



THE UNIVERSITY OF
TENNESSEE
KNOXVILLE

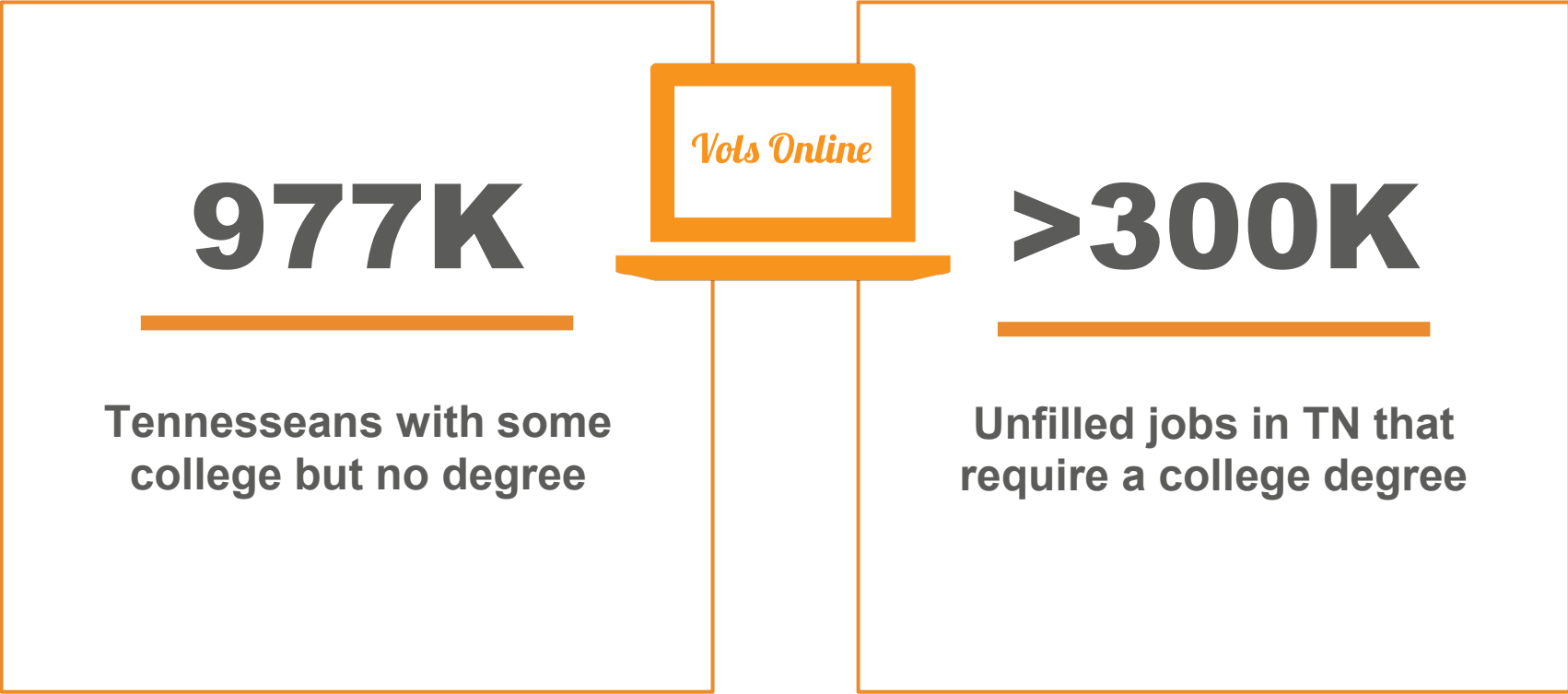
DIGITAL LEARNING

Online Programs

November 8, 2024



Meeting learners where they are through fully online programs as part of our land-grant mission



Meet three Tennessee Volunteers

Jade Pfiester



Chase Watts



Jena West



Fully online UT student lifestyle demographics



79% of respondents work full-time, with an additional 11% working part-time.



Among those who work, 42% state they are receiving tuition reimbursement or other financial support from their employer.



46% care for a dependent under the age of 18 or an adult family member.



52% state they are first-generation students, whose parents did not complete a bachelor's degree.



9% are currently or have previously been a member of the Armed Forces.

Demand for fully online programs at public 4-year institutions

22% of students at 4-year public institutions are studying in fully online programs.

