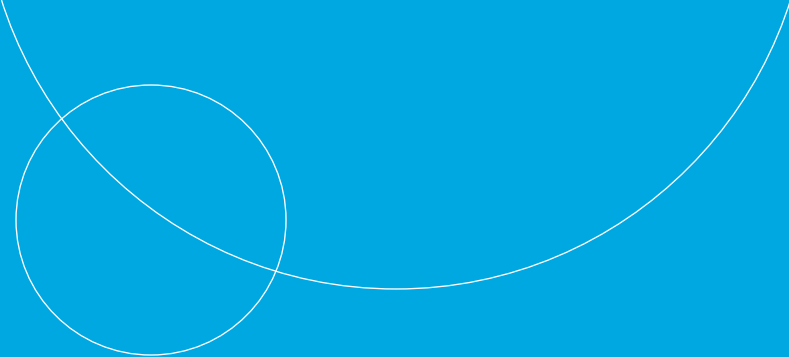




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Online Champions: Overcoming Resistance to Online Learning

Scott Jeffe, Vice President, Graduate and Online Research, RNL

Rolin Moe, Executive Director, UC Online

Nate Mouttet, Vice President, RNL

Meet your presenters



Scott Jeffe

Vice President, Graduate
and Online Research
RNL



Rolin Moe

Executive Director,
UC Online



Nate Mouttet

Vice President
RNL

A Two-Part Conversation

1. About UC Online and events of the last year
2. How to overcome resistance to online learning

UC Online

1. What is UC Online? What is your role at UC?

2. What happened last year with the banning of undergraduate online degrees?

3. What has happened since then (and why)?

Overcoming Resistance

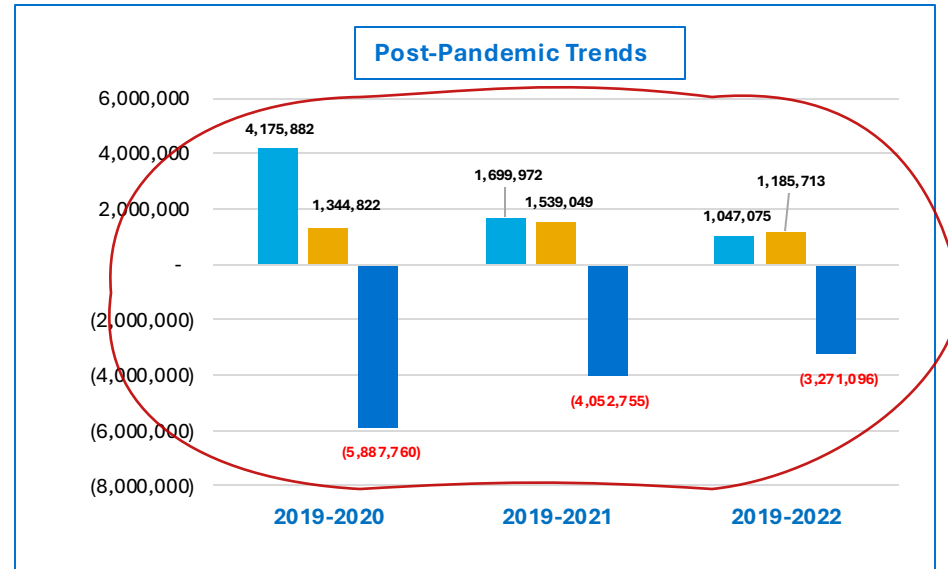
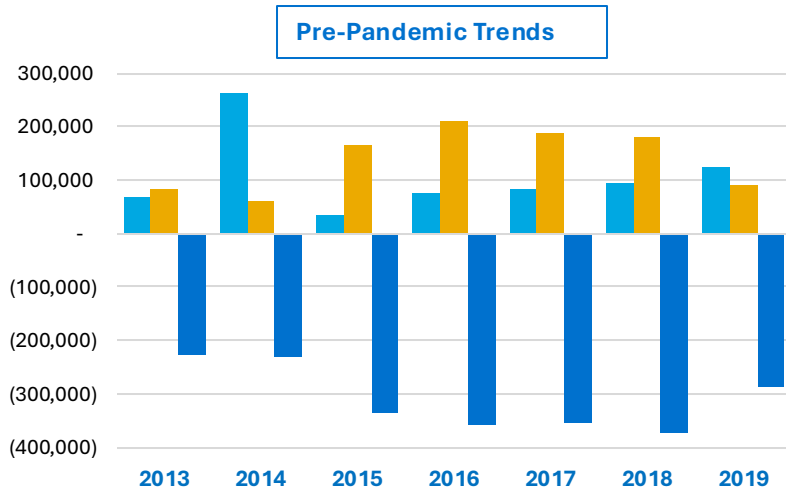


