

ONLINE COURSE-TAKING AS A STUDENT SUCCESS PRACTICE

DYLAN BARTH, RAYMOND FLEMING & LAURA PEDRICK
UNIVERSITY OF WISCONSIN-MILWAUKEE



ABOUT UW-MILWAUKEE

- An R1 research institution, enrollment of 26,000
- Wisconsin's second largest university
 - Enrolls the most Wisconsin residents
 - Most diverse state university
- Mission spans research & access
- Student success a top institutional priority
- Enrolls the most online learners of any institution (public or private) in Wisconsin
 - A mix of online-only and **students mixing online & face-to-face instruction**



THE CHALLENGE

- UWM students work more than peers at other urban universities
- 37.5% Pell eligible
- 39% first generation
- Stakeholder expectations
 - Reduce time to degree
 - Graduate more students



ONLINE COURSES: AN OPPORTUNITY TO ACCELERATE TIME TO DEGREE

- Students who take summer or winter online courses are 1.43 times more likely to complete their degrees
- Potential for new revenue from special students
- A strength area for UWM
- Compelling research on impact of credit accumulation strategies
 - Community College Research Center Momentum study (<https://www.luminafoundation.org/files/resources/momentum.pdf>)

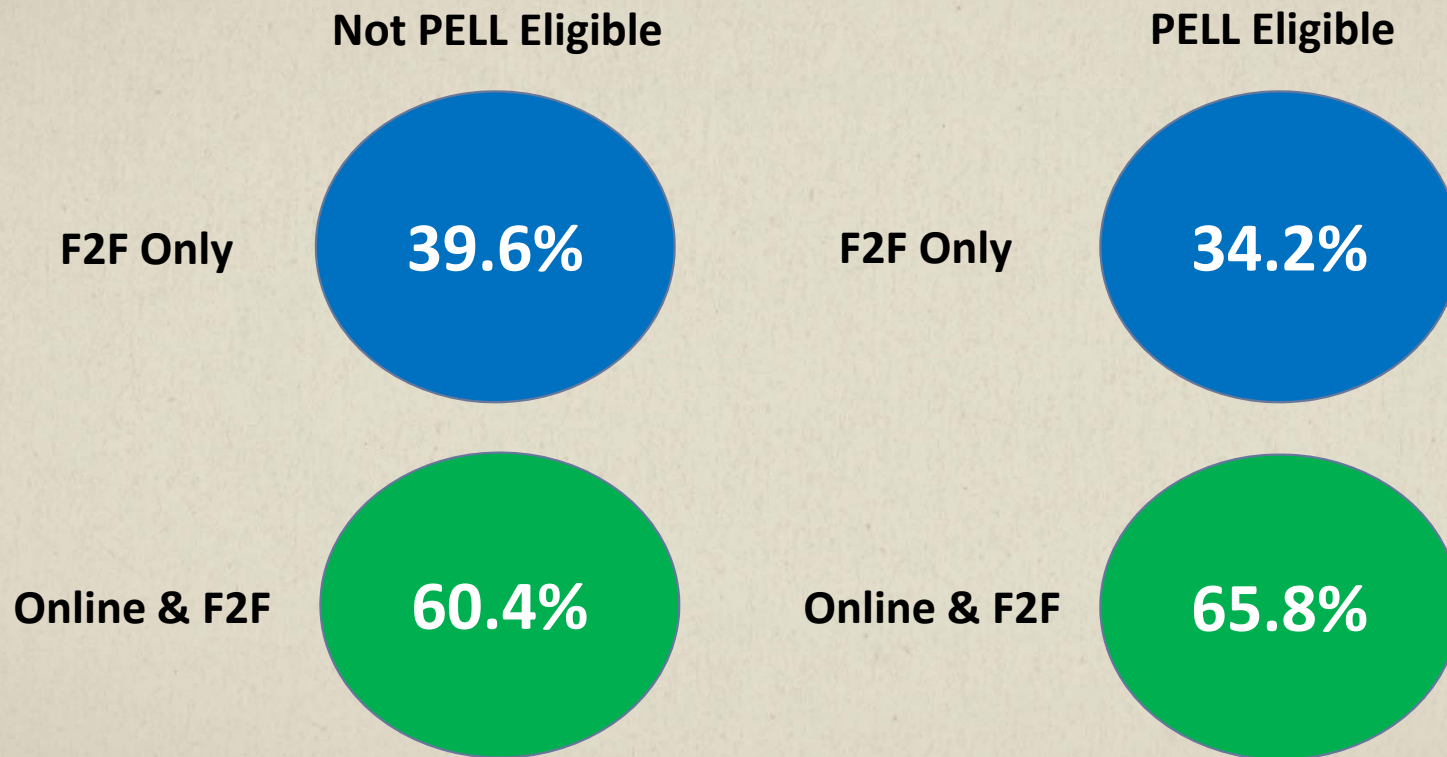


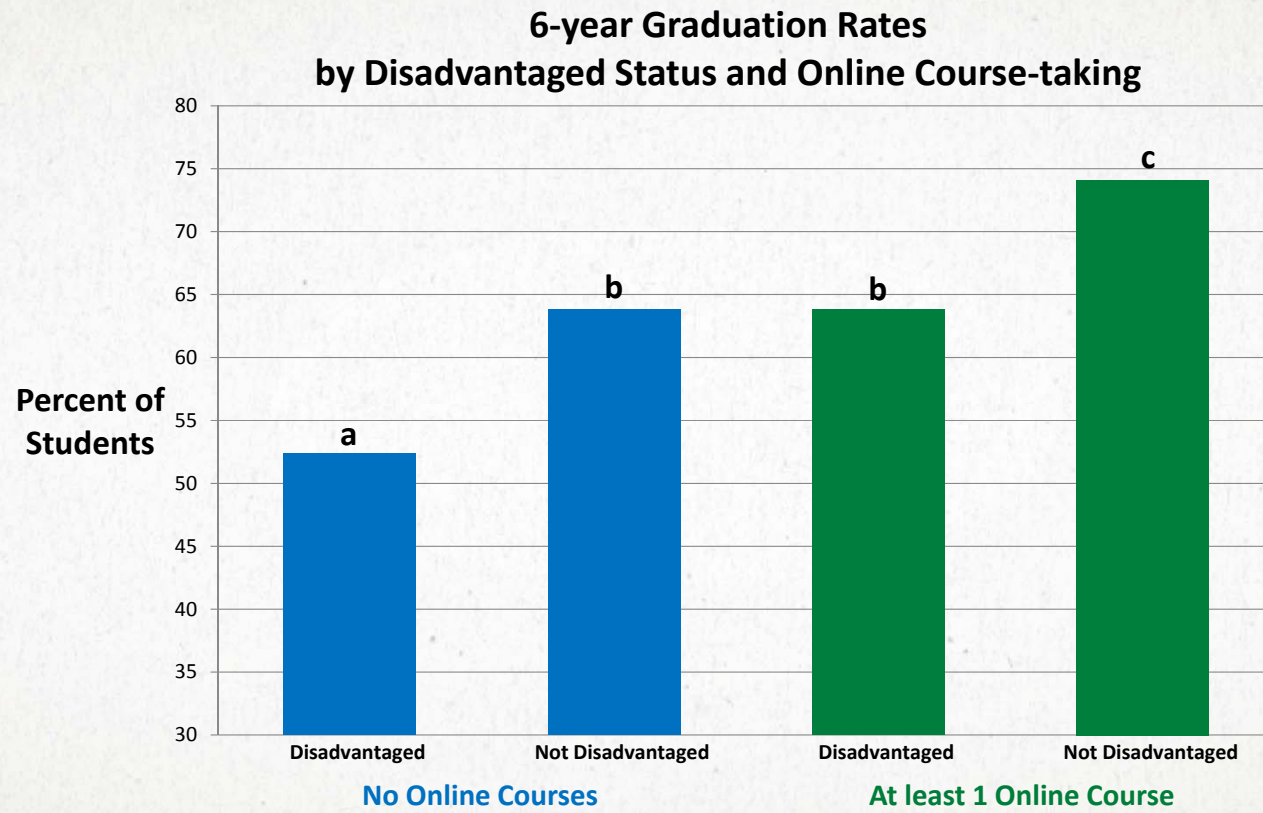
Study Context

- All College of Letters & Science students taking courses from Fall 2010 to Spring 2016
- 23,000 students in total
- 6-year graduation rates examined for students taking:
 - Face-to-face courses only
 - At least 1 online course
- Graduation rates also examined by economic status:
 - Disadvantaged → Pell eligible
 - Not Disadvantaged → Not Pell eligible



