

PRICE & COST OF DISTANCE EDUCATION PANEL DISCUSSION

SUBTITLE

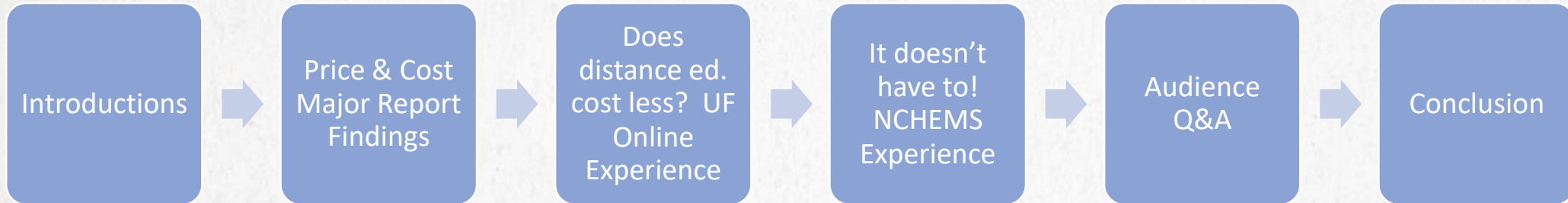
MODERATOR

Terri Taylor Straut

Senior Research Analyst, WCET



OVERVIEW



PANELISTS

SALLY M. JOHNSTONE

President, National Center for
Higher Education Management
Systems (NCHEMS)



EVANGELINE TSIBRIS CUMMINGS

Assistant Provost and Director of
University of Florida Online



DEFINITIONS USED IN THE SURVEY

- **"Price"** - This is the amount of money that is charged to a student for instruction. The components are tuition and fees. In the questions, we will be clear as to which "price" component (tuition, fees, or total price) is being queried.
- **"Cost"** - This is the amount of money that is spent by the institution to create, offer, and support instruction.
- **"Distance Education"** - When thinking of "distance education," we favor the Babson Survey Research Group/Online Learning Consortium, formerly Sloan-C, definition of 80% or more of the course being taught at a distance.

Download the Price & Cost of Distance Education Report:

