but is intended to be used in conjunction with the OSCQR Course Quality Rubric as a resource to provide more in-depth explanations of each standard, provide ideas and examples of how to address each standard, to provide citations and information that support each standard, and to facilitate additional contributions crowd-sourced from the users of OSCQR.

A SUNY Online instructional design checklist has been adapted from the OSCQR online course quality rubric to ensure effective online course design practices and online accessibility in SUNY Online courses.

"... I encourage my fellow faculty to find new ways to assess their own work, not just student work, using measures, that even if it is not numeric or quantitative that they can still look at the spectrum and make decisions about how they're going to make changes to their class, how they're going to be more successful, how they're going to have more successful students based on solid data. And sometimes you need a rubric to assess that." -- Maya Greene, Columbia-Greene Community College

"I like the interactive nature of the OSCQR rubric, if faculty need help they can click on that button and get successful guidelines for them, and that is particularly valuable." -- Camille Karlson, Farmingdale State College

Interested in Teaching Online? New URL: (*innovate. suny.edu/interested*) is an openly-licensed self-paced online resource that is free of charge and open now to anyone interested in learning more about online teaching and learning. The website has received an average of **326 users per month[5] , representing 53 different countries, and 49 badges have been issued.**

- The Faculty Readiness resource (New URL: *https://innovate.suny.edu/facultyreadiness/*) is a self-paced set of inventories and resources that provide the opportunity for faculty interested in teaching online to self-assess on the prerequisite technical skills necessary to be successful teaching online. Additionally, video resources and example online courses address common skepticism, assumptions, and misconceptions regarding online learning.

- The Faculty Readiness resource has been visited 4,639 times, across the U.S. as well as globally, representing 34 different countries.

The **Open SUNY HelpDesk** received 10,480 tickets from faculty/staff this year.[3]

During 2018-19 a number of videos and related playlists have been recorded, produced, and added to the **Open SUNY YouTube channel**, including videos about OSCQR and highlights from the Open SUNY Summit.

Student panel at the 2019 Open SUNY Summit

Online Teaching Ambassadors, who are nominated by the campuses and featured during the Open SUNY Summit

CAMPUS SUPPORTS

Massive Open Online Courses (MOOCs)

48
active
MOOC courses
in Coursera[2]

31,236
students completed
MOOC courses in
Coursera[2]

"This course helped me get my dream job!" (Learner from How to Write a Resume)

"It's a great course which really provided all the basic knowledge one needs to know about blockchain. After the course I can confidently say that I know how blockchain works. Looking forward to other courses in this specialization" (Learner from Blockchain Basics)

Ally for LMS. 34 campuses have committed to implementing Ally within their Learning Management System (LMS) (including Blackboard Learn and Moodle). Ally for LMS is an accessibility tool that allows for campuses to gain insights into the accessibility level for all courses within their LMS system, provides instructors with targeted information on how to address specific accessibility in their courses, and provides students with alternate formats for a variety of files used within the course.

Facilitate innovation to enable the strategic growth of online learning throughout SUNY.

STRATEGIES:

> Promote Open SUNY, the work of the Communities of Practice, and effective practices in online education to broad audiences.

> Leverage funding through IITG and SUNY Investment Fund to promote innovation for the advancement of online learning across SUNY.

> Work with online campus leaders to conduct or promote participation in research, inform best practices across sectors, and provide guidance for Open SUNY goals and strategies.

STUDENT SUPPORTS

During the monthly Concierge meetings in 2018-19, a variety of topics were discussed including online readiness resources, reducing student isolation, pre-orientation, online learning after a tragedy, and resources for online LGBTQ+ students.

FACULTY SUPPORTS

$665,000 was awarded to campuses to support instructional innovation (IITG)[6]
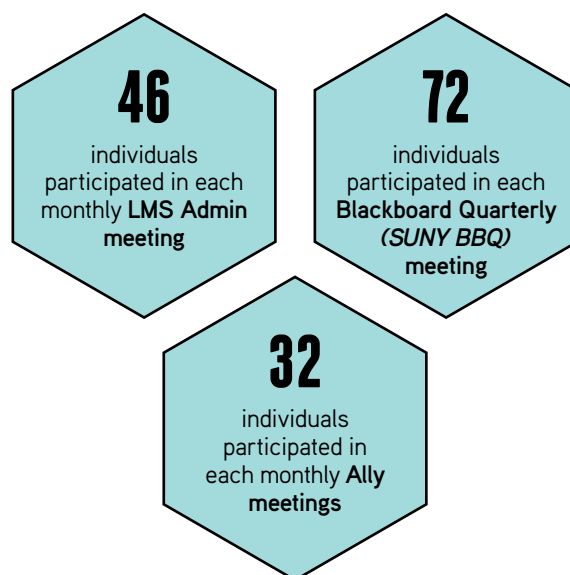
The 2019 **Open SUNY Summit** was held March 6th-8th in Syracuse, NY. There were 134 attendees from over 40 SUNY & non-SUNY institutions/organizations.

