OIPP Advisory Board
February 24, 2012

Chris Edley, Sr. Policy Adviser to the President
Dan Greenstein, Vice Provost, UCOP
What is UCOE?
CDD
OIPP Update
Wave II & Beyond
A self-supporting program where partner departments and faculty…

…develop online courses for use in instruction of UC undergraduates and make them available on a revenue generating basis to non-matriculated students for transferable credit … focusing on big/gateway lower division courses

UCOE:

- Operates during regular terms and summer sessions
- Works with faculty and departments on all 9 general campuses
- Is managed by small staff at OP with key functions supplied by:
  - UCB – general contractor for online learning
  - UCM – UCOE registrar
  - UCSB – evaluation
  - UCD, UCI, UCSB, UCSC, UCSD, UCLA – education technology and faculty support
  - Blackboard – marketing and student services
How UCOE works?

**Departments and faculty:**
- **Develop** online courses in the Common Learning Environment (CoLE)
- **Teach** courses to UC students as part of regular curriculum
- **Teach** courses on a revenue-generating basis to non-matriculated students
- **Use** online courses without restriction

**UCOE:**
- **Pays** for course development, developer royalty, refresh
- **Provides** expert course designs and development support
- **Maintains** the online learning environment
- **Recruits** and **supports** non-matriculated students
What is the business model?

Acquire new tuition revenues and drive them into the departments, accumulating nothing at the center by:

Paying partner departments to
- Build courses
- Keep them current
- And teach them to non-matriculated students

Paying course authors a royalty each time their course is offered to non-matriculated students

Enrolling and supporting non-matriculated students, and maintaining and improving essential technology and business infrastructure so partner departments don’t have to

Encouraging campuses to offer courses through summer sessions or extensions as long as non-matriculated students can be enrolled by UCOE
How is academic integrity and quality assured?

All UCOE courses are real UC courses. They are:

Developed by UC faculty

Reviewed and approved through normal departmental and divisional processes, approved as a systemwide course by UCEP

Made available for degree credit to UC students, and

Managed by partner departments who look after all academic decisions, e.g. about how the course is designed and taught, how often, and by whom, etc.

Typical course evaluations include specific questions related to the online mode of delivery.
How do UC students interact with UCOE?

UC students interact with academic departments and campus units (registrars, academic advising, etc.) in the normal way.

Some of the courses they take will be online as opposed to on-ground courses, and developed with UCOE as opposed to campus (departmental) funds. But those distinctions won’t matter or affect the UC students’ experience.

If/when cross-campus enrollment can be facilitated non-local students may use UCOE as a portal to whichever campus is offering the course, with the CoLE.
How does UCOE work for non-matriculated students?

Overview --

1. Student Recruitment and Admissions
2. Tuition and Refunds
3. Academic Calendar
4. Grading, grade reporting, course credit
5. Administrative and conduct policies

* Eligibility/enrollment policies are being developed with the Academic Senate through meetings with BOARS and UCEP
1. Student Recruitment and Admissions

Non matriculated students are recruited by our marketing partner (Blackboard) and enrolled* in UCOE courses through our registrar (Merced). The process is designed to be a seamless one.

Students should compare favorably to UC freshmen and transfers with respect to their academic backgrounds and preparedness.*

Course admission will be by open enrollment* though pre-requisites may be required for entry into some courses.

* Eligibility/enrollment policies are being developed with the Academic Senate through meetings with BOARS and UCEP
2. Tuition and Refunds

Course tuition will be charged on a per-unit basis, with units normalized for courses from quarter and semester campuses (~$350/normalized credit unit includes tuition and fees)

The University Provost will set the tuition rate annually with advice from the UCOE advisory board

UCOE will have a refund policy
How does UCOE work for non-matriculated students?

3. Academic calendar

UCOE’s academic calendar will have start and end dates for quarter and semester length courses during the regular term and for summer sessions.

Individual course start and end dates will reflect those that apply to the campus from which the course emanates.
How does UCOE work for non-matriculated students?

4. Grading, Grade Reporting, and Course Credit

Grading and grade reporting is managed by partner departments consistent with practices used for course as offered to UC students.

Transcripts will be maintained and issued by the UCOE registrar.

Credit earned for a UCOE course is equivalent to Senate-approved UC credit given to matriculated UC students on their home campus.
How does UCOE work for non-matriculated students?

