K-State Global Campus
2020 Fall Update with the President and Provost
K-State Global Campus FY20

Serving Students and the Community

• Graduated 742 students
• Awarded 328 scholarships to distance students, $203,500
• Increased online professional development learners by 127%
• 81,766 credit hours (54,506 UG, 27,260 G)
• Served 12,232 students, 5,030 unique students
• Served 25,278 participants through noncredit programs

*Arrows indicate status as compared to FY19.
Progress/Accomplishments

Infrastructure: Marketing

• Launched the K-State Online website resulting in:
  – 54% increase in users
  – 4x increase in time on site
  – Decreased bounce rate by half

• Worked with BVK and the Division of Communications and Marketing to rebrand K-State Online marketing.

• Collaborated with all four campuses to consolidate digital advertising to Alpha Media as the sole vendor.

• Collaborated on implementation of Google Tag Manager across K-State Online and the new Admissions sites for improved web tracking and analysis of campaign efficacy.
Progress/Accomplishments

Infrastructure: Recruitment

• Launched new information request forms with customized landing pages and communications.

• Built out drip marketing and calendar-based email campaign deploying more than 7,000 automated emails each month.

• Implemented stage and behavior-based flows leading to record high student engagement levels with more than 3,400 1:1 email and phone interactions exchanged each month.
Progress/Accomplishments

New Initiatives/Partnerships

• New degree programs in 2020:
  – Mass Communications bachelor’s degree (F20)
  – Accounting master’s degree (F20)
  – Computer Science master’s degree (F20)
  – Special Education master’s degree (S20)
  – Leadership in Academic Advising Ph.D. (U20)
  – Gerontology secondary major (U20)
Progress/Accomplishments

New Initiatives/Partnerships

• New certificates and minors in 2020:
  – Computer Science undergraduate certificate (S20)
  – Human Services Administration graduate certificate (S20)
  – Public Health graduate certificate (S20)
  – Teaching Students with Autism graduate certificate (U20)
  – Anthropology undergraduate minor (U20)
  – Children in Group Settings undergraduate minor (F20)
  – Gerontology undergraduate minor (U20)
  – Interdisciplinary Conflict Resolution undergraduate minor (F20)
  – Management undergraduate minor (S20)
  – Pre-Kindergarten Education undergraduate minor (F20)
Progress/Accomplishments

Faculty Training and Course Quality

• **Keep Teaching website** created to support faculty during the COVID-19 pandemic.
  – Collaborators: Global Campus, Teaching and Learning Center, Information Technology

• **Keep Teaching Higher Ed online community** created to curate a wider community of support for faculty during COVID-19.
  – 1,947 members
Progress/Accomplishments

Faculty Training and Course Quality

• **Online Course Design Institute** created to support all K-State instructors as they transitioned new courses to the online modality in response to COVID-19.
  
  – 435 participants
  
  – Collaborators: Global Campus, Polytechnic Campus, Teaching and Learning Center, Information Technology
Progress/Accomplishments

Engagement and Outreach

- 3,150 learners served through online noncredit professional development (up 127% over FY19)
- 10,263 participants served through conference management services
  - Several programs were canceled due to COVID-19 and the CMS team pivoted to managing online virtual events for the university
- 11,865 participants served through UFM Community Learning Center programs
  - UFM enrollments were reduced and some community activities were canceled due to COVID-19
- 24 collaborations through UFM: 9 K-State, 14 community, 1 Fort Riley
Progress/Accomplishments

Undergraduate and Graduate Student Experience...

• 100% of students have access to an online orientation program.
• 100% of students are able to request and be assigned a professional mentor through K-State’s university-wide mentoring program Wildcat Link.
• 100% of students have access to SmarterMeasure, an online learning readiness assessment.
• Advisors have “Community of Support” modules in the Canvas Orientation course that allows students to interact with other students in their online degree program.
Progress/Accomplishments

Undergraduate and Graduate Student Experience...

• Students receive a weekly e-newsletter, Worldwide Wildcat, specifically targeted to K-State Online learners to provide them with timely information, events and important dates.

• Distance students now have the same tutoring opportunities as all K-State Students.

• Re-enrollment campaigns have been implemented to increase retention term to term.

• Global Campus has added a Graduate Retention Coordinator.
Six-year graduation rate – 61.6%
Number of doctorates granted annually – 16
Number of faculty awards – 3
Top Priorities Moving Forward

- Advocate for today’s contemporary learners
- Grow enrollment - develop a K-State Online SEM Plan
- Be organizational “intrepreneurs”
- Lead further online portfolio management efforts
- Engage a strategic growth stance for new academic programs – market intelligence
- Advance a university-wide micro-credentialing ecosystem