40,928

Tennesseans are studying fully online at an out-of-state university

9,012 of these students study at public institutions

83% of learners choose modality first

87% choose a program based upon career outcomes

70% choose an institution within 100 miles of where they live

↓ 3% Decrease in Undergraduate Enrollment Across Public 4-year Institutions

↑ 39% Increase in Fully Online Program Enrollment Across Public 4-year Institutions

Undergraduate Program Portfolio

Best practice indicates that **UT should have 20-30 online undergraduate programs.**

To support large enrollment, we must have a wide breadth of programs, responding to the diverse needs of students in the region.

Selected Fields of Study (Current | **Planned**)

- Agriculture
- Management
- Information Science
- Political Science
- Early Childhood Education
- Interdisciplinary Programs
- Nursing
- Religious Studies
- Social Work

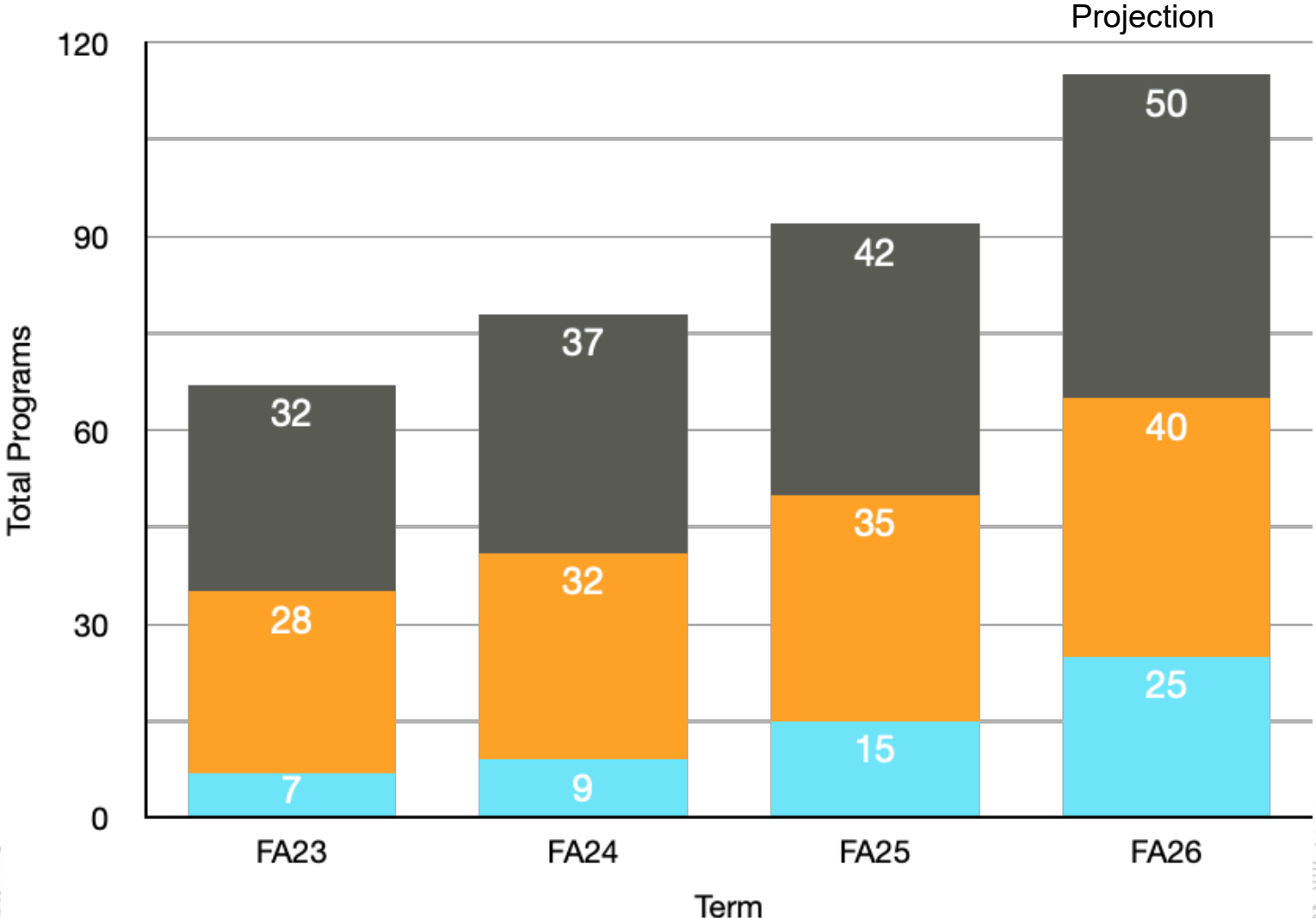
- Sociology**
- Sustainability**
- Data Science**
- Artificial Intelligence**
- General Business**
- English**



