K-State Global Campus

2020 Fall Update with the President and Provost

K-STATE 2025

KANSAS STATE UNIVERSITY

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.

KANSAS STATE UNIVERSITY

K-STATE 2025

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.

Key Metrics

- 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