5. Administrative and Conduct Policies

Non-matriculated students will follow UCOE policies, which will be based on campus policies. UCOE will develop an administrative structure to address issues specific to non-matriculated students.

Responsibility for policy implementation or enforcement for non-UC students taking classes through UCOE rests with the UC Provost and his/her designate, with Senate involvement as appropriate.
What does Blackboard do exactly?

$4.29m, 18-month contract, within budget set in loan pro forma

### Marketing
- Market Research
- Opportunity Analysis
- Strategy/Positioning/Planning
- Value Proposition
- Branding/Messaging
- Media Buys
- Sub-Contractor Management

### Enrollment
- Market Segment Analysis
- Lead Generation
- Qualification
- Direct Response
- Wholesale Relationships
- Retention / Continuous Improvement Analytics
- Application Website

### Student Services
- “Shield” Registration
- Financial Transacting
- Student Orientation
- Remediation Referral
- Advising/Mentorship/Coaching
- 24/7 Tech Support

### Program Management
- Provide oversight and quality assurance
- Day-to-day management of entire program
- Central point of contact and accountability

### Solution Design and Operational Strategy
- Assist UCOP with design of student gateway
- Business process and technical architecture design
- System integration and strategy for scaling

### Marketing and Enrollment Services
- Marketing plan development, branding and messaging
- Focus on the non-matriculated students
- Direct marketing campaign and targeted follow-ups

### Student Services
- Managing all contacts with students
- 24/7 LMS support
- Support via phone, self-help knowledge base, live chat
What courses will be there in 2012/13 for NMS?

Based on responses from 19/23 OIPP faculty and chairs/deans

9 courses available 5-6 times/yr
3 courses 3-4 times/yr
7 courses twice a year
5 courses available fall 2012

Departments using different instructional models and have different motivations to participate
What is UCOE?
CDD
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Wave II & Beyond
Success of a learning environment is more than technology.

Instructional Design + Content + Learning Environment
Strategy: Borrow Buy, Build…

Harnessing talent.
— Instructional design
— Audio-visual & media design
— Programming

Building stronger communities of practice.
Partnerships

- **Cash Investments**
  - OAE Development
  - Media & other tech Services
  - Video Platform
  - Moodle
  - ADA

- **Technical**
  - UCOE Core Tech Team
  - UCB Dev Team

- **Instructional Design**
  - UCOE Design team (5 FTE)
  - Campus ID Cost Share (1 FTE)
  - Campus ID Alignment (~3 FTE)
Instructional Design Partnerships & Community

ETLG IDFS

UCOE IDs

Campus IDs
Technical Co-Investment

Sakai / OAE Community Source

UCOE

Campuses

rSmart
OAE Release Process

1. OAE Roadmap & Design
2. OAE Development & QA
3. Public Release
4. rSmart QA & Release
5. CoLE QA & Release
OAE High Level Roadmap

- **March 9: 1.2**
  - Customization
  - More permissions control for co-editing
  - Annotating, feedback, commenting
  - Activity tracking

- **April 25: 1.3**
  - User Delight
  - Usability upgrades

- **June 4: 1.4**
  - Scalability
  - Performance
  - Localization
  - Analytics data
  - Administrative UI

- **August 31: 2.0**
  - Improved Page Editing and Layout
  - Customization (Widget SDK)
Building Together Towards a Common Learning Environment (CoLE).

Winter 2012

Loosely Integrated

OAE Portal

Targeted Hybrid

Spring/Summer 2012

OAE

Fall 2012 - 2014

Iterative Improvements

Sakai

piazza

moodle

OAE
2013 – 2014 Iterations

- Connect
- EtherPad
- ALEKS
- Piazza
- New Video Platform
- More!

Growing by:
- Core managed project
- Widget marketplace
- Local development

OAE native tools

OAE Framework

Sakai CLE Tools

Moodle LMS

Moodle Tools?
What is UCOE?
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Math 5 launches at Merced.
Future courses (Wave I).

