

Winter Session Pilot 2017

In mid-January we are administering two surveys: one to students who took an online course during the Winter Session and one to students who elected not to take a Winter Session course. This should provide us with important data as we move forward. We are not planning to survey the faculty because we are assuming we can solicit feedback from the deans regarding the experience of their faculty. After we evaluate the student feedback we will make recommendations for moving forward.

We also think it would be prudent to explore offering Study Abroad courses during the Winter Session. Based on information from the Registrar, presently students do not pay tuition for Study Abroad courses. This is a good time to explore whether or not the university wants to evaluate and begin to charge students tuition for Study Abroad courses. Many of the universities that offered a Winter Session found that the number of students grew significantly who took Study Abroad courses.

Overview

- UofL offered a pilot Winter Session that ran for three weeks over the winter break and university closure, including New Year's Day
 - Same length as the May session in Summer Term
- 5 academic units participated – A&S, Business, Education, Public Health and Kent School
- 40 online courses were offered (includes some cross-listed courses and courses that had multiple sections)
 - A&S offered the majority of courses – 20 – all undergraduate
- Both undergraduate and graduate courses were offered

Enrollment (not yet final because Registrar's office is continuing to process late withdrawals)

- Final enrollment after the drop/add period was 548
- Students from 10 different colleges enrolled – only Medicine and SIGS were not represented
- 66 Active Duty Military enrolled, mostly in the College of Education

Revenue, Overhead and Infrastructure Costs (direct costs only)

- Approximately \$812,087 in Distance Education tuition revenue was generated
- Approximately \$223,000 in faculty salaries were paid by the units
 - A&S provided us with the actual salaries
 - All other salaries were estimated based on data provided by the units in the planning phases
- Approximately \$26,000 spent on marketing from the Delphi Center's budget
- Help Desk support was in-kind by IT and the Delphi Center
- No additional staff worked outside their normal hours

Lessons Learned (student survey will be launched on January 22)

- Doing benchmarking research with other schools was important to help give us an idea of how to run a Winter Session
- Asking faculty members to partner with the Delphi Center to convert their courses into 3-week online courses helped reduce faculty time to complete course development
- Including all of the administrative support units early and often was critical (e.g. Registrar, Financial Aid, Bursar, IT, Bookstore)
- Need to partner earlier with the academic support services to identify what support will be available in the future
- Need to have a better idea of what classes students want. Some classes filled instantly while others had fewer than 5 enrollments.
- Marketing (these are assumptions – we won't know until the survey results)
 - Having a solid brand made the Winter Session materials recognizable across campus
 - Saturating the campus with yard signs and other physical materials across campus spread the word very quickly
 - Advisors were key in spreading the word
- There were many manual processes, including registration, given the quick turnaround time and due to this being run as a Session rather than its own Term. (Financial Aid requires this to be run as a session). Systems will need to be automated as this grows.