<http://wcet.wiche.edu/initiatives/research/price-cost-distance-ed>

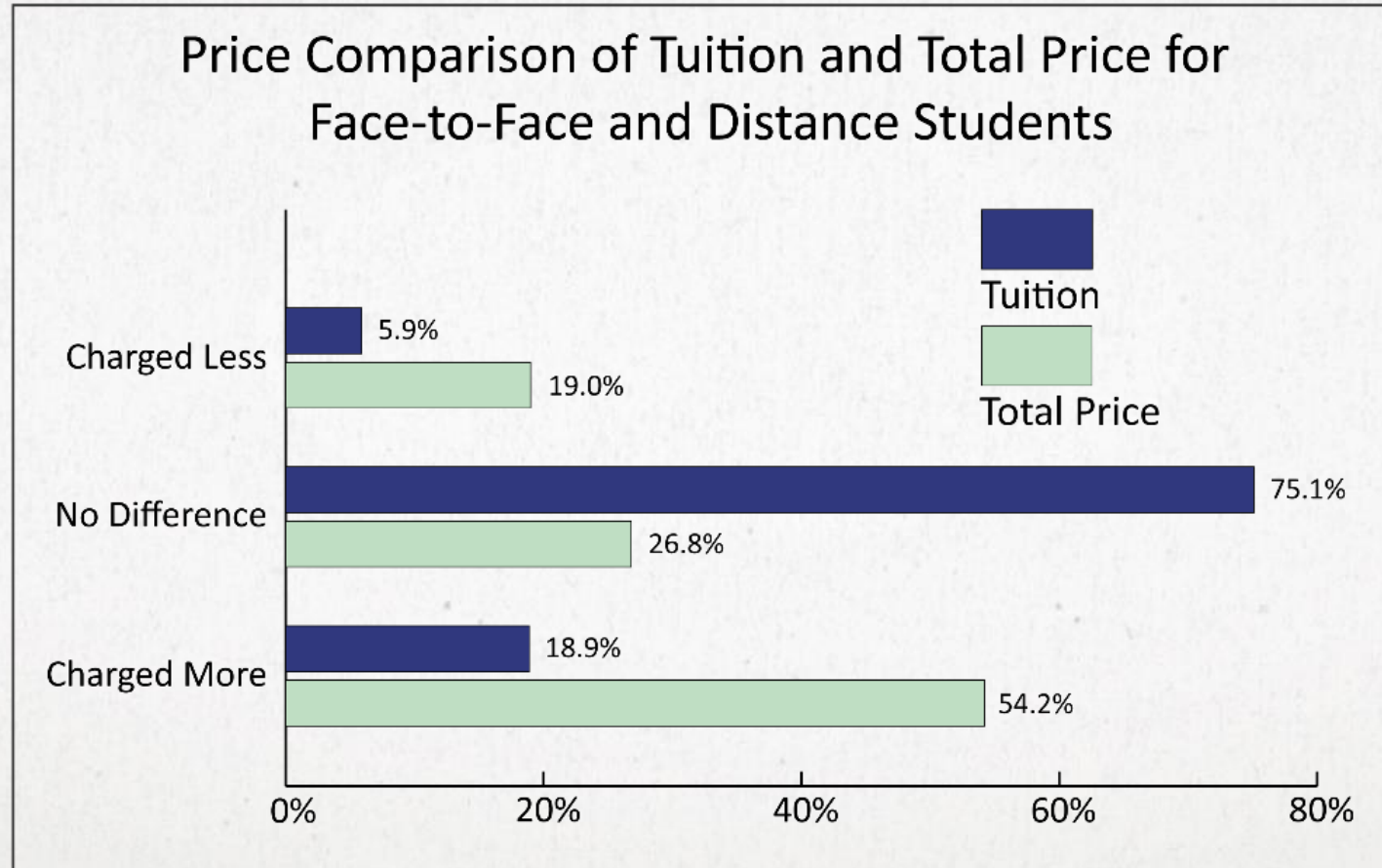


POLL QUESTION

Is the **Total Price** (Tuition and Fees) for distance education courses less, the same, or more than face-to-face courses at your institution?