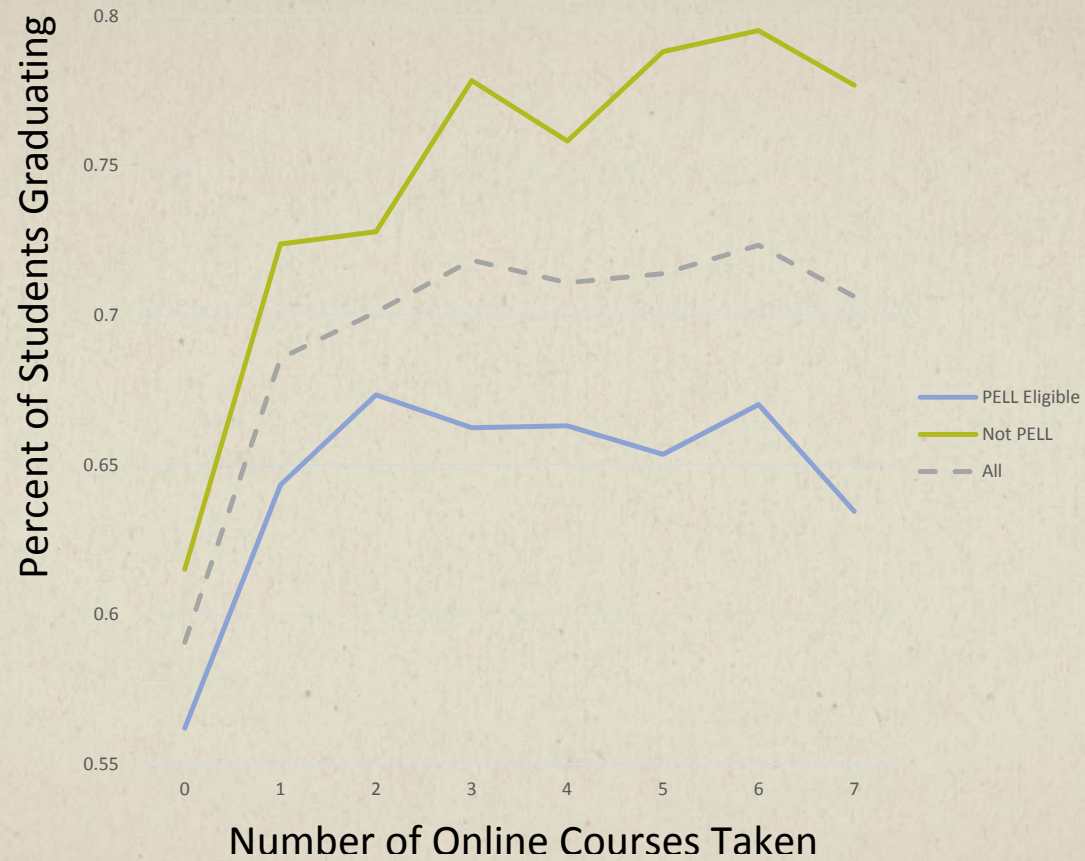
Percent of Students by PELL Eligibility who Took F2F Courses Only versus Online & F2F Courses







Percent of Students Graduating by Number of Online Courses Taken



ONLINE SUMMER COURSES WEBSITE



LIMITATIONS WITH THE SCHEDULE OF CLASSES

English

Chair: Mark Netzloff CRT 427 229-4511

Please note: The College of Letters & Science charges an additional special course fee for Distance Education (online) sections. These sections can be distinguished by a section number beginning with 2-- (e.g., 201, 202). If the special course fee is not listed in the Schedule of Classes, please contact Andy Cuneo, L&S Student Academic Services, via e-mail, acuneo@uwm.edu, or phone (414) 229-2787.

Courses - Expand Subject

Printer-Friendly Version

ENGLISH-102: College Writing and Research (3 units; U ; ENG; FEE)

Extensive engagement with academic research writing and reflective analysis. Students will produce a portfolio of revised writing.

Notes:

May not be taken cr/no cr. Counts as repeat of English 112, Honors 102, 112. Prereq: level 3 on English Placement Test or grade of C or better in English 100(P) or 101(P) or EAP 101(P) or 118(P).