<table>
<thead>
<tr>
<th>Winter Quarter</th>
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<tbody>
<tr>
<td>Global Climate Change (Science and Society 25)</td>
<td>Davis</td>
<td>Bloom, Arnold</td>
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<td>Politics and Strategy (Political Science 30)</td>
<td>Los Angeles</td>
<td>Bawn, Kathleen</td>
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<td>Diversity, Disagreement and Democracy</td>
<td>Los Angeles</td>
<td>Lohmann, Susanne</td>
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<tr>
<td>Art, Science and Technology (DESMA 9)</td>
<td>Los Angeles</td>
<td>Vesna, Victoria</td>
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<td>Fresh Water Policy (ENVS 165)</td>
<td>Santa Cruz</td>
<td>Haddad, Brent</td>
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<tr>
<th>Summer Sessions</th>
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<tr>
<td>Data Structures and Programming Methodology (CS 61BL)</td>
<td>Berkeley</td>
<td>Clancy, Michael</td>
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<td>American Cybercultures (Art 23)</td>
<td>Berkeley</td>
<td>Niemeyer, Greg</td>
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<td>Writing (UWP 1)</td>
<td>Davis</td>
<td>Whithaus, Carl</td>
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<td>Classical Physics (Physics 7)</td>
<td>Irvine</td>
<td>Dennin, Michael</td>
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<td>Preparatory Calculus (Math 1A, 1B)</td>
<td>Irvine</td>
<td>Eichhorn, Sarah</td>
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<tr>
<td>Preparation for General Chemistry (Chem 1P)</td>
<td>Irvine</td>
<td>Potma, Eric</td>
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<td>Programming Embedded Systems (CS 121RL, CS 121L-RL)</td>
<td>Riverside</td>
<td>Vahid, Frank</td>
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<thead>
<tr>
<th>Fall Semester/Quarter</th>
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<tbody>
<tr>
<td>Introduction to Information (Info 10)</td>
<td>Berkeley</td>
<td>Carver, Brian</td>
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<tr>
<td>The Beauty and Joy of Computing (CS 10)</td>
<td>Berkeley</td>
<td>Garcia, Daniel</td>
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<td>Spanish 2V</td>
<td>Davis</td>
<td>Blake, Robert</td>
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<td>Terrorism and War (Science and Society 7)</td>
<td>Davis</td>
<td>Carey, James</td>
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<tr>
<td>Maps and Spatial Reasoning (Geography 12)</td>
<td>Santa Barbara</td>
<td>Clarke, Keith</td>
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<td>Linear Algebra (MAT 22A)</td>
<td>Davis</td>
<td>Waldron, Andrew</td>
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<tr>
<td>Dance: Cultures and Contexts (Dance 7)</td>
<td>Riverside</td>
<td>Shea Murphy, Jacqueline</td>
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<tr>
<td>Acoustics and Digital Music Creation and Production</td>
<td>San Diego</td>
<td>Dubnov, Shlomo</td>
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<tr>
<th>Spring Semester/Winter Quarter/Spring Quarter</th>
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<tr>
<td>Spanish 3V</td>
<td>Davis</td>
<td>Blake, Robert</td>
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<tr>
<td>The Physiology of Aging (NPB 15)</td>
<td>Davis</td>
<td>McDonald, Roger</td>
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<tr>
<td>Freshman Composition (WR 39ABC)</td>
<td>Irvine</td>
<td>Alexander, Jonathan</td>
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Evaluation is on schedule.

**Faculty interviews**
Completed first round of faculty interviews
Next round targeted for completion by late February

**Course characterizations**
Completed letter of inquiry and roadmap comparisons
Working to integrate actual course components as they are completed

**Surveys**
Design of pre- and post-surveys completed
Strong questions related to student engagement & motivation
  (behavioral, emotional, cognitive)
Pre-survey has been put into the field for Math 5 (Merced)

**Interview protocols tested and ready**
Working to keep communities informed.

Online Advisory Board website archives agendas and materials from past meetings [http://onlineeducation.universityofcalifornia.edu/details/faculty-oversight/advisory-committee](http://onlineeducation.universityofcalifornia.edu/details/faculty-oversight/advisory-committee)

Quarterly project progress webinars

Additional webinars on topics related to online education scheduled monthly

Visits with systemwide Senate committees & Divisional Senates (forthcoming) [http://onlineeducation.universityofcalifornia.edu/events/webinar-series](http://onlineeducation.universityofcalifornia.edu/events/webinar-series)
What is UCOE?
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Wave II & Beyond
Seventeen courses being considered for Wave II.

- **Examples:**
  - Working with departments on sequences –
    - math with an engineering focus
    - computer science & introductory programming
  - Filling out intro courses –
    - Psychology
    - Statistics
    - Chemistry

- **Taking a handful to detailed design**

- **Meanwhile, UCOE is working with a Senate committee to develop a target curriculum**
  - And the means of recruiting courses to meet the target
Some lessons learned...