FINDINGS: THERE IS GREAT VARIABILITY IN DISTANCE EDUCATION PRACTICE AND POLICIES

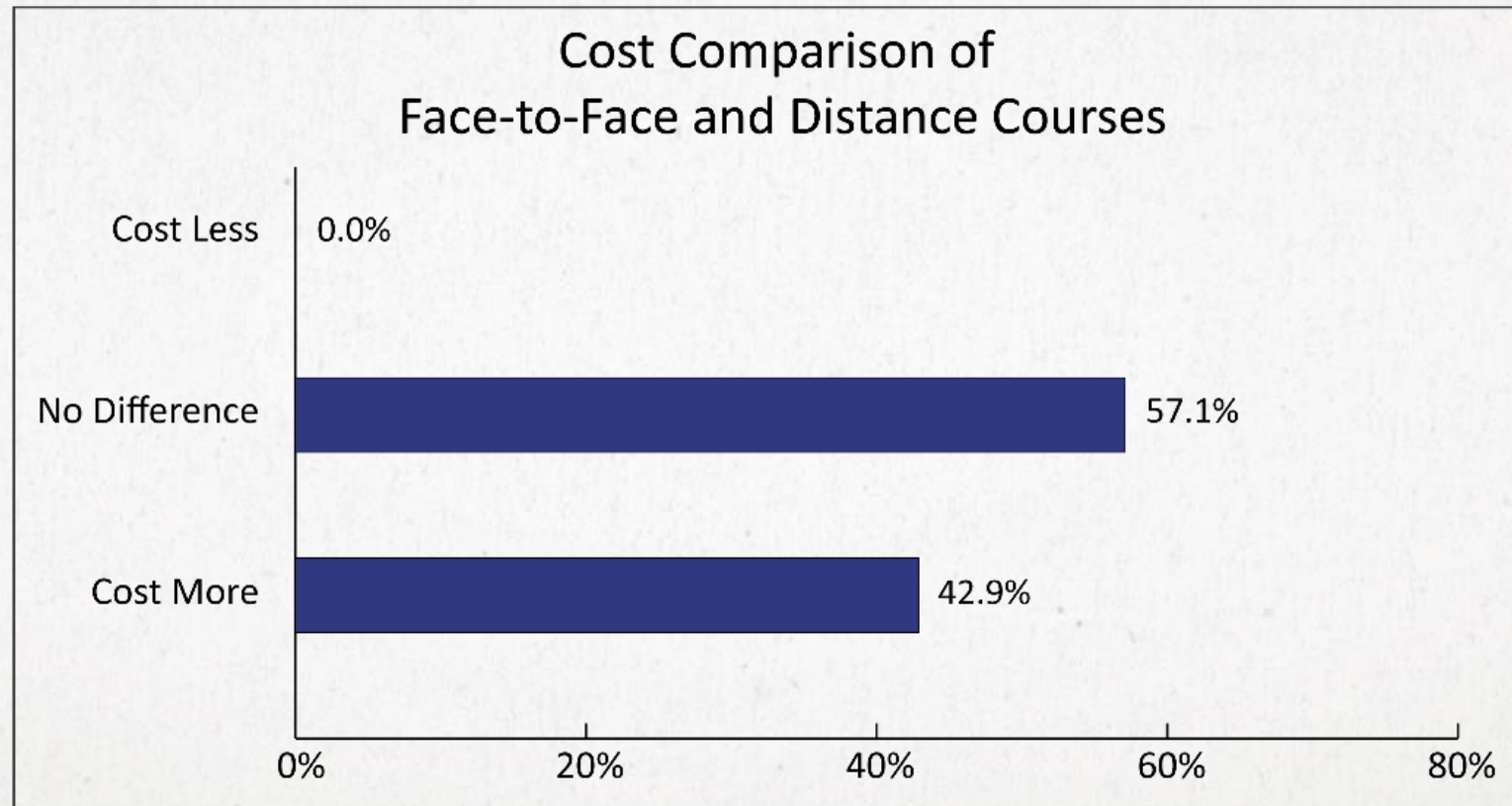


POLL QUESTION

Do distance education courses **cost** less, the same, or more to produce than face-to-face courses at your institution?



FINDINGS: DISTANCE COURSES COST THE SAME OR MORE



WHY DISTANCE EDUCATION COSTS MORE

Traditional Course	Distance Ed Course
Faculty	Faculty
Technology	More Technology and Software
Student Support	Student Support at a Distance
Institutional Overhead	Institutional Overhead
Classroom	
Technical Support	More Hours of Technical Support
	Faculty Development
	Instructional Design
	Proctoring
	Interstate Compliance



IT'S ABOUT MISSION




**QUALITY EDUCATION
AT YOUR FINGERTIPS**

CU Online is a virtual campus of the University of Colorado offering courses and providing student services via the World Wide Web (Internet). Using CU Online, you can register and pay for courses, order your books, and take your courses—all online!

CU Online offers core curriculum and elective courses on a wide variety of topics. These are the same high quality courses that are taught on the CU Denver campus.

To take full advantage of the interactivity of the courses, the following setup is recommended:

- Computer with Windows 3.1, 95 or 97, or MacOS with at least a 486-DX equivalent processor
- 14.4 kbps modem (or better)
- An Internet connection
- An E-mail account
- Java enabled Netscape Navigator 3.2 (download free)
- RealPlayer (for audio and video) (download free)
- Connectix digital camera (optional)
- SeeMail multimedia mailing program (optional)

*For better printout, processor at 125 kbps recommended



Quality Education at Your Fingertips



Complete your assignments and take tests whenever it best fits your individual schedule within the time frame of your class schedule. A number of technologies allow students to interact with the instructor and their peers—these include e-mail, virtual classroom, newsgroups, and threaded discussions. You'll also be gaining valuable skills for using the Internet as a learning and research tool.

Visit our website at <http://www.cuonline.edu>

Or call CU Online toll-free at 888-535-4490 or 303-556-1755

Write us at:
CU Online
University of Colorado at Denver
Campus Box 144
P.O. Box 173364
Denver, CO 80217-3364





DOES DISTANCE EDUCATION HAVE TO COST MORE?

Two points of view....