Programs

Available fully online

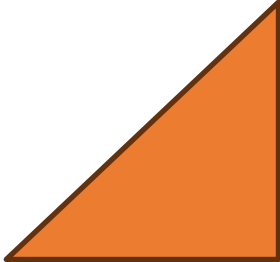
Undergraduate Graduate Certificate



Non-Credit Learners

4,351 Learners in AY23-24*

Major contributors:
UT-PLAYS (CEHHS)
SCM Academies (HCB)
Vet Med (UTIA)



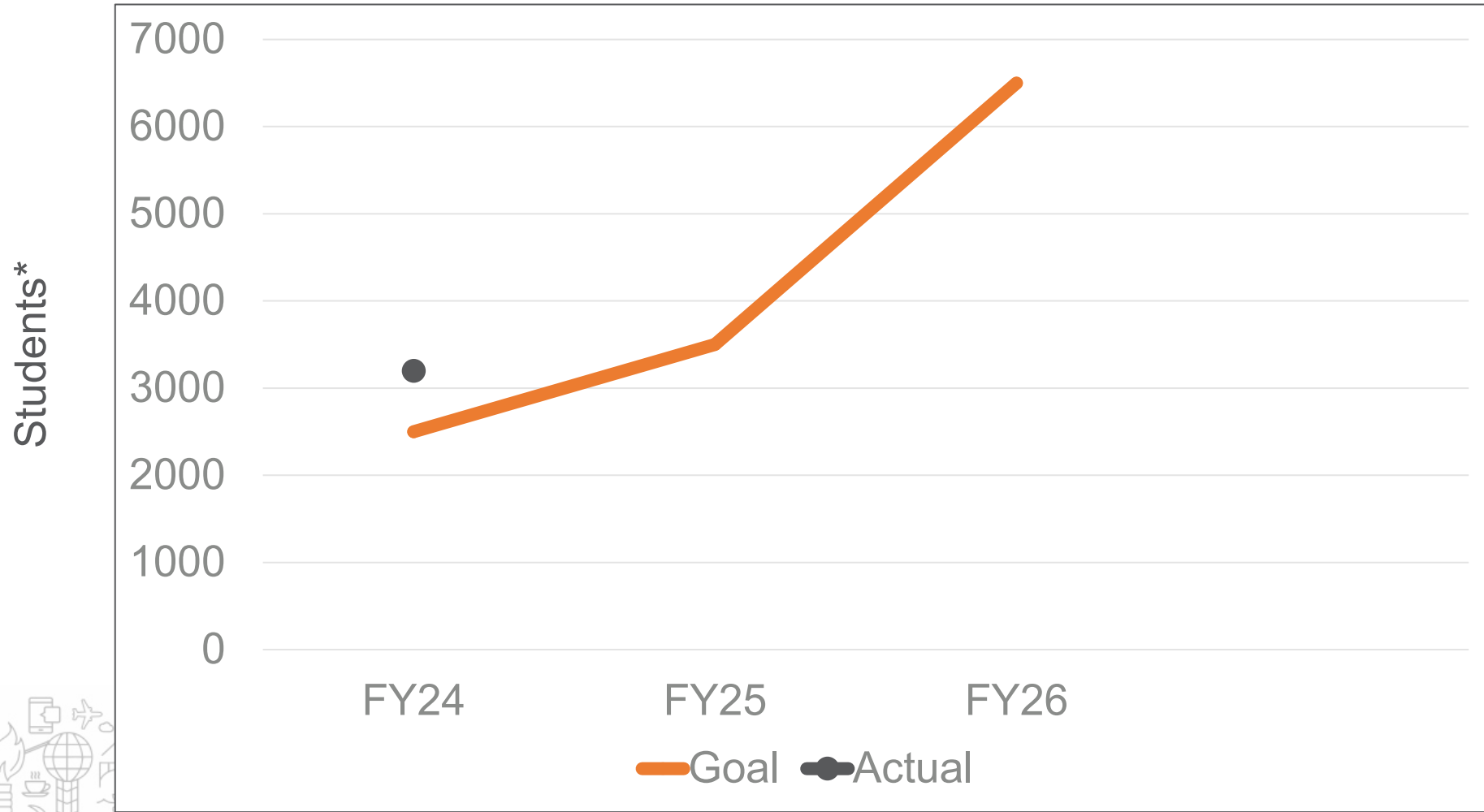
Goal to have a minimum of
15,000
Learners 2025-2029