GER	Units	Section	Class#	Hours	Days	Dates	Instructor	Room	Syllabus
ENG (FEE)	3	LEC 203	66325	-		05/30-08/19	Siebert, Debra	ONLINE WEB	

A course fee of \$275.00, in addition to regular tuition, will be charged for this section. Conducted completely online; computer/Internet access req'd. Audit never allowed.

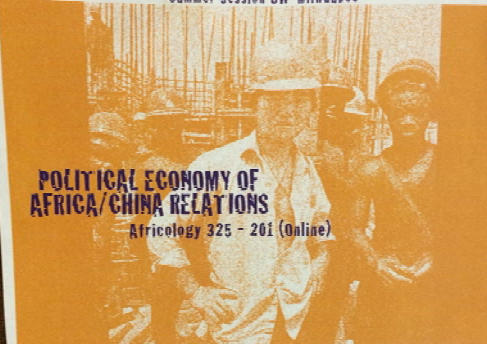
ENG (FEE)	3	LEC 204	67120	-		05/30-08/19	Andrews, Adam	ONLINE WEB	
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A course fee of \$275.00, in addition to regular tuition, will be charged for this section. Conducted completely online; computer/Internet access req'd. Special Course Fee: \$275.00. Audit never allowed.

- ENGLISH-111: Entertainment Arts: Film, Television, and the Internet (3 units; U ; HU)
- ENGLISH-205: Business Writing (3 units; U ; OWCB)
- ENGLISH-207: Health Science Writing (3 units; U ; OWCB)
- ENGLISH-215: Introduction to English Studies (3 units; U ; HU,OWCB)
- ENGLISH-233: Introduction to Creative Writing (3 units; U ; A)
- ENGLISH-276: Introduction to American Indian Literature: (3 units; U ; CD,HU)
- ENGLISH-290: Introduction to Film Studies (3 units; U ; HU)
- ENGLISH-310: Writing, Speaking, and Technoscience in the 21st Century (3 units; U ; HU,OWCB)
- ENGLISH-312: Topics in Film Studies: (3 units; U)
- ENGLISH-329: Film and Literature (3 units; U/G)
- ENGLISH-381: World Literatures Written in English: (3 units; U)

SUMMER 2012

Summer Session UW-Milwaukee



POLITICAL ECONOMY OF AFRICA/CHINA RELATIONS

Africology 325 - 201 (Online)

Africa and China have the world's fastest growing economies. Just a decade back much of the African continent's economic growth was still in reverse, and China itself had only recently emerged from poverty. Now they, and the interaction between them, make them the most dynamic and fast changing places on the planet. This course explains how, why, and what opportunities and challenges lay ahead.

Dr. Jeffrey Sommers
Africology
325-201
(Online) U/G

Counts as a Global Studies/Global Securities/Global Management and as an International Studies Elective

For more information, email Prof. Sommers at sommersj@uwm.edu



ONLINE SUMMER COURSES WEBSITE: MAIN PAGE

Online Summer Courses

POWERFUL IDEAS | PROVEN RESULTS |

UNIVERSITY of WISCONSIN
MILWAUKEE

[Browse](#)
[For Instructors](#)

Earth, Air, Fire and Water

A modern exploration of Aristotle's four basic elements: Earth, Air, Fire and Water to forge a more intimate relationship with our home...

GEO SCI 105, LEC 201

- Class Number: 66890
- Credits: 3
- Instructor: Barry I Cameron

[View Course](#) [PREVIOUS](#) [NEXT](#)

Find an Online Summer Class That's Right for You

UWM offers hundreds of online classes over the summer! Online summer classes allow you to move closer to earning your degree, catch up on credits, or get a jump on the next semester, even if you are not currently a UWM student. Browse this site for some of our online summer offerings, or visit our [full listing of courses!](#)

Get Started

[View All Online Summer 2017 Courses](#)
[UWM Summer Courses](#)
[General Summer Session Info & Schedules](#)

Degree seeking students starting in summer:
[Apply to UWM first](#)

Summer guest or non-degree students: [Non-](#)

Browse 2017 Featured Courses

Advanced Interpersonal Processes

American History: 1877 to the Present

American Popular Music

Anatomy and Physiology of Speech, Hearing, and Language Mechanisms

Ancient and Medieval Art and Architecture

Ancient Civilizations of Latin America

Applied Behavior Analysis

Applied Behavior Analysis



ONLINE SUMMER COURSES WEBSITE: COURSE PAGE

Cinema and Digital Culture



ENGLISH or FILMSTD 312, LEC 201

Get Started

View All Online Summer Courses:
[Browse all online courses offered by 58 programs and departments](#)