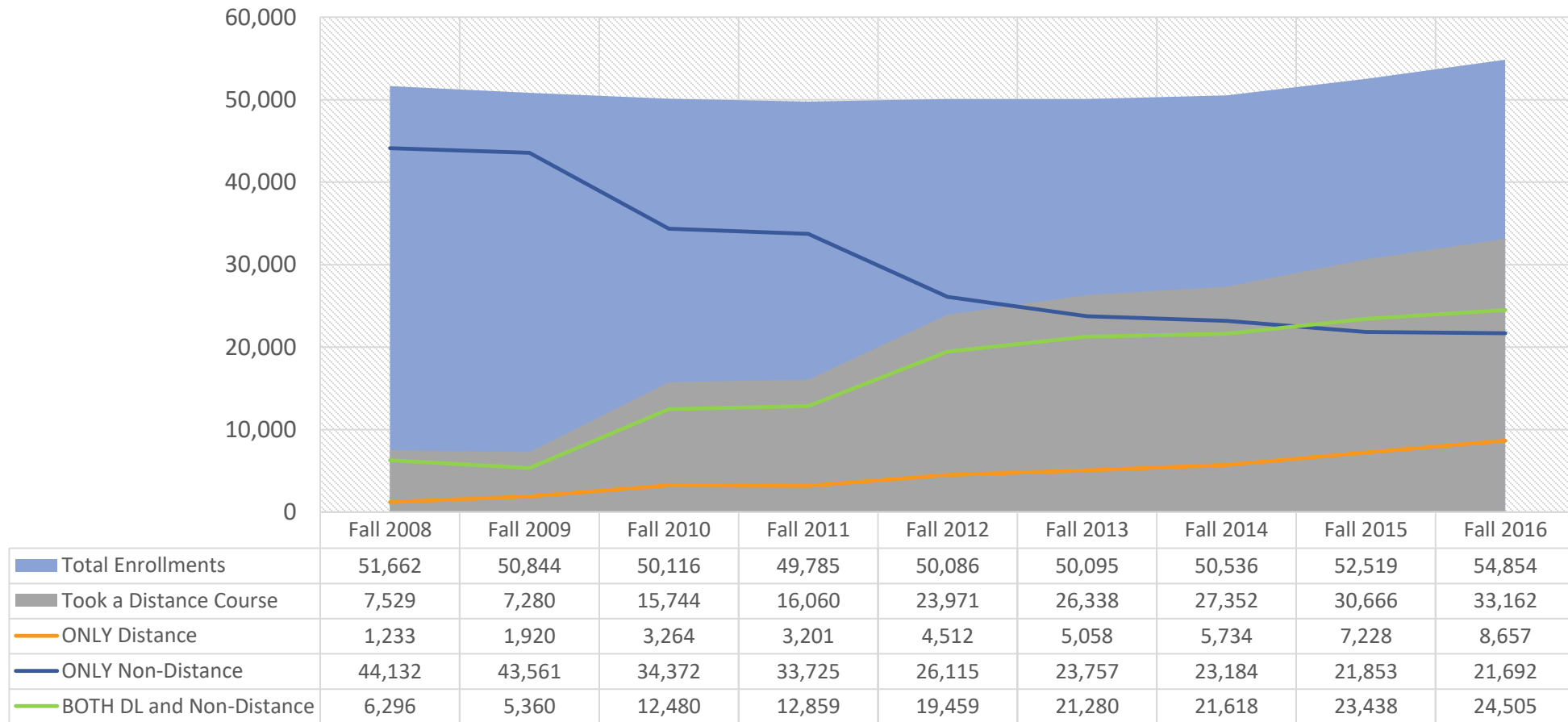
EVANGELINE TSIBRIS CUMMINGS

Assistant Provost and Director of
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LEARNING MODALITY TRENDS AT THE UNIVERSITY OF FLORIDA