- ➔ **Workforce development**
- ➔ **Upskilling**
- ➔ **Credentialing**

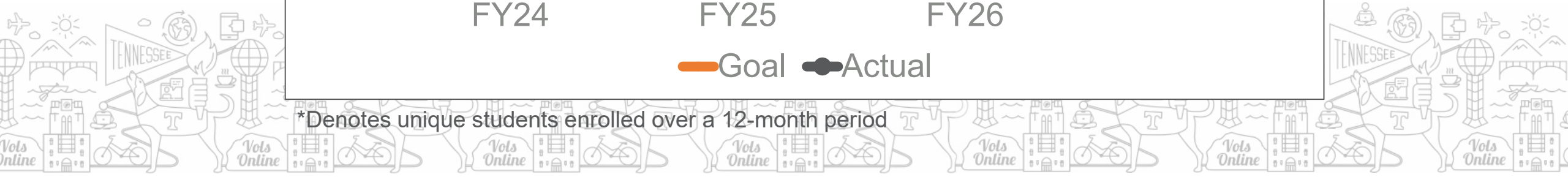


* Note this is the first year this information has been captured.

Fully Online Student Enrollment



*Denotes unique students enrolled over a 12-month period



How Digital Learning helps:

- 1) adult learners find and connect with UT,
- 2) adult learners find the right online programs,
- 3) faculty put quality programs online, and
- 4) students be successful



Program Strategy &
Course Production



Marketing



Enrollment Coaching



Success Coaching



Technology & Process



Data & Insights

Connecting with adult learners

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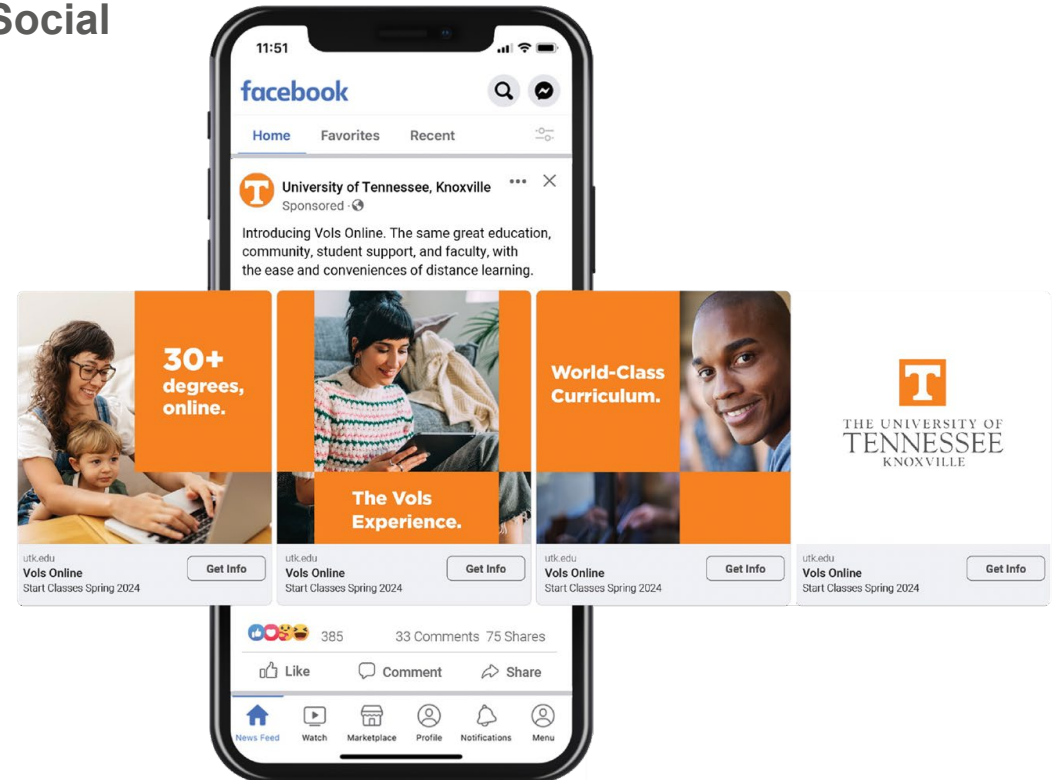


