PARTNERING WITH
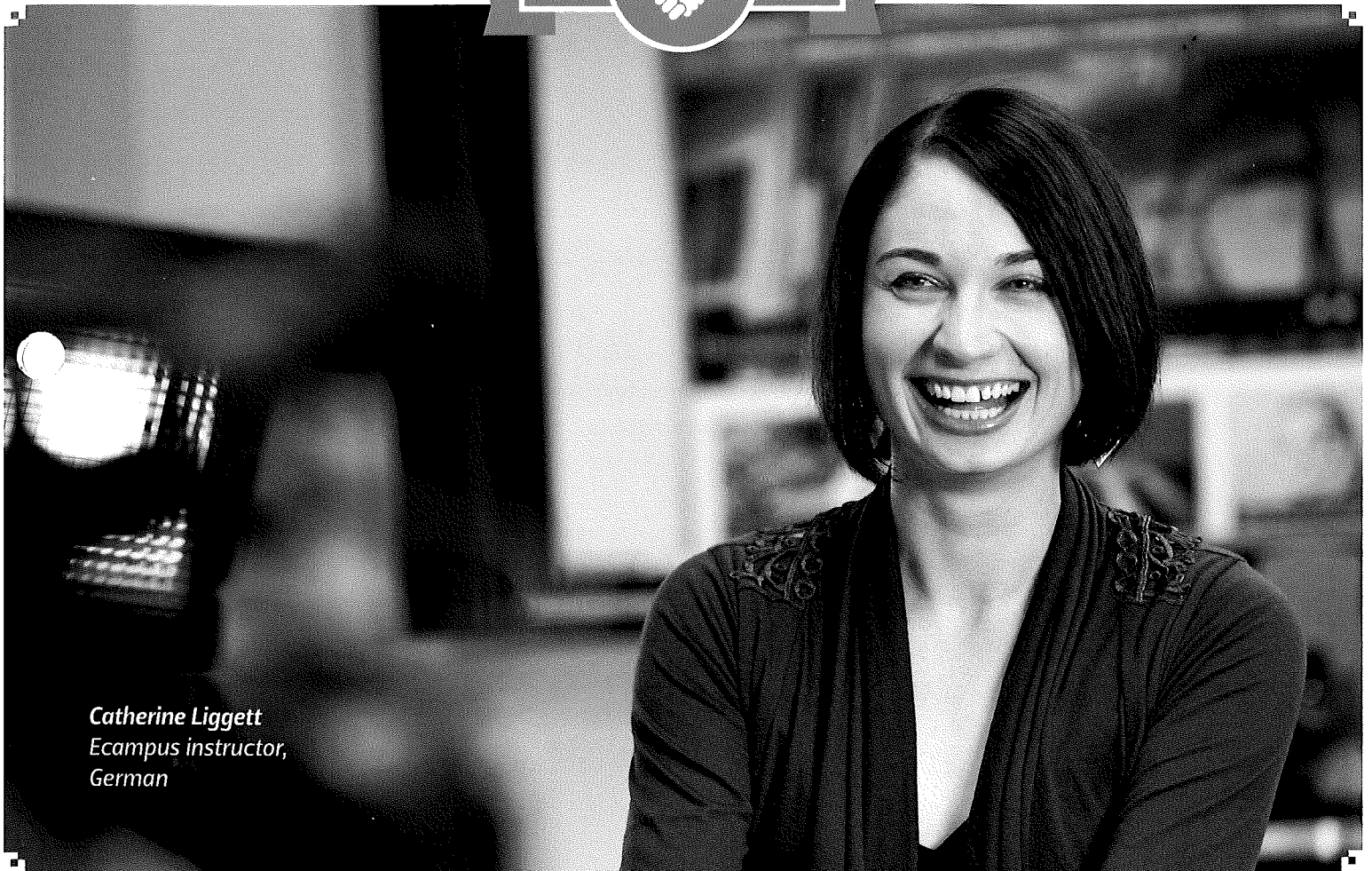
ECAMPUS

Catherine Liggett
Ecampus instructor,
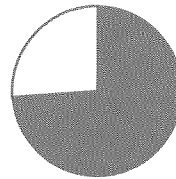*German*