UF Fall 8 Year Trend
Students Enrolled in Distance & Non-Distance Courses



UF ONLINE

UNIVERSITY *of* FLORIDA

Freedom of Movement

Study and take courses from wherever you need to be

Part-time or Full-time

Earn your degree at your own pace

Same UF Degree

Earn the same degrees as residential students

UF Faculty

All courses designed and taught by the same faculty that teach in Gainesville

Your Own Academic Advisor

Each student is supported by a dedicated advisor throughout their education

Customize Your Costs

Pay just 75% the campus tuition rate and consider the optional fee package

Your Own Learning Homepage

User friendly and customizable learning environment in Canvas



UF ACADEMIC PROGRAMS, UNIQUELY DESIGNED FOR THE ONLINE ENVIRONMENT AND THE *UNTETHERED* STUDENT



BACHELOR OF ARTS
Anthropology



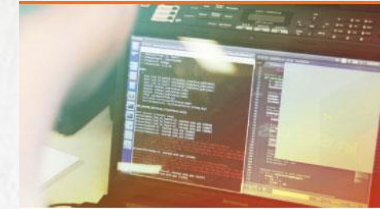
BACHELOR OF ARTS
Biology



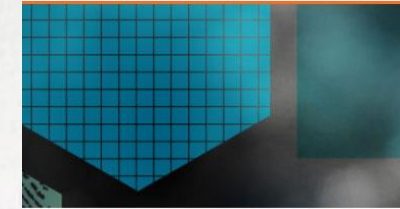
BACHELOR OF ARTS OR SCIENCE
Business Administration



BACHELOR OF SCIENCE
Communication Sciences
and Disorders



BACHELOR OF SCIENCE
Computer Science



BACHELOR OF ARTS
Criminology



BACHELOR OF SCIENCE
Environmental
Management



BACHELOR OF SCIENCE
Fire & Emergency
Services



BACHELOR OF ARTS
Geography



BACHELOR OF ARTS
Geology



BACHELOR OF SCIENCE
Health Education
& Behavior



BACHELOR OF SCIENCE
Microbiology
& Cell Science



BACHELOR OF SCIENCE
Nursing



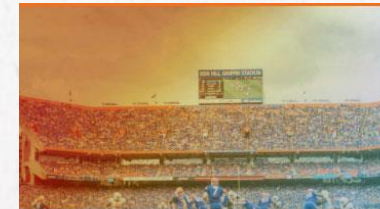
BACHELOR OF ARTS
Psychology



BACHELOR OF SCIENCE
Public Relations



BACHELOR OF ARTS
Sociology



BACHELOR OF SCIENCE
Sport Management



BACHELOR OF SCIENCE
Telecommunication
Media & Society



UF ONLINE STUDENT EXPERIENCE

- Virtual campus for online students
 - The *UF Plaza* is an online community for students to engage with advisors and with each other.
- Optional Fee Package
 - Online students that plan to live near, or frequently visit, Gainesville may choose to opt in to pay activity fees that allow them to participate fully in oncampus life.
More info at: ufonline.ufl.edu/fees

The image shows a screenshot of the UF Online Biology Major community page. The page features a blue sidebar with navigation links: Stream, News, Notifications, Messages, Discover, Groups, Events, Resources, Links, TJ Summerford, and Search. The main content area displays a 'Group Feed' with a welcome message and two posts by Jeannie Starobin. One post is a link to a video about using the UF Libraries' website, and the other is a link to a 'Congratulations Graduates!' post. Overlaid on the right side of the screenshot is a 'Tuition & Fees Estimates' form. The form has tabs for 'In State' and 'Out of State'. The 'In State' tab is selected, showing a table with the following data:

In State	
Cost per Credit Hour	
<input checked="" type="checkbox"/> Tuition	\$111.92
<input checked="" type="checkbox"/> Required Fees	\$17.26
<input checked="" type="checkbox"/> Optional Fees	\$46.21
Credit Hours	12
Estimated Total*	\$2104.68



