



# K-State Global Campus

2011-2021 Outcomes and Progress Report

2021 Fall Update with the President and Provost

**K-STATE**  
**2025**

**KANSAS STATE**  
UNIVERSITY

# Positive impacts of K-State 2025

At a glance, 2025 was a somewhat difficult fit for Global Campus but the undergraduate and graduate student focus plus the engagement and outreach element, in particular, aligned with our mission. For Global Campus, the 2025 strategic plan

- encouraged development of a Global Campus strategic plan that aligns with the university;
- elevated the importance of online learner support;
- fostered the continuation of a history of supporting distance learning faculty and staff through learning opportunities;
- provided an opportunity to highlight relevant credit and noncredit online programming;
- and, gave importance to the focus on our internal infrastructure.

# Progress/accomplishments

## Infrastructure



Moved to a permanent remote work structure to meet needs of staff, reduce budget and expand future hiring pool



Enhanced marketing efforts through a focus on evaluating ROI and relevant data to inform tactics



Launched the new K-State Online website and completed an associated rebranding effort



Expanded data and reporting efforts, partnered with OIRA



Founded a unit to focus on recruitment of online students through data-informed tactics



Increased financial returns to colleges and central through online programs – 135% increase from FY16 to FY20

# Progress/accomplishments

## Faculty and Staff



Supported online teaching faculty through:

- Online Essentials Course (2014-2019, 90 participants),
- Online Course Design Institute (redesigned, served 435 participants in 2020 and 40 in 2021)
- Keep Teaching Website
- Keep Teaching Higher Ed online community (1,947 members)
- Three-minute Thursdays
- Professional development support for online teaching faculty



Provided annual professional development to all Global Campus staff



Emphasized the importance of diversity and multicultural competency through monthly newsletters and learning opportunities

# Progress/accomplishments

## Engagement/Outreach/New Initiatives & Partnerships



Added 85 new programs across all levels  
(FY11-20)



Grew endowed scholarships – three new  
scholarships supporting online students



Grew noncredit enrollments  
(up 127% FY19 to 20)



Continued strong tradition of community  
engagement and education through UFM

# Progress/accomplishments

## Undergraduate and Graduate Student Experience



Grew online enrollments by 43% overall (FY11-20)



Grew online credit hours by 32% overall (FY11-20)



Increased by 30% the number of online learners who would otherwise never be a wildcat (unduplicated heads) (FY16-20)



Grew number of online graduates by 40% (FY16-20)



Record 742 graduates in FY20



Added 85 new programs across all levels (FY11-20)

# Progress/accomplishments

## Undergraduate and Graduate Student Experience



Implemented recruitment webinars and online chat



Developed online student orientation to assist first-time online course participants



Deployed weekly Worldwide Wildcats newsletter for online students



Extended campus student services to students at a distance, implemented online student ID process



Added graduate retention coordinator to ensure support for online graduate student retention

# Key metrics

- Endowment pool
  - Kenneth and Leah Mae Beaver Scholarship - \$60,000
  - Sue Maes and Dennis Hemmendinger KSU Foundation Family Scholarship - \$60,000
  - Sue C. Maes – Vanier Family Scholarship - \$60,000
- Faculty awards – 33
  - 21 external awards, 12 Global Campus awards
- Doctorates awarded in online programs - 47
  - Adult Learning and Leadership - 6
  - Curriculum and Instruction - 1
  - Leadership in Academic Advising - 0
  - Personal Financial Planning - 35
  - Adult, Occupational and Continuing Education - 5



# Top priorities moving forward

- Contribute to university land grant mission by extending educational opportunities worldwide.
- Grow enrollment.
- Advocate for and support today's contemporary learners.
- Advance a university-wide micro-credentialing ecosystem.
- Lead strategic growth for new market-focused programs.
- Continue best practices in online portfolio management efforts.
- Be organizational "intrepreneurs."