- 51 Open SUNY Online Teaching Ambassadors were recognized at the event.
- Session recordings can be viewed at *http://opensunysummit2019.edublogs.org/mediasite*

On average, 31 individuals participated in the monthly **Open SUNY Community Calls**

CAMPUS SUPPORTS

On average, about...

46
individuals participated in each monthly **LMS Admin meeting**

72
individuals participated in each **Blackboard Quarterly** *(SUNY BBQ)* meeting

32
individuals participated in each monthly **Ally meetings**

The SUNY **Workplace** platform continues to grow. SUNY colleagues are able to easily network, collaborate and share knowledge through specific groups and communities of practice. The community currently has more than 500 groups and 7,000 users. Workplace also serves as an important communication conduit for K-12 partnerships and initiatives involving SUNY partners.

Promote **sustainability** of campus online learning initiatives through strategic planning, effective use of data, change management, and allocation of resources.

Strategies:

> Promote blended and cross campus models to support integrated space planning and cost effective delivery systems.

> Focus on degrees and credentials that transfer or provide an iterative pathway to workforce development and support continuing education needs of NYS employers.

> Facilitate research related to flexible learning environments (including virtual) spaces, OER implementation, and non-traditional delivery models.

> Work with campuses to identify and promote technology related to green initiatives for the creation and delivery of online content.

> Facilitate strategic change management through campus consulting engagements and building a change management CoP for campus leaders and thought leadership stakeholders.

> FACULTY SUPPORTS

During 2018-18, Open SUNY engaged in research with partners from the University at Albany to examine the impact of the Open SUNY+ Signature Elements. A paper resulting from this project was submitted for presentation at the 2020 AERA Annual Conference. Open SUNY staff also worked with several campus representatives to complete two manuscripts related to the assessment of online learning – one for publication as an Occasional Paper for the National Institute for Learning Outcomes Assessment and another for publication in the Online Learning Journal.

> CAMPUS SUPPORTS

Institutional Readiness (IR)

- 53 campuses have expressed interest, began, or completed the Institutional Readiness process[7]

- 34 campuses have completed the third Institutional Readiness session

- 19 campuses have completed the Institutional Readiness process and submitted their Implementation Plan[7]

20 **Enrollment Planning Roundtables** have been conducted[8]

The number of programs with the Open SUNY+ designation increased throughout the past year. To be eligible for SUNY Online, programs must meet the requirements of the **Open SUNY+ Signature Elements**. Thus, we expect more programs to be nominated for Open SUNY+ as campuses continue to enhance supports provided for online students.

Since SUNY does not have one centralized student application system, it is difficult to calculate the **conversion rate from student inquiry to application to enrollment**. However, it is important to track this information to understand the effectiveness of Open SUNY's marketing efforts. Open SUNY works with admissions contacts on each campus twice a year to collect lead-to-applicant data to analyze the conversation rate. Although the method has limitations, it has enabled Open SUNY and SUNY Enrollment Services to learn that the average lead-to-applicant conversation rate is about 7%. Also, by identifying campuses with higher conversation rates, the process can highlight effective recruitment practices.

Open SUNY shares online learning data with campuses through a series of **interactive data visualizations** on *innovate.suny.edu/opensuny/dashboards*

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[7] *Cumulative since the creation of the Institutional Readiness Process (as of August 2019)*

[8] *Cumulative since the creation of the Enrollment Planning Roundtable (as of August 2019)*

Foster strategic business **partnerships** to expand online learning opportunities to regional, national and global learners.

Strategies:

> Evaluate vendor relationships to maximize buying power for SUNY campuses.

> Work with SUNY System Administration offices responsible for workforce and economic development to establish a partnership model and process for the inclusion of online learning in SUNY partnership opportunities.

> Maintain and grow relationships with organizations supporting the scaling and continuous improvement of competency development as well as innovations in online teaching and learning.

> Support entrepreneurial partnerships with non-SUNY institutions/systems and organizations to promote and benefit SUNY.

STUDENT SUPPORTS

- Through the SUNY-wide contract with Hobsons, 32 campuses currently receive a 30% discount on the **Starfish Early Alerts** platform.

- Through a cross-campus collaborative team led by system administration, Open SUNY system is piloting the newly created **SUNY Online Student Success Inventory (SOSSI)** designed to address student readiness for online learning.   Four campuses are piloting SOSSI and it is also being tested at campuses offering degrees through SUNY Online. Once this pilot phase ends and the tool is validated, all campuses with online programs will have access to the SOSSI tool at no cost to the campus.

FACULTY SUPPORTS

Open SUNY and the CPD support an institutional-level membership for each SUNY campus to the Online Learning Consortium (OLC). SUNY Campuses take advantage of the institutional benefits including discounts, webinars, and access to the suite of OLC Quality Scorecards.