THOUGHTS ON A STRONG ONLINE PROGRAM

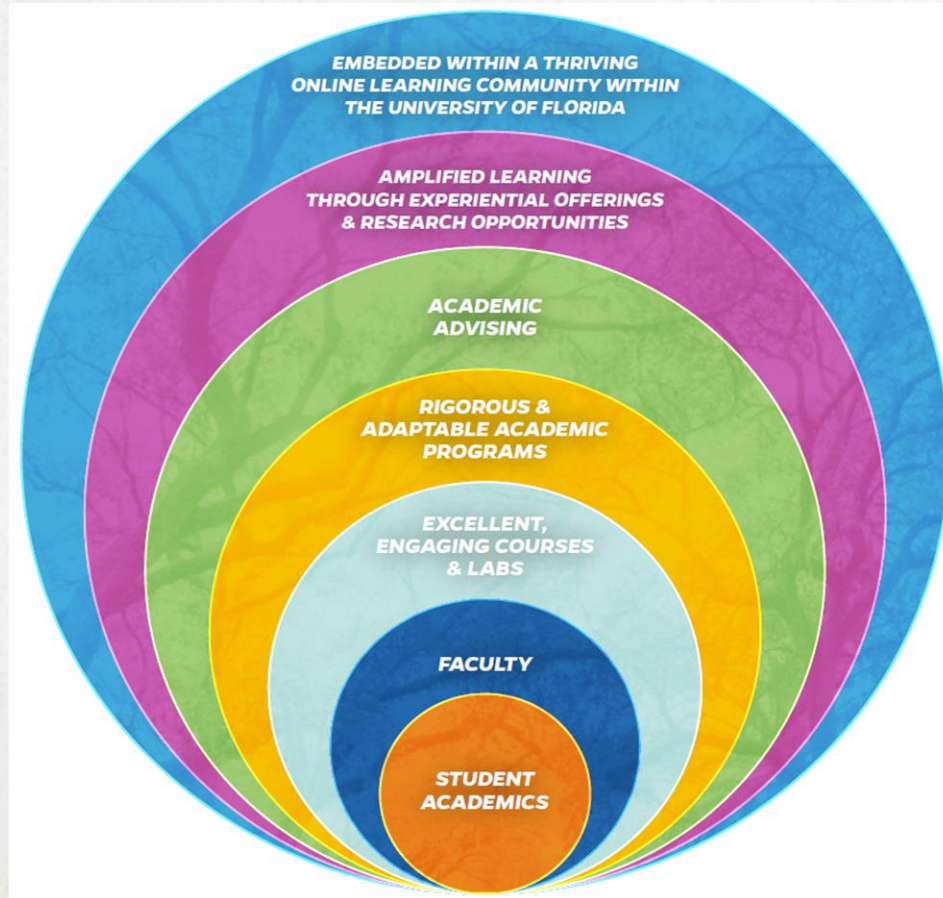
REALITY OF COSTS AND BENEFITS

- The UF Online model is high quality plus a special tuition rate, delivered with extensive special programming that students may customize with intensive faculty attention:
 - UF Online learning pathways are all nested in the “UF Plaza” the student virtual campus,
 - All online students are taught by campus faculty professors in interactive coursework,
 - Each online student has a dedicated advisor and therefore flexible, personalized pathways,
 - UF Online is therefore tailored to individual students and allows for part-time study and integration of education with life, work,
 - High quality, multi-media course production including STEM courses and Labs.
- Entire UF Online program subsidized by state appropriations to offset special tuition and special fee packages
- UF Online is also an engine for innovation, teaching excellence for residential campus