Online degrees & credit courses at OSU

Oregon State
UNIVERSITY

ecampus.oregonstate.edu

Oregon State University Ecampus provides adult learners with access to a high-quality education no matter where they live. The OSU programs and courses we deliver online are the catalyst for making educational dreams a reality. To accomplish this, Ecampus serves as the connection between Oregon State's outstanding faculty and diverse learners around the world.
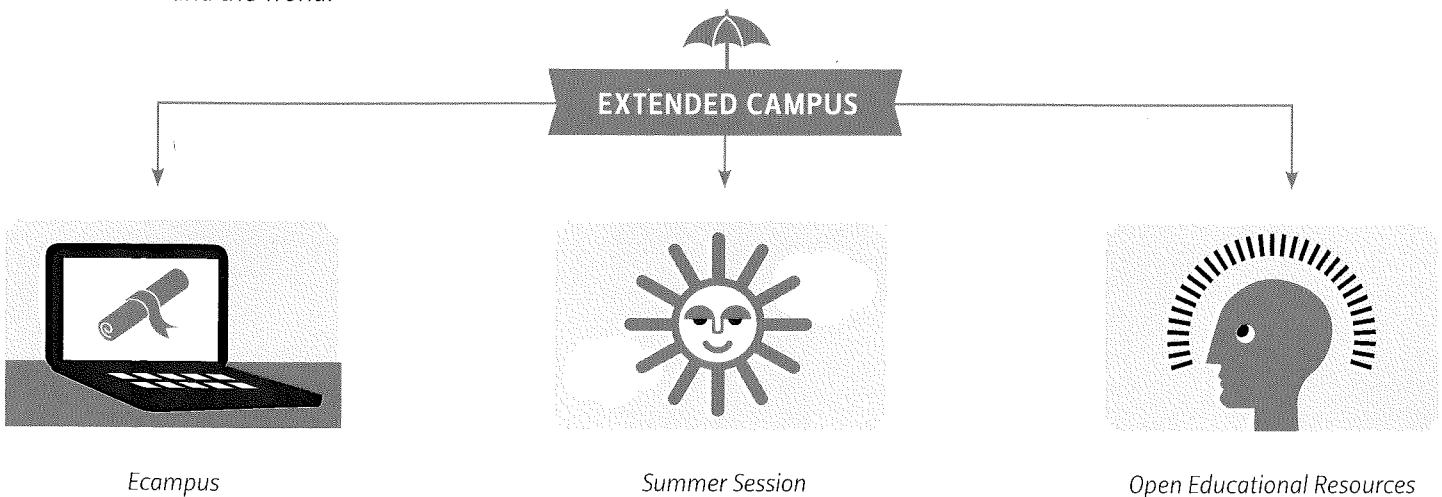
ABOUT ONLINE EDUCATION

Today's students have different learning needs at different times, and online education accepts the challenge of reaching people wherever and whenever they need to learn. It does so with rigorous, engaging instructional methodologies that are proven to be successful. For its part, Oregon State consistently ranks among the nation's best online universities.

74 percent of academic leaders in 2013 rated the learning outcomes in online college courses as the same or superior to those in face-to-face courses, up from 57.2 percent in 2003.[1]

Oregon State Ecampus

OSU Ecampus is part of the Division of University Outreach and Engagement. It falls under the umbrella of Extended Campus. Extended Campus also houses **OSU Summer Session** and **Open Educational Resources and Emerging Technologies (OER)**, a unit that works with faculty to create open learning modules and enables them to share their expertise in digital media collections around the world.

EXTENDED CAMPUS

Ecampus   Summer Session   Open Educational Resources

Ecampus is also a division partner of **OSU Professional and Continuing Education (PACE)**, whose noncredit courses, workshops and services meet the needs of professionals and hobbyists. Learn more at **pace.oregonstate.edu**.

[1] Elaine Allen and Jeff Seaman, "Grade Change: Tracking Online Education in the United States," Babson Survey Research Group and the College Board, January 2014.
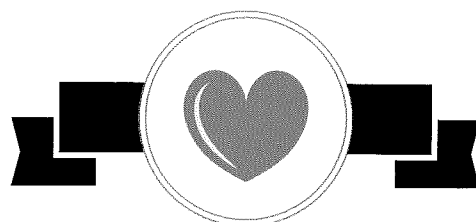
SERVICES

While the departments and faculty have oversight of the curriculum and instruction, Ecampus assists in everything from course development to the marketing of programs.

MARKETING & ENROLLMENT SERVICES (MES)

Whether it's through an online ad, the Ecampus website, an inspiring story or a friendly phone call or email, the MES team helps connect prospective online students with Oregon State. MES conducts extensive research to learn 'ch programs are in demand in the marketplace, and their carefully crafted marketing tactics help department heads and program leads meet their unique enrollment goals.