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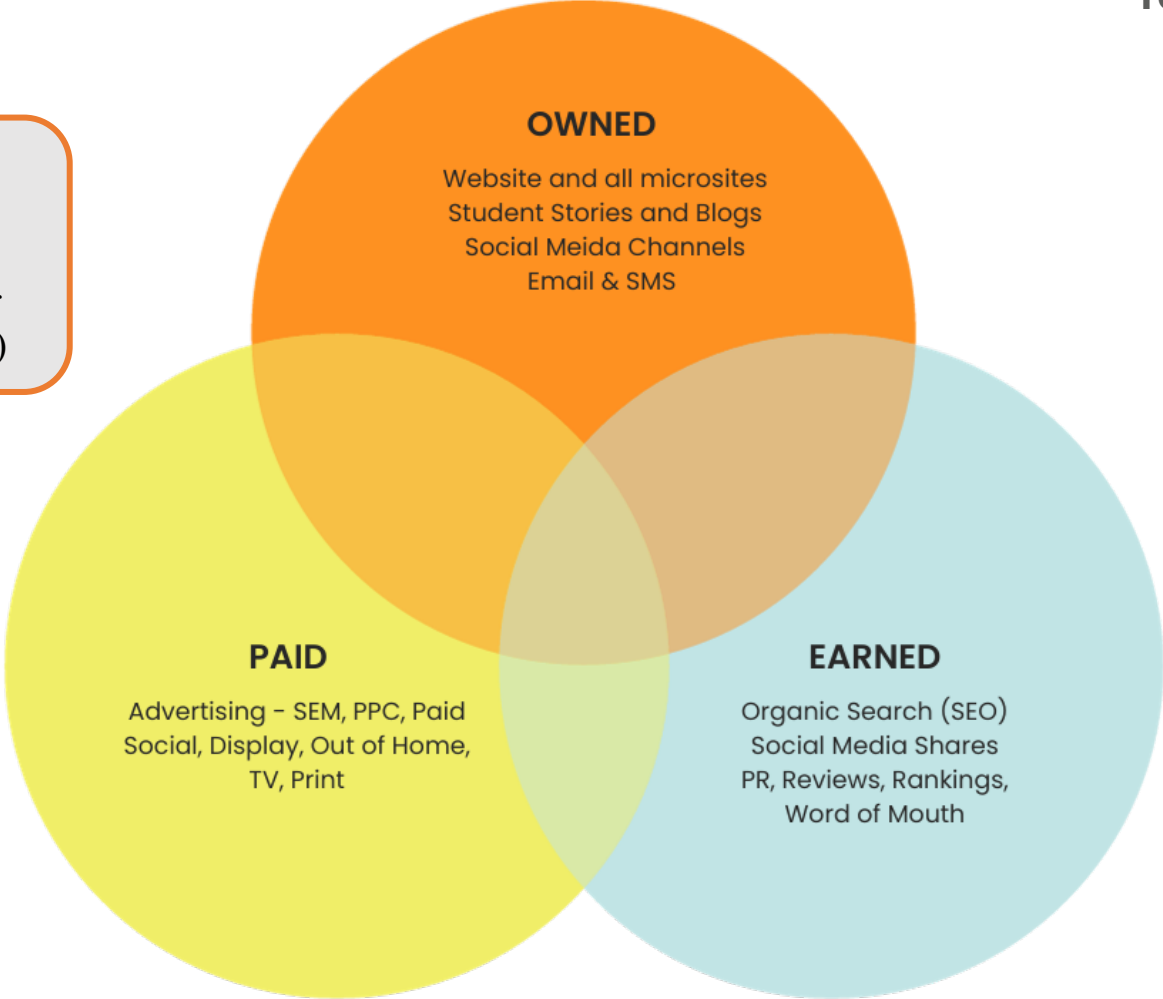
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Paid = "Sponsored" Search Results, also called SEM (Search Engine Marketing) or PPC (Pay-fPer-Click)



Organic results are not paid and rank on many factors including SEO work.