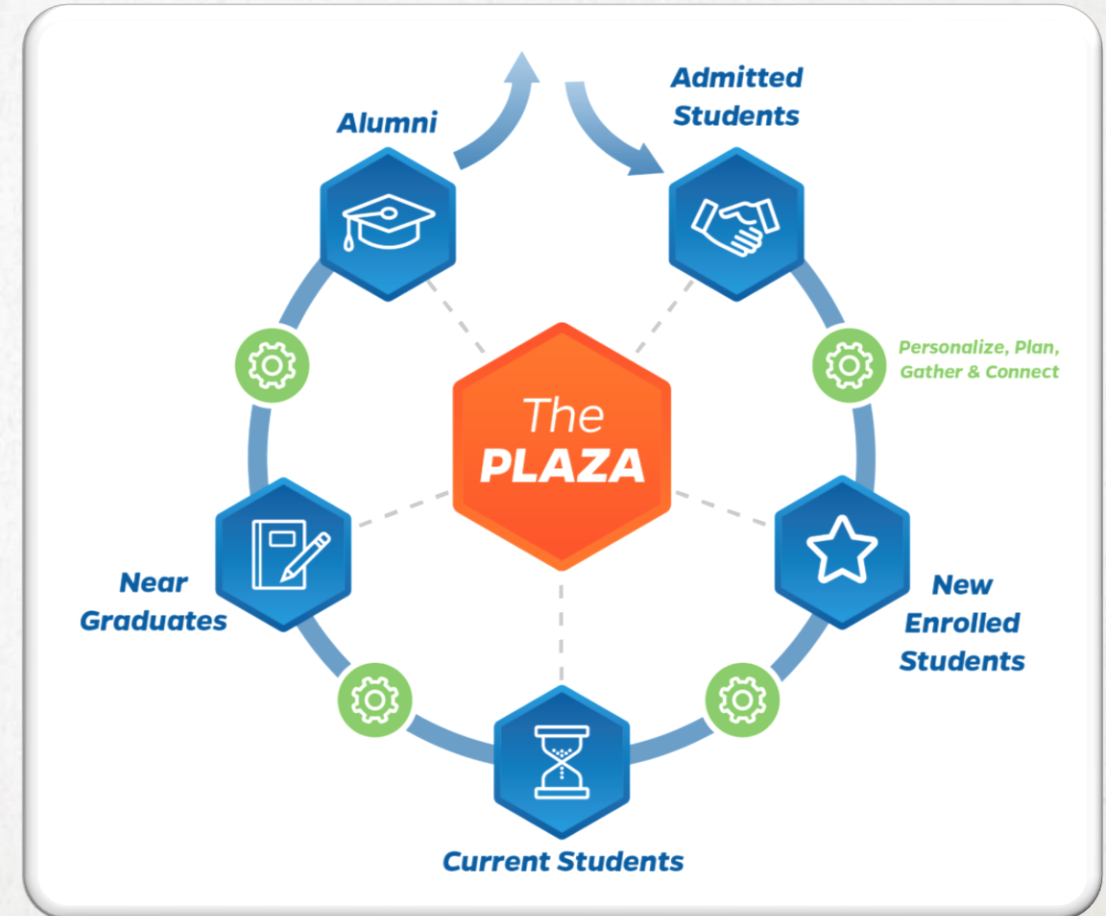


OUR MODEL: HIGH IMPACT, VERSATILE PROGRAMS TAILORED TO THE NEEDS OF OUR ONLINE STUDENTS

MULTI-DIMENSIONAL



STUDENT-DRIVEN, DYNAMIC



SALLY M. JOHNSTONE

President, NCHEMS



Set Student-Level Variables

Enrollment (Year one only)	700
Enrollment (Year two only)	750
Enrollment (Year three only)	850
Courses per Academic Year	18

Tuition & Revenue

Charge per Credit Hour	\$ 82.00
Revenue per FTE	\$ 2,460
Annualized Tuition Revenue	\$ 1,722,000
State and Local Support (FTE)	\$ 1,685
Total S&L Support	\$ 1,179,500
Projected Tuition Annual Increase	2%
Total Annual Revenue in Year One	\$ 2,901,500

Costs

Projected Annual Staffing Costs	\$ 2,707,000
Projected Annual Benefits Costs	\$ 558,210
Projected Annual Operations Cos	\$ 79,400
Total Anticipated Annual Costs	\$ 3,344,610