Degree-seeking students starting in summer: [Apply to UWM](#)

Summer guest or non-degree students: [Get more information](#)

Current students: [Check your PAWS account](#)

Summer Sessions Office:
414-229-2222 or
undergraduateadmissions@uwm.edu

UWM Course Catalogs

[Undergraduate Course Catalog](#)

[Graduate Course Catalog](#)

ENGLISH or FILMSTD 312, LEC 201

- **Class Number:** 25151
- **Course Level:** Undergrad/Grad
- **Credits:** 3
- **Meets Requirements:**
- **Instructor:** Tami Williams
- **Course Dates:** 7/24/17 – 8/19/17 (4 weeks)
- [Course Syllabus \(.pdf\)](#)

The multimedia context of contemporary life is rapidly changing. Indeed, from the late 19th century kinoscope to the 21st century iPhone, moving image culture has never stopped reinventing or creating itself anew. This course provides a general introduction to the critical study of motion pictures in relation to digital media. We will examine the nature of the digital from a variety of perspectives: technological, economic and social. However, our primary approach will be cultural and aesthetic. Namely, we will look at how “new media,” such as digital photography, video games, virtual reality, and the “World Wide Web,” refashion earlier forms such as film and television, as well as how these latter are, themselves, influenced by emerging media. In addition to studying critical, historical and theoretical texts on new technologies, we will consider the place of the Self within the context of new media. Class discussions will focus on readings, film viewings and web visits.



2016 UPCEA SILVER MARKETING AWARD



2016 RESULTS

- 7.0% increase in *undergraduate* enrollment in online summer courses
- Students took 512 more credit hours online despite decrease overall
 - Summer site helped fill courses
- 6.5% increase in revenue from '15 to '16
- Media buy of \$20,000 led to an increase in tuition revenue of \$170,000



2017 MARKETING

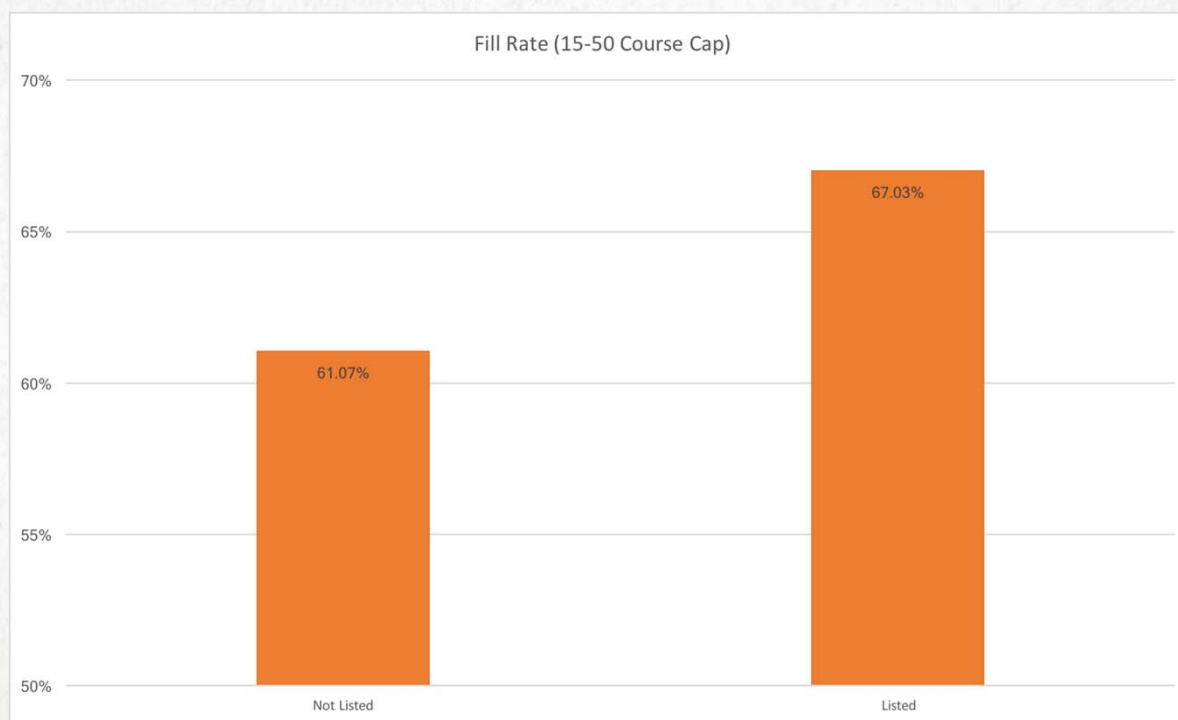
- 89 courses listed on the website
- Links to full schedule of classes
- Emails to UWM students (4/17, 5/1)
- Media buy through BVK (4/11-6/5)