The best strategy to is to leverage Owned, Earned, and Paid together to reach the right people at the right time with the right content to help them decide on an action.

The word is out that it's
great to be a
Tennessee Vol!

46,700,000
Ad Impressions

295,800
Website Visits

201% ↑
YoY

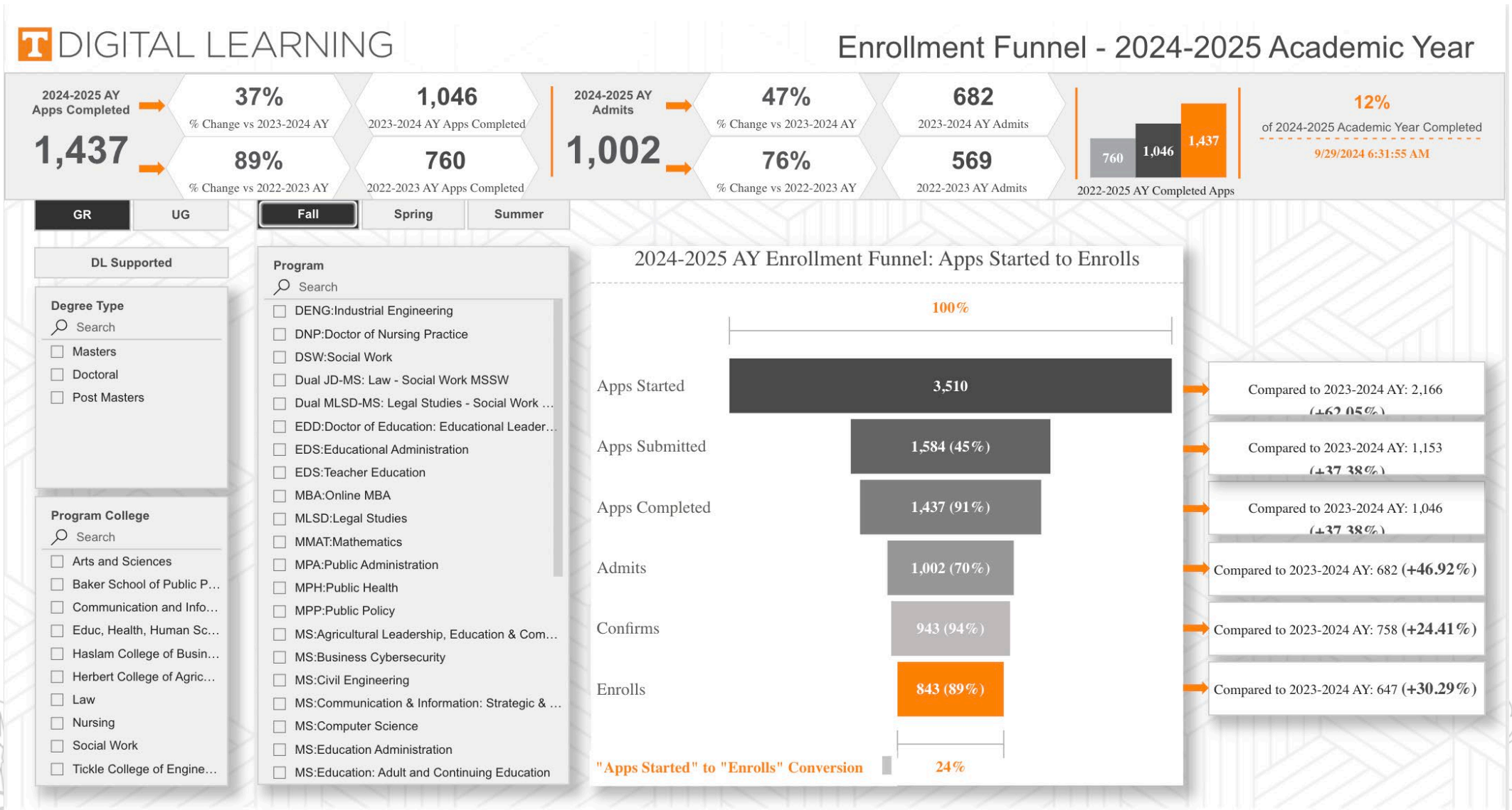
95.8%
New Web Visitors

34% ↑
YoY

10,000
RFI Submissions



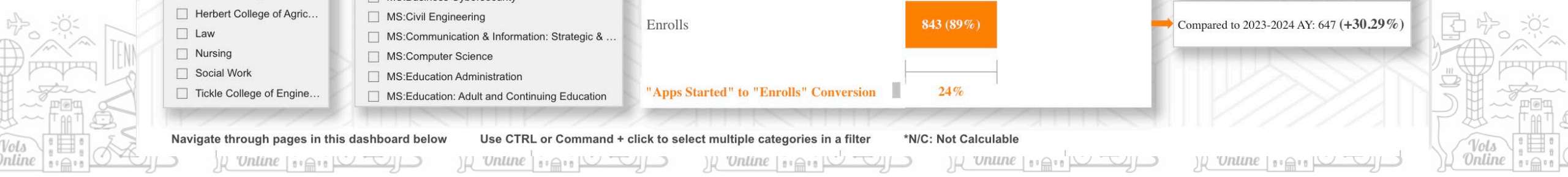
Building relationships to support future Vols



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*N/C: Not Calculable




And making it easy to find the right program

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Screenshot



Building a UT quality education, accessible from anywhere

Unlocking Innovation

State-of-the-art multimedia studio providing new solutions for quality, engaging online coursework

Built 57 full courses in FY24 (111% YoY increase) On track to build 100+ in FY25



Our Momentum

850+ faculty touchpoints in professional development offerings related to online teaching