Input CBE Model Definitions

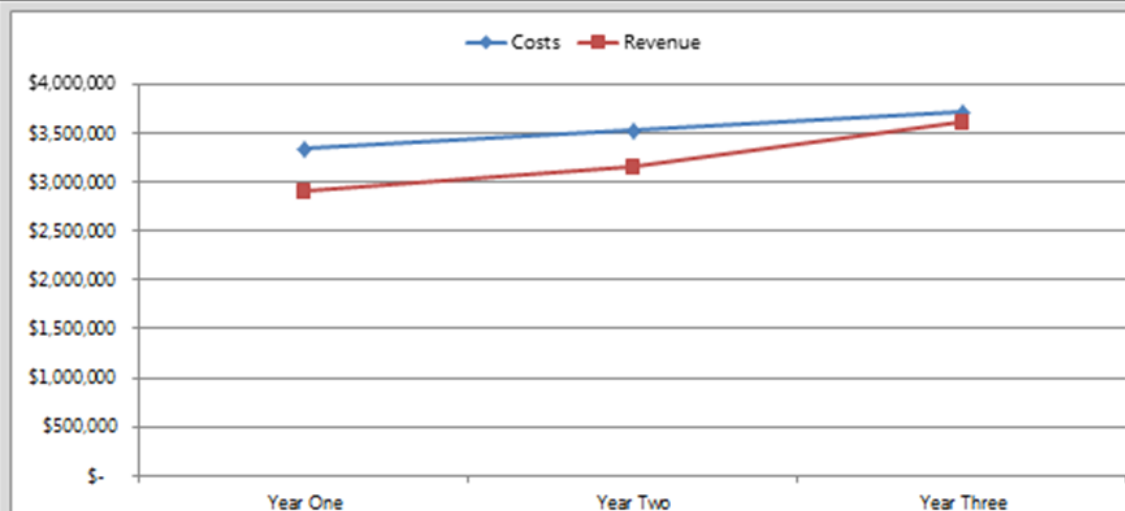
Set Staff and Unit Costs

Set Staff and Unit Ratios

Set Course Design Costs

Set Course Delivery Costs

Set Enrollment Projection



Instructions

The CBE Cost Modeling tool is designed as a high level introductory planning tool to assess the costs and revenues associated with CBE-related activities, including staffing decisions and resources for course design and delivery. This planning tool helps to illustrate many of the activity considerations in CBE. **To begin, users will need to clear any existing data in this tool, and insert their own data throughout the model by selecting one of the buttons to left and filling out the cells.** Definitions can be found within each sheet of the



COURSE DESIGN COSTS ARE INDEPENDENT OF ENROLLMENTS

TASK

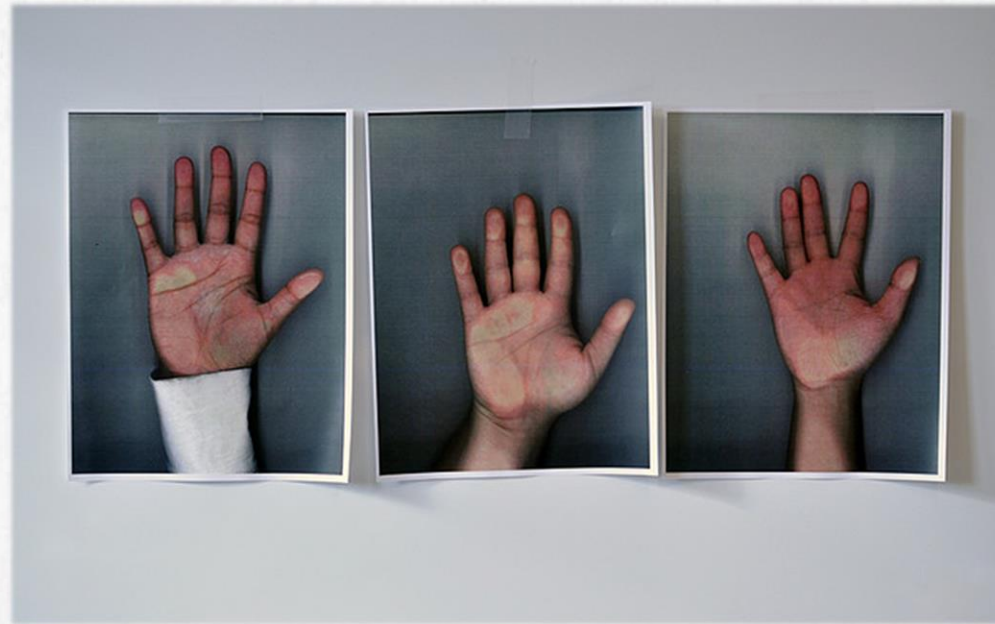
- Design course specification
- Develop learning materials
- Select learning materials
- Data collection & improvement
- Design/select assessment

STAFF /INPUT TYPE

- Full-time faculty - Instructor, assistant professor, associate professor, full professor
- Part-time faculty
- Administrator- Academic coach, instructional designer, institutional researcher, information technologist, dean/department chair, program administrator
- Student
- Non-staff – licenses, operating costs



QUESTIONS FROM THE AUDIENCE



SPEAKER CONTACT INFORMATION

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- Terri Taylor Straut: tstraute@wiche.edu