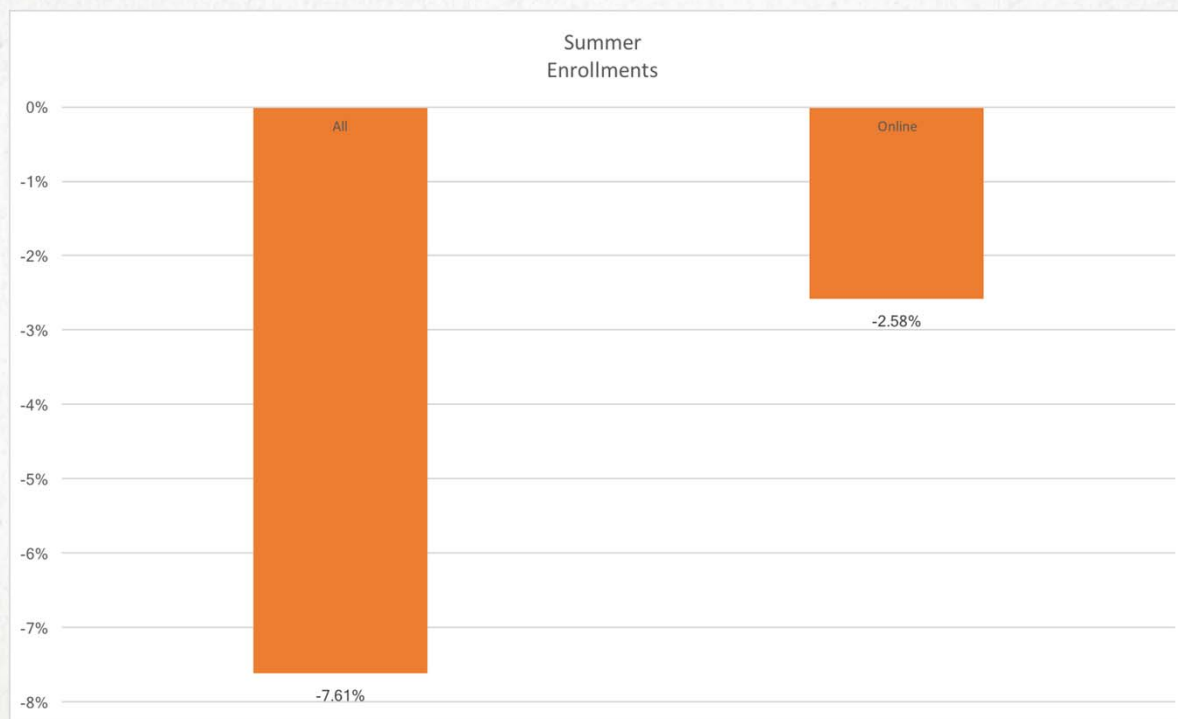
2017 WEBSITE TRAFFIC



2017 FILL RATE FOR ONLINE SUMMER COURSES



2017 SUMMER ENROLLMENTS



NEXT STEPS

- Increase number of online summer course offerings (budget constraints have led to a drop; our research shows importance of taking a longer view)
- Increase percentage of online summer courses featured on the website
- Integrate with Student Success Collaborative messaging to targeted groups of students
- Promote with advisors
- Continue research into online course taking as a student success practice



DISCUSSION QUESTIONS

- Are you seeing patterns like this at your institutions?
- Have you done large-scale analyses like this?
- What strategies do you have for credit accumulation?



SPEAKER CONTACT INFORMATION

- Dylan Barth (djbarth@uwm.edu)
- Raymond Fleming (mundo@uwm.edu)
- Laura Pedrick (lpedrick@uwm.edu)