- Market research for new programs
- Broad marketing for all Ecampus degrees
- Targeted marketing plans for individual programs
- Online marketing and search engine optimization (SEO)
- Ecampus website (>75,000 unique visitors per month)
- Social media, videography, print ads, radio and billboards
- Presence at community college and military expos
- Quarterly e-newsletters for students and faculty
- Enrollment services for prospects
- Customer relationship management (CRM) tracking of prospects

DEPARTMENT & LEARNER SERVICES (DLS)

The DLS team ensures the success of Ecampus students and faculty by being their direct link to support. We work with departments and instructors to schedule courses, maintain sample syllabi and manage test proctoring. For students, we provide pre-admission advising, help them navigate university policies and offer career and student success counseling in collaboration with Ecampus advisers.
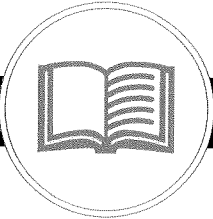
- Course scheduling and updates in Banner
- Textbook and course material coordination
- Faculty and student complaint resolutions
- Regulatory compliance
- Administer research and professional development grants
- Financial projections and program budgeting
- Community college and degree partnership liaison
- Quarterly meetings with academic advisers
- Facilitate on- and off-campus test proctoring
- Pre-admission advising and career/success counseling

Jessica DuPont, director
jessica.dupont@oregonstate.edu
541-737-2569

Alfonso Bradoch, director
alfonso.bradoch@oregonstate.edu
541-737-9116

COURSE DEVELOPMENT & TRAINING (CDT)

The CDT team works with faculty members from across campus to bring Oregon State classes worldwide. Our creative staff of instructional designers and multimedia specialists collaborates with faculty to ensure their online courses are designed in a manner to help students meet specific learning objectives.

- Instructional design consultation
- Course building (online and hybrid)
- Multimedia development
- Custom programming
- Videography
- Blackboard and course development training
- Copyright assistance
- Facilitation strategies
- Federal and OSU accessibility compliance
- Continuous quality improvement and support

Shannon Riggs, director
shannon.riggs@oregonstate.edu
541-737-2613

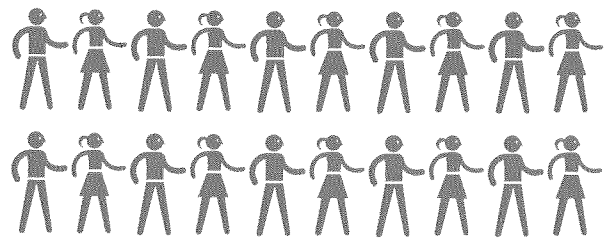## FACULTY EVENTS & TRAINING

COURSE DEVELOPMENT WORKSHOP

Ecampus offers quarterly training sessions that guide faculty through the online course development process. This six-week, online workshop helps faculty design course materials and receive hands-on Blackboard training in a facilitated, collaborative environment with peers.
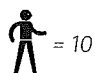
QM ONLINE COURSE DESIGN

This Ecampus initiative seeks to improve student success by continuously improving online course design using the research-based Quality Matters (QM) peer review process. OSU faculty can also become peer reviewers. Ecampus conducts trainings year-round, and stipends are awarded when one reviews a peer's course.

ECAMPUS FACULTY FORUM

The Faculty Forum is an annual showcase of excellence in online teaching that gives faculty the opportunity to hear colleagues discuss innovative teaching methods and relate their experiences in online course development.

More than 200 OSU faculty, administrators & staff attend the Faculty Forum each year. = 10

Benefits of partnership

A summary of the primary partnership advantages are:

Marketing & enrollment services	Department & learner services	Course development & training	80-10-10 revenue share model	Research & professional development grants

Additionally, faculty members teach students who are generally mature, highly motivated, engaged, established professionals and have a preference for online learning. See what our graduates have to say:

"It was a great balance of course work and application to my job. I can't stress enough how the class format encouraged and mandated collaboration and allowed me to create a global, professional learning community with amazing friends and colleagues."

Jessica Graziano
Anchorage, Alaska
M.S. in K–12 Science or Mathematics Education
Oregon State Ecampus graduate

"Before we moved across the country, I was set to become a stay-at-home dad, but I still wanted to receive a degree in computer science. Through my research I discovered that OSU Ecampus is a respected educational program, and the online program allowed me to take care of our two toddler girls."

Ato Jackson-Kuofie
Lewis Center, Ohio
B.S. in Computer Science (post-baccalaureate)
Oregon State Ecampus graduate

PARTNERING WITH
ECAMPUS

Getting started

Oregon State Ecampus offers departments financial support to develop new online programs and courses or to upgrade established courses.

