A View from the Frontier: Lessons Learned from Online Pioneers
Panelists

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Graduate Online Market Growth
The number of graduate students taking at least one online course has grown by 35% over the past five years, while the number of graduate students taking exclusively face-to-face courses has declined by 5%.

Integrated Postsecondary Education Data System
The growth of online graduate programs has outpaced enrollment growth YoY

Exclusively online graduate enrollment grew by 37% between 2013 and 2017

The number of online graduate programs grew by 71% between 2013 and 2017
Canada is catching up

• 90% of universities, 80% of colleges offer distance education
• 98% of those institutions offering distance education offer online courses. Other major delivery methods include video/audio conferencing (45%), print-based (22%) and broadcast (11%)
• Of the institutions offering online courses, 85% did so for credit
• The number of institutions offering courses for credit has increased over the past five years by 13%
• The fastest growth is occurring in the college sector, where course enrolments are up 60% in the past five years.

Canadian Digital Learning Research Association survey 2018
As the online market matures, so do the expectations of online students

- Responsiveness during recruitment/admissions process
- Availability of information for informed decision-making
- Ability to start multiple times per year
- Part-time option with year-round classes
- Flexible schedule for working professionals
- Proactive student support
- Accessibility of online courses and materials
- Highly engaging online courses
- High level of interaction with faculty and fellow students
- Field/Clinical Placement support
Case Study: Florida State University
FSU Overview

- Location: Tallahassee, Florida
- Ranked #70 National Universities
- Ranked #26 Top Public Schools
- Ranked #38 Best Graduate Schools for Social Work
- Total enrollment: 41,900
- Total online enrollment: 16,355
## FSU Online MSW Overview

<table>
<thead>
<tr>
<th>2002</th>
<th>2019</th>
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</thead>
<tbody>
<tr>
<td><strong>First Accredited Online MSW Program</strong></td>
<td>78 Accredited Online Programs</td>
</tr>
<tr>
<td><strong>Coverage: Florida</strong></td>
<td>Coverage: All 50 States</td>
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<tr>
<td><strong>Programs: PT Advanced-Standing Clinical</strong></td>
<td>Programs: PT Advanced-Standing and Traditional Clinical + 3 Certificate Programs</td>
</tr>
<tr>
<td><strong>Annual Starts: 1 Cohort Size: 25</strong></td>
<td>Annual Starts: 3 Cohort Size: 50/70 and growing</td>
</tr>
<tr>
<td><strong>SCH -100% – Florida Residents</strong></td>
<td>SCH – 80% FL Res/ 20% Non-FL Res</td>
</tr>
<tr>
<td><strong>Online- 5% of Total Headcount</strong></td>
<td>Online- 65% of Total Headcount</td>
</tr>
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FSU Online MSW Overview

Fall HC

- TLH
- OL/OC
- PC
- Total

Year:
- Fall 13
- Fall 14
- Fall 15
- Fall 16
- Fall 17
- Fall 18
FSU Online MSW Overview

College of Social Work Graduate SCH

<table>
<thead>
<tr>
<th>Year</th>
<th>OL/OC Fund</th>
<th>TLH Fund</th>
<th>Total Fund</th>
<th>GradSchool Target</th>
<th>Difference</th>
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<tbody>
<tr>
<td>FTE Year 10-11</td>
<td>-266</td>
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<td>FTE Year 11-12</td>
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<td>FTE Year 14-15</td>
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<td>12461</td>
<td>11954</td>
<td>12857</td>
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</tbody>
</table>
Case Study: Wilfrid Laurier University
Wilfrid Laurier Overview

• Location: Waterloo, Ontario, Canada
• Ranked #33 in Canada by USNWR
• Ranked #6 Top Comprehensive University by Maclean’s
• Total enrollment: 19,500
• Total online enrollment: 693
Wilfrid Laurier Online Programs

• Bachelor of Arts in Policing launched Fall 2016
• Bachelor of Arts in Criminology & Policing launched Fall 2016
• Master of Public Safety launched January 2018
• Master of Social Work launched Summer 2018
  – First traditional online MSW in Canada
• Master of Science in Computer Science launched Fall 2018
MSW, MCS and MPS Programs

- All programs built with needs of mature students paramount.
- MSW 1 of 3 Signature Programs at Laurier
- “Cost-recovery” vs “funded” programs. Important distinction in Ontario. Province just announced 10% tuition cut to all funded programs (70-95% of all programs).
- MSW applications running at 500% of target, MPS at 120%, MCS at 150%. MSW is funded, MPS and MCS are cost-recovery.
- 2 main messages:
  - i) Diversified funding streams necessary for future financial health
  - ii) OPM partnership critical for enrollment success
Questions ?
Feel free to contact us with further questions!

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