Through Open SUNY's partnership with OLC, in the past year the OSCQR Course Quality Rubric has been downloaded **1,859** times.

Open SUNY is collaborating with the National Research Center for Distance Education and Technological Advancements (DETA - *https://uwm.edu/deta/*) in a study to understand the experiences of minority students in online classes to identify key factors that influence their success. Next studies will be developing interventions to improve student readiness and testing the interventions in randomized control trials.

Invited Blog Post: *OSCQR Institution Showcase* (Monroe Community College, Binghamton, UMass Boston). WCET Frontiers, October 4, 2018. *https://wcetfrontiers. org/2018/10/04/oscqr-institution-showcase/*, editors Lindsey Rae Downs, and Russ Poulin.

CAMPUS SUPPORTS

Open SUNY has handshake agreements with four different **proctoring services**, and campuses who choose to use one of those services can save 10-30% on their contract.

Open SUNY has handshake agreements with seven different **captioning and accessibility service providers**, **one badging/Micro-Credentialing provider**, and one video platform.

There are currently[9] 36 campuses who utilize the **Open SUNY HelpDesk** for Blackboard LMS Support. For a fraction of the cost of one FTE, participating campuses receive 100 hours a week of support coverage for students, faculty, and campus staff. This is a 24 hour per week increase from last year, and includes some holiday coverage. The Open SUNY HelpDesk also helps support all 64 campuses with their Open Education Resources (OER) initiatives.

There are currently[9] 33 campuses supported by **Open SUNY Application Services**. For the cost of 1/10th of an FTE, campuses are supported by an LMS administrator team focused on Tier 2 help ticket resolution, configuration assistance, and hosting coordination. .

In February of 2018, Open SUNY entered into a three year **partnership with Wiley Education Services** to license their Ranku online recruitment solution. Ranku was originally implemented as a pilot program in 2016. Several Open SUNY+ campuses took advantage of additional consulting services from Wiley Education Services through their partnership with Open SUNY. Specifically, they worked with Wiley to conduct market research for their online programs.

ONLINE LEARNING DETAILS

Fall 2018[10] Online Status by Faculty Rank	Taught **Some, but Not All** Online Courses	Taught **All** Online Courses
Full Professor	23.8%	9.4%
Associate Professor	22.6%	6.6%
Assistant Professor	20.3%	8.5%
Instructor / Lecturer	18.3%	50.0%
Unknown	15.0%	25.5%

Fall 2018 Online Programs[1]	611	100%
UG Certificate	66	11%
Associate	291	48%
Bachelor's	78	13%
Advanced Certificate	78	13%
Master's	91	15%
Doctoral	7	1%
50% Online	77	13%
75% Online	85	14%
100% Online	449	74%

Online Faculty - % of Faculty Who Taught at Least One Online Course[10]			
Summer 2018	**Fall 2018**	**Winter 2019**	**Spring 2019**
44.6%	13.3%	72.9%	14.1%

Online Course Sections: Academic Year 2018-19[11]	24,433	100%
Community Colleges	11,994	49%
Technology Colleges	2,336	10%
Comprehensive Colleges	6,284	26%
Doctoral Degree Granting Institutions	3,819	16%
Remedial / Continuing Education	497	2%
Lower Division	15,102	62%
Upper Division	5,542	23%
Graduate	3,292	13%

Fall 2018 Total Student Enrollment[12]	
No Online Courses	339,251 (78.8%)
Some, but Not All Online Courses	62,755 (14.7%)
Exclusively Online Courses	26,954 (6.3%)

Online Enrollment Fall 2018[12]	**No** Online Courses (339,251)	**Some**, but Not All Online Courses (58,435)	**All** Online Courses (26,954)
Undergraduate	91.6%	93.6%	77.9%
Graduate	8.4%	6.4%	22.1%
Full-Time	67.2%	83.0%	25.8%
Part-Time	32.8%	17.0%	74.2%
NYS Resident	91.8%	93.3%	94.2%
Non-NYS Resident	8.2%	6.7%	6.0%
Female	51.5%	60.4%	68.8%
Male	48.5%	39.6%	31.2%
Traditional Age (<25)	80.5%	75.6%	33.9%
Adult Learners (25+)	19.5%	24.4%	66.1%
White	56.3%	58.3%	66.4%
Hispanic/Latino	13.2%	13.7%	9.2%
Black/African American	10.9%	11.9%	10.4%
Asian/Pacific Islander	6.2%	5.7%	3.4%
Unknown	5.3%	3.4%	6.4%
International	5.1%	3.6%	1.2%
Underrepresented Multi	1.9%	2.4%	1.9%
Non-underrepresented Multi	0.6%	0.5%	0.4%
American Indian/Alaska Native	0.4%	0.5%	0.5%
Native Hawaiian/Other Pacific	0.1%	0.1%	0.1%

OPEN SUNY

2019 ANNUAL IMPACT REPORT

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