So why partner with Arizona State University?

Operational Advisory: 20 years of experience in online as a public university with 80K+ online students

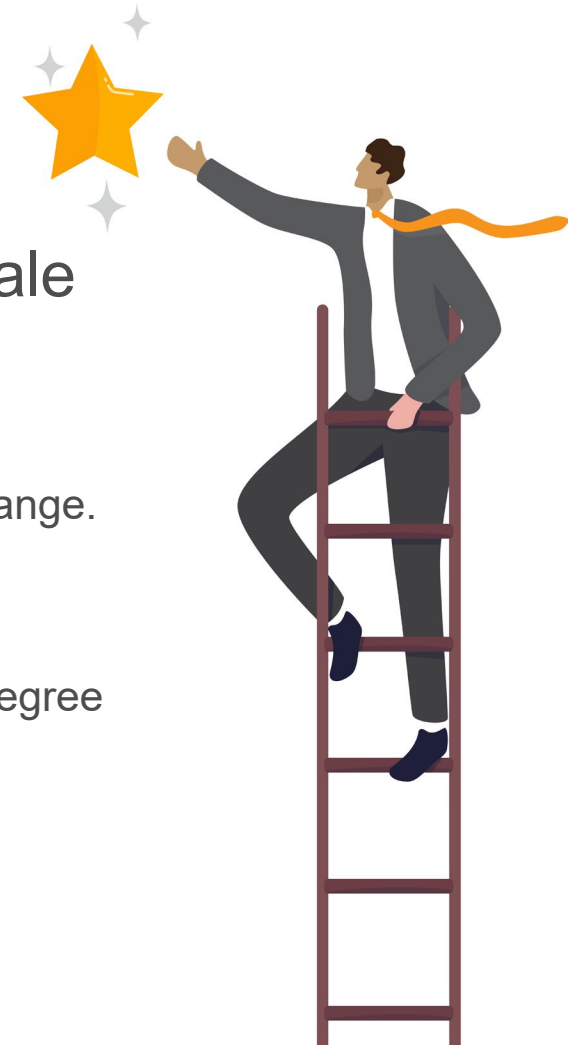
Course Exchange: Immediate access to ASU course catalog to supplement the breadth and capacity of UT courses

Innovation: #1 most innovative university for 10 years running (US News 2024)



Our priorities

- Building the base of online degree programs to drive scale
 - Additional 4-6 UG programs for Fall 2025 launch
 - Remove AA/AS requirements on existing bachelors' programs to bolster UG enrollment beginning in Spring 2025 using new courses and ASU course exchange.
- Expanding to advance the university mission
 - Focus on non-credit programs to fulfill workforce needs and which link to our degree programs to allow pathways for growth
 - Sharing innovation and improvements across campus and the system





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