



K-State Global Campus

2018 Fall Update with the President and Provost

K-STATE
2025

KANSAS STATE
UNIVERSITY



K-State Global Campus FY18

Serving Students and the Community

- Served 12,751 students, 5,212 unique students (unofficial)
- 78,365 credit hours (57,064 UG, 21,301 G)
- Graduated 620 students
- Awarded 169 scholarships to distance students, \$142,650
- Awarded \$80,000 in Summer School scholarships
- Served 36,632 participants through noncredit programs



Progress/Accomplishments

Infrastructure...

- **Improved lead generation** (77% over last year) resulting in an increase of 5,000 leads
- Utilized **web as a market-focused site**; optimize web presence for accessibility and search engines
- Build-out **strategic enrollment funnel** including new reports from Talisma on lead generation and prospects
- Consolidated reports into PowerBI with **new reporting dashboard**
- Implemented **project management software** for marketing unit

Progress/Accomplishments

Infrastructure...

- **Invested in staff professional development**
 - 47 employees participated in professional development activities in FY18
- Launched **all-staff retreat** focused on change management
- Created monthly **intercultural development presentations and newsletter**
- Consolidated and streamlined **internal committees**
- **Benchmarked our operations** (EAB) and conducted an external review

Progress/Accomplishments

New Initiatives/Partnerships...

- Implemented the **Recruitment Center** for K-State distance students
 - Student recruiters place outbound recruitment calls
 - Launched new mobile-friendly information request form resulting in 11% improvement on abandonment rate and continue to see a record high number of inquiries with over 1,500/month
 - Collected more than 1,000 leads from recruiting events using new offline information request form process
 - New recruitment displays and materials
- Develop strategies for **connecting with alumni** and potential donors



KANSAS STATE UNIVERSITY
Global Campus

#1

ONLINE SCHOOL

in Kansas by thebestschools.org

- 50+ years providing distance education
- No out-of-state tuition
- Scholarships available for full- and part-time students
- 95 percent or higher job placement rate for bachelor's and master's degree recipients

global.k-state.edu

Progress/Accomplishments

New Initiatives/Partnerships...

- Degree programs:
 - Adult Learning and Leadership Ed.D. and Ph.D. degrees (F17)
 - Curriculum and Instruction Ed.D. degree (U18)
 - Music master's degree (U18)
 - Personal Financial Planning bachelor's degree (F17)
- Certificates and minors:
 - Educational Technology graduate certificate (U17)
 - Online Teaching K-12 undergraduate certificate (U17)
 - Community Development graduate certificate (F17)
 - Human Development and Family Science undergraduate concurrent minor (F17)
 - Data Analytics undergraduate certificate (F18)
 - Hospitality Management stand-alone undergraduate minor (F18)

Progress/Accomplishments

New Initiatives/Partnerships...

- Face-to-face conferences and noncredit programs:
 - IGP Institute
 - IUCRC-COMET
 - Great Plains Model Arab League
 - Hospitality Summit
 - The Executive Coach
 - Kansas Advanced Teaching Academy
 - Kansas Education Recruitment Conference
 - Professional Development Academy for Idaho Chiropractors
 - Drilling Down for Deeper Impact (3DI) – Leadership Seminar

Progress/Accomplishments

Faculty Training and Course Quality...

- Developed self-paced **online training for faculty**
- Facilitated **online teaching presentations** to internal and external audiences
- **Engaged faculty** through “Show and Tell” and “Have a Byte” events
- Developed **accessibility checklist**

Progress/Accomplishments

Undergraduate and Graduate Student Experience...

- Launched **online learning orientation course** for all UG and G distance students
- Offered department/college **mentoring programs** for all students through the K-State-WildcatLink
- Provided students with timely information about important dates and resources via the **award-winning weekly newsletter**, Worldwide Wildcat

Progress/Accomplishments

Undergraduate and Graduate Student Experience...

- Collaborated with campus departments to **increase student resources** (e.g., tutoring, academic coaching, Writing Center) for online students
- Increased number of students participating with K-State **DirectLink dual advising** program
- Marketed Summer and Intersession to speed time to graduation. **Summer credit hours up 4.4%** over 2017.