4.

What is the case for any institution – or system – regardless of its prestige or other factors to offer fully online programs?

Fewer UNDERGRAD students are choosing to enroll in classroom programs, even post-pandemic

Undergraduate - Annual Enrollment Change by Format



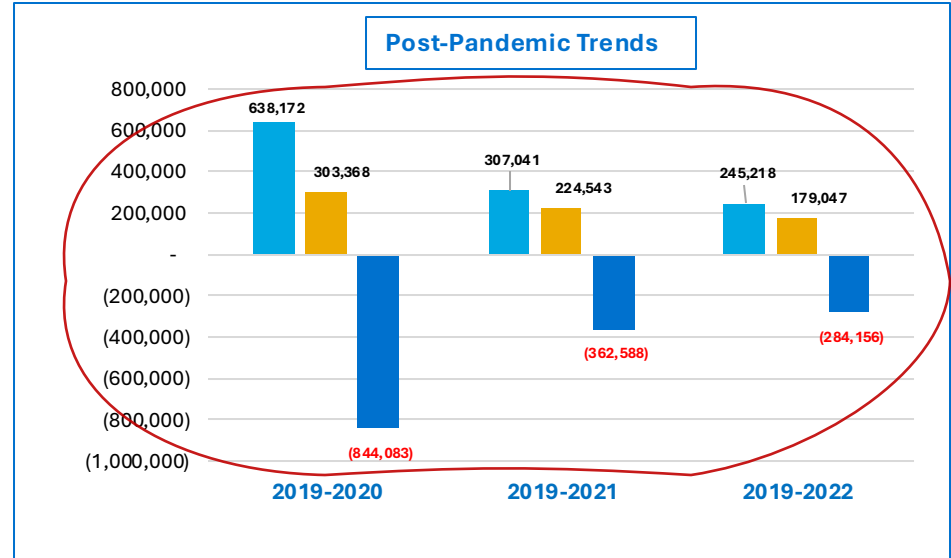
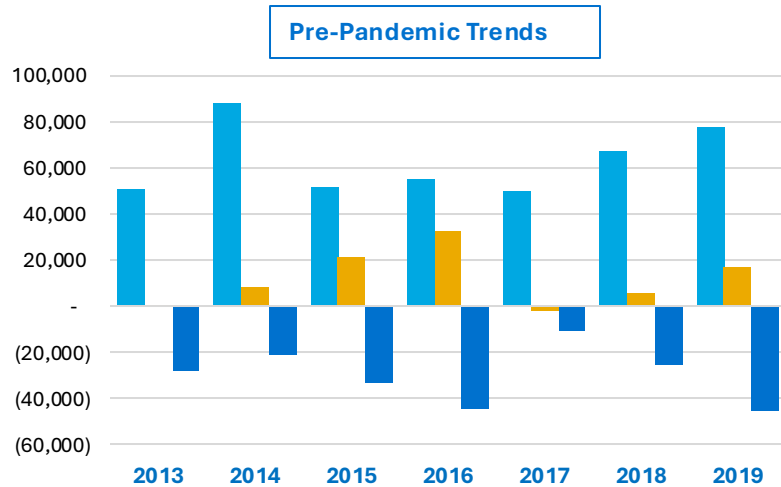
■ All Online ■ Some Online ■ All Classroom

Source: RNL analysis of IPEDS Fall Enrollment data.

