Prepare a detailed plan indicating potential costs, revenue, and benefits to the University.

Cost

The student recruitment and continued support cost is $94 per hour enrolled. If 50 students take 24 hours per year (1,200 SCH), the University would pay GA $112,800. Additional students will cost in terms of instruction provided by faculty. There will be additional services required by Admissions, Registrar, Advising, Financial Aid, and CIDT. The President has formed a "Growth Committee" chaired by Dr. Golden and Associate Dean Luke to examine the additional needs of continued growth.

Revenue

Students will be 100% online. This equates to $285 per credit hour. Once the $94 per hour is paid to Graduation Alliance (GA), this would leave $191 in revenue. If 50 students take 24 hours a year, that would generate 1,200 student credit-hours (SCH). At $191 per hour, that would generate $229,200 for the institution.

If 18 GA students took one 3-hour course, that would generate 54 SCH. 54 SCH x $191 = $10,314 per course. If the course was taught by an adjunct at $2310, that would clear $8,004 per course. If the course was taught by an Instructor at $3200 per class, that would clear $7,114 per course. If the course was taught by a full Professor at $8,300 per class that would clear $2,014 per course. If you assume that the cohort will be taught by a mixture of adjuncts, instructors, and full-time faculty, the average would be $5,710 per class of 18 in a 3-hour course.

Benefits

Over the past four years, we have learned that revenue sharing is a model that can have financial benefits to the University. GA assumes all of the recruitment cost and risks associated with that. The University could invest $112,800 into trying to attract non-traditional students. However, those students are not centrally located (like a high-school or community college) and that would significantly increase our recruitment cost with no guarantee of success. The benefit of cost shares is we only have expenses for students that attend and avoid risk of spending revenue on students who do not produce revenue.

While a major emphasis is being placed on building on-campus enrollment, we must also continue growing online enrollments. We are fairly certain we will receive even less money from the state in FY 2021-2022 so we must continue to expand the ways we attract students. Adult students are where we have an opportunity for enrollment growth, however, they are more difficult to identify and recruit, increasing recruitment costs.

Indicate how the program can be assessed as to its effectiveness and success.

One assessment measure would be 1st to 2nd and 1st to 3rd semester retention. We would expect these student to retain at a higher rate than other adult students because of the additional support. Although the N is low (average 39 students) the 1st to 2nd semester retention ten-year average rate for first-time, full-time freshmen over the age of 23 is 61% and the 1st to 3rd semester retention rate is 41%. The expectation is that these students would perform closer to the overall ten-year student

average of 80.5% and 58.7%. A target of 75% 1st to 2nd semester retention and 60% 1st to 3rd semester retention would be realistic. If the program is continued we would expect a 5th semester retention of 50% (University ten-year average is 50.1%).

We would also want to look at academic success and progress. One target could be a cohort grade point average of 2.5 and a DFW rate below 25%.

Detail how the academic coaches will receive the information about course participation without entering the actual Blackboard course.

A staff member from Enrollment Management would work with CIDT to access the "Last Access" column for each GA student. Each Monday the SE EM staff would let the GA counselors know if the student had not logged in that week.

Extend the contract signing date until the Faculty Senate deems that concerns are adequately addressed.

Extending the contract signing date past September 15 had been agreed to. One thought is that we should focus on the "end" date of the contract. Make sure the contract ends January 15th, 2022. This will give time to examine fall 2021 data before deciding if we continue.