Key Metrics

- Six-year graduation rate – 64%
- Number of doctorates granted annually – 5 (Personal Financial Planning)
- Number of faculty awards – 1

Top Priorities Moving Forward



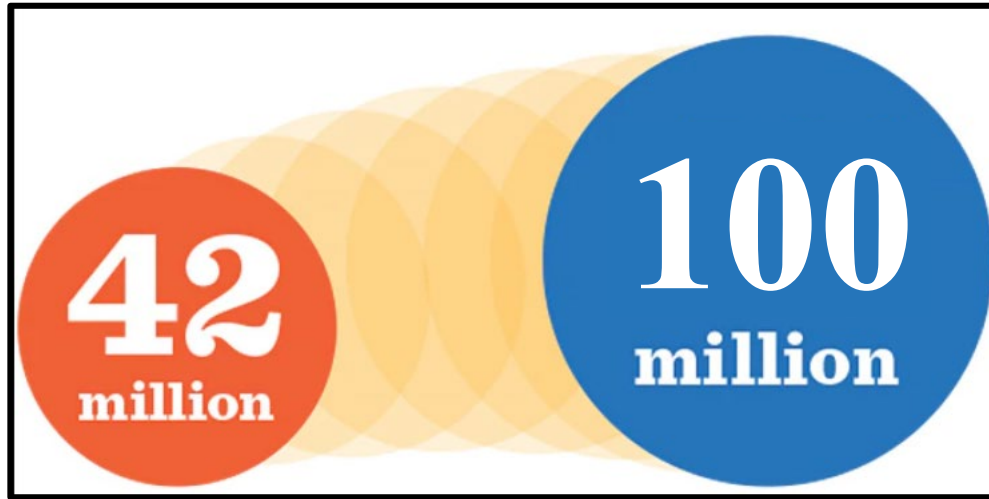
Global Campus Foundations

- Access Promise
- Excellence
Commitment
- Technology Engaged
- Creativity Inspired
- Economically-Driven



Top Priorities Moving Forward

- **Implement Budget Modernization - RCM Model**
- **Support growth strategies**



Top Priorities Moving Forward

Respond and lead in a time of *academic transformation* at Kansas State University



Top Priorities Moving Forward

Academic Incubation and Innovation Center...

To **inspire, create and accelerate** new ways to **collaborate, engage, learn, research and deliver instruction.**

- Center brings together the latest research, high-end tools and technology, experts in instructional, web, graphic, audio, video and technology design.
- Provides a place for faculty to come together with experts to research, try, test and build new pedagogical, scholarly and research approaches.
- Led by Global Campus and works in collaboration with university entities to leverage existing university resources to lead academic innovation efforts in support of all K-State.

Top Priorities Moving Forward

- Exceptional space to facilitate academic transformation activities

IF YOU CAN IMAGINE IT,
YOU CAN BECOME IT.

KANSAS STATE
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Top Priorities Moving Forward

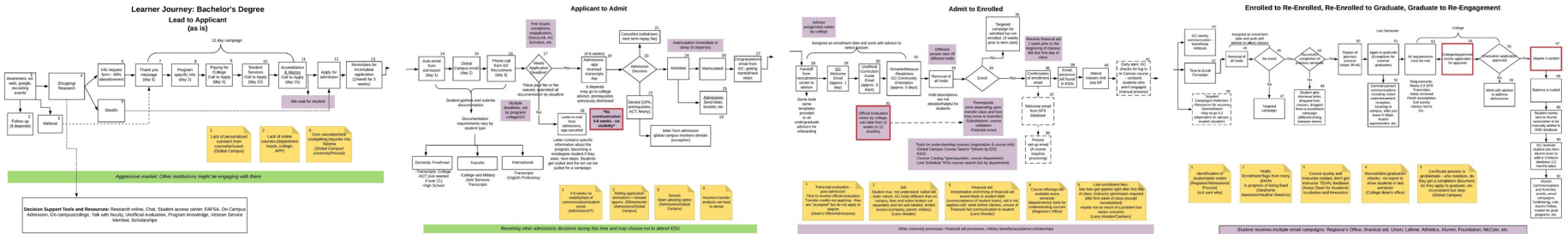


2018 Educause Learning Initiative (ELI)

<https://www.educause.edu/eli/initiatives/key-issues-in-teaching-and-learning>

Top Priorities Moving Forward

- Implement Strategic Enrollment Management Plan
- Work with university offices/units/campuses to streamline processes for online learners



Top Priorities Moving Forward



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