NEW ONLINE PROGRAMS

Contact Alfonso Bradoch, director of Department and Learner Services, at 541-737-9116 to set up a meeting between program leaders and the Ecampus Intake Team. At the meeting, please provide information on program goals, intended audience, anticipated enrollment, program courses, personnel and content experts who will participate, long-term sustainability plans, program design, time line and projected budget.

NEW OR UPDATED ONLINE COURSES

Proposals may be submitted by the department chair or an instructor with the chair's approval. Proposals are reviewed by the Ecampus Intake Team in consultation with program leads and department chairs, and they will be evaluated for funding on an ongoing basis.

Learn more at **ecampus.oregonstate.edu/faculty** or contact Shannon Riggs, director of Course Development and Training, at 541-737-2613.

For more information, contact Lisa L. Templeton:

Lisa L. Templeton
Executive director, Ecampus
4943 The Valley Library
Corvallis, OR 97331-4504
lisa.l.templeton@oregonstate.edu
541-737-1279

Online degrees & programs

17 undergraduate degrees

19 graduate programs

900+ online classes

UNDERGRADUATE DEGREES – ONLINE

B.S. in Agricultural Sciences
B.A./B.S. in Anthropology
B.S. in Computer Science (post-baccalaureate)
B.A./B.S. in Economics
B.S. in Environmental Economics and Policy
B.S. in Environmental Sciences
B.S. in Fisheries and Wildlife Sciences
B.A. in German
B.S. in Horticulture
B.S. in Human Development and Family Sciences
B.A./B.S. in Liberal Studies
B.S. in Natural Resources
B.A./B.S. in Political Science
B.A./B.S. in Psychology
B.A./B.S. in Sociology
B.S. in Sustainability (double degree)
B.A./B.S. in Women, Gender and Sexuality Studies

GRADUATE PROGRAMS – ONLINE

M.B.A. in Executive Leadership
Ed.M. in Adult Education
Ed.M. in K-12 Education
M.S. in Counseling – School Concentration
Ph.D. in Counseling
Ed.D. in Education – Community College Leadership
M.S. in Science or Mathematics Education – School-based (K-12)
M.S. in Science or Mathematics Education – Free-choice Learning
ESOL/Bilingual Endorsement
P.S.M. in Fisheries and Wildlife Administration
Master of Natural Resources
M.S./M.H.P. in Radiation Health Physics
Graduate Certificate in Fisheries Management
Graduate Certificate in Geographic Information Science (GIS)
Graduate Certificate in Management for Science Professionals
Graduate Certificate in Public Health
Graduate Certificate in Sustainable Natural Resources
Graduate Certificate in Water Conflict Management
Graduate Certificate in Wildlife Management

COURSES AND LABS – ONLINE

Ecampus delivers more than 900 courses online in over 80 subjects, including full chemistry course sequences and labs, nearly 20 minors and nine foreign languages. Go online for more information: **ecampus.oregonstate.edu.**

Oregon State University Ecampus at a Glance

Ecampus student enrollment:

Year	Student Credit Hours (SCH)	Annual % Change in SCH	Total Enrollments	Unduplicated Headcount Per Term (Average)	Unduplicated Annual Headcount
2011-12	109,836	15%	32,662	4,725	11,298
2012-13	135,527	23%	39,337	5,718	13,580
2013-14	156,927	16%	45,275	6,640	15,470

2013-14 Online Course/Program offerings:

- Over 900 credit courses are available online in over 90 subjects
- 17 undergraduate degree programs and 18 undergraduate minors
- 19 graduate programs (some hybrid)
- Partner with 10 OSU academic colleges
- Partner with nearly 600 faculty members annually

2013-14 Student Demographics (distance students):

- Approximately 52% of distance students are women
- Approximately 30% of distance students live in Oregon
- Average age of distance students is 32
- Of the 15,470 students in Ecampus courses, 5,806 (38%) were distance students
- Of the 156,927 Ecampus credit hours, 84,015 (54%) were taken by distance students
- Distance students enrolled from all 50 states and from over 40 countries

Motivation for enrolling in online classes/programs:

- Stop outs – have started degree (frequently at OSU) but weren't able to finish
- Working adults – can't leave job to get degree and can't move to Corvallis
- Stay at home parents – want to be home with kids
- Preference is online learning
- On-campus course access issues

The above enrollment figures only include for-credit enrollment in transcript data. The Student Demographics "distance students" category excludes students primarily associated with the Corvallis, Bend, or La Grande campuses. 2013-14 data source: Data Warehouse on April 30, 2014 (BL).