



Project Overview Statement

Executive Summary

Project Title: E-learning Program Success BI Reports Phase Two

Project Leader: Russ Adkins

Department: Instructional Technology

Executive Sponsor: VPAA

Project ID: 279 **Last Updated:** April 24, 2008

Mandated: Federal State Accreditation **Date Required:** June 30, 2009

Other

PROJECT BUSINESS CASE

Project Overview

Project 176 seeks to address SACS accreditation requirements for e-learning to document the success of the online programs that we offer. Significant progress has been made to: identify degree seeking online students (definition of online student must be determined); link these students to a specific program; and track them as a cohort. Project 176 has been a pilot activity, in which we tested assumptions and adjusted our cohort models to most accurately capture information on 'true' e-learning students. Work to date has focused on one of several fully online programs, the AA in Business.

Phase 2 is needed to apply what we've learned in our pilot phase to all fully online programs. We must further define and refine so that our cohort tracking model can scale as we added new programs. We will sharpen our working definition of an "e-learning cohort". We will develop a cohort tracking system that monitors and tracks a student from term to term to confirm they continue to meet our definition as an "e-learning student."

Elements of phase 1 will remain intact in phase 2: we are able 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.

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



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1. The cohort tracking system will enable our better define the characteristics of students that choose to meet a majority of their degree requirements through online delivery.
2. By comparing student performance of the e-cohort with the traditional on-campus students, we can use data to make informed decisions to strengthen and improve our e-learning programs.

Criteria Ranking	Supporting Information	Score* (5=High 1=Low)
Significantly improves student success	Data harvested from cohort group performance can be used for ongoing program improvement and to assess the viability of each of our fully online degree and certificate programs.
Improves customer service or transforms a business practice (increase productivity/time saving)	
Aligns with college-wide strategic initiative	Access & penetration.
Meets state, federal, accrediting or other mandate (identify mandate)	SACS distance education policy: "Comparability of distance education programs to campus-based programs and courses is ensured by the evaluation of educational effectiveness, including assessments of student learning outcomes, student retention, and student satisfaction. (CS 3.3.1) "
Affects a large number of stakeholders (define stakeholders: students, business, employees...)	8+% of BCC's FTE is attributable to students enrolled in fully online and blended e-learning courses.
Supporting information for "Date Required"	By June 30, 2009, BCC will have been offering electronically-delivered programs for two complete terms. By the end of the winter term, we must have data on the success of cohort groups representing all electronically delivered programs.
Financial Impact (saves money, earns money, Increases enrollment/retention (reduces attrition)	Data will be used to make targeted, systematic program improvements to improve retention.
Impact if not accomplished	Non-compliance with SACS accreditation policy.
Quick Win (accomplish in short time frame)	
Overlap with another project	Project builds up cohort tracking model developed to support Achieving the Dream.
Consortium project	



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* Criteria scores will filled in by Technology Advisory Committee