



# Project Overview Statement

## *Executive Summary*

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**Project Title:** E-learning Program Success  
**Project ID:** 176  
**Last Updated:** Submitted 4/17/07  
**Project Leader:** Sharon Parker  
**Department:** Instructional Technology  
**Executive Sponsor:** Ken Ross

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### PROJECT BUSINESS CASE

#### Project Overview

To address SACS accreditation requirements for e-learning, we must be able to document the success of the online programs that we offer. Specifically, we must be able to identify degree seeking online students (definition of online student must be determined) and then we need to be able to link them to a specific program, and track them as a cohort to identify the number and percentage that are new, continuing, returning left BCC, changed majors, changed to traditional instruction, stopped out, or graduated, for each year over a period of 5 years. For each online program, we also need to know student demographics (gender, race, ethnicity, ages, admission status, grade distribution (frequency of letter grades, W's and drops) and % enrolled in traditional, online only, and combination of online/blended/traditional) for online and traditional students.

This request is for a BI report that will provide the data requested above.

#### Business Goals

Completion of this project will result in:

- Satisfaction of SAC's requirements
- An ongoing picture of student success and demographic patterns for online programs compared to traditional programs
- Opportunity to identify underperforming programs in order to identify problematic aspects and to implement targeted improvements.

#### Success Factors

Success will be measured by:

- Project completion and start of testing by 20091