*We compare 2021 and 2022 to 2019 rather than 2020 in order to better understand the pre- and post-pandemic trajectory of online demand.

More GRAD students are ALSO choosing to enroll in fully or partially online programs, even post pandemic

Graduate - Annual Enrollment Change by Format



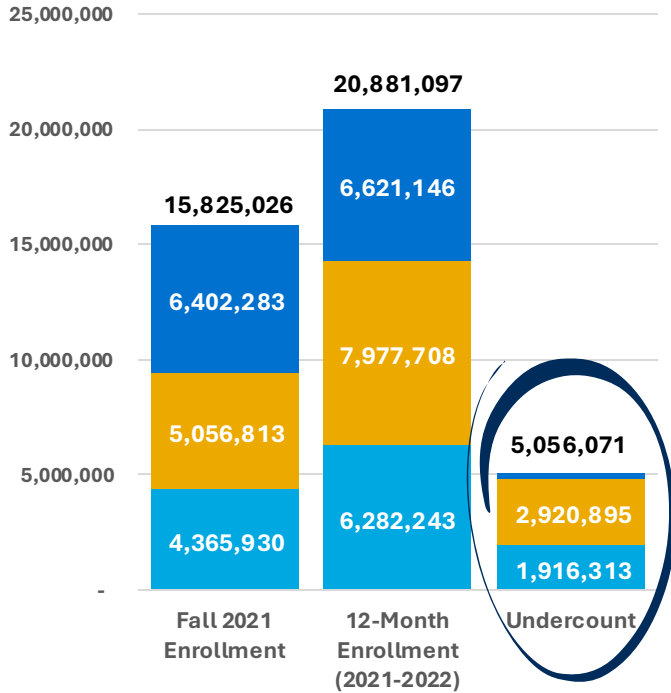
■ All Online ■ Some Online ■ All Classroom

Source: RNL analysis of IPEDS Fall Enrollment data.

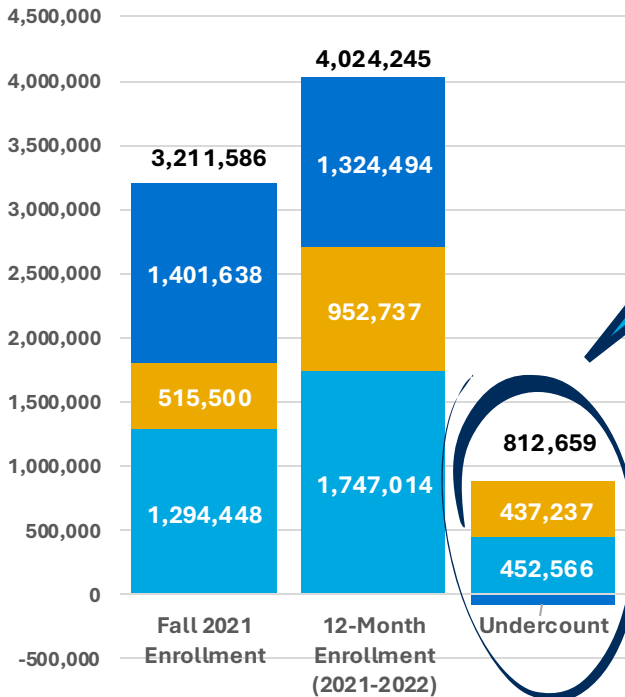
*We compare 2021 and 2022 to 2019 rather than 2020 in order to better understand the pre- and post-pandemic trajectory of online demand.

The Undercounting of Online Students

Undergraduate



Graduate



Who are these students?

Online and hybrid students who enroll at times other than the fall semester.

■ All Online Courses ■ Some Online Courses ■ No Online Courses

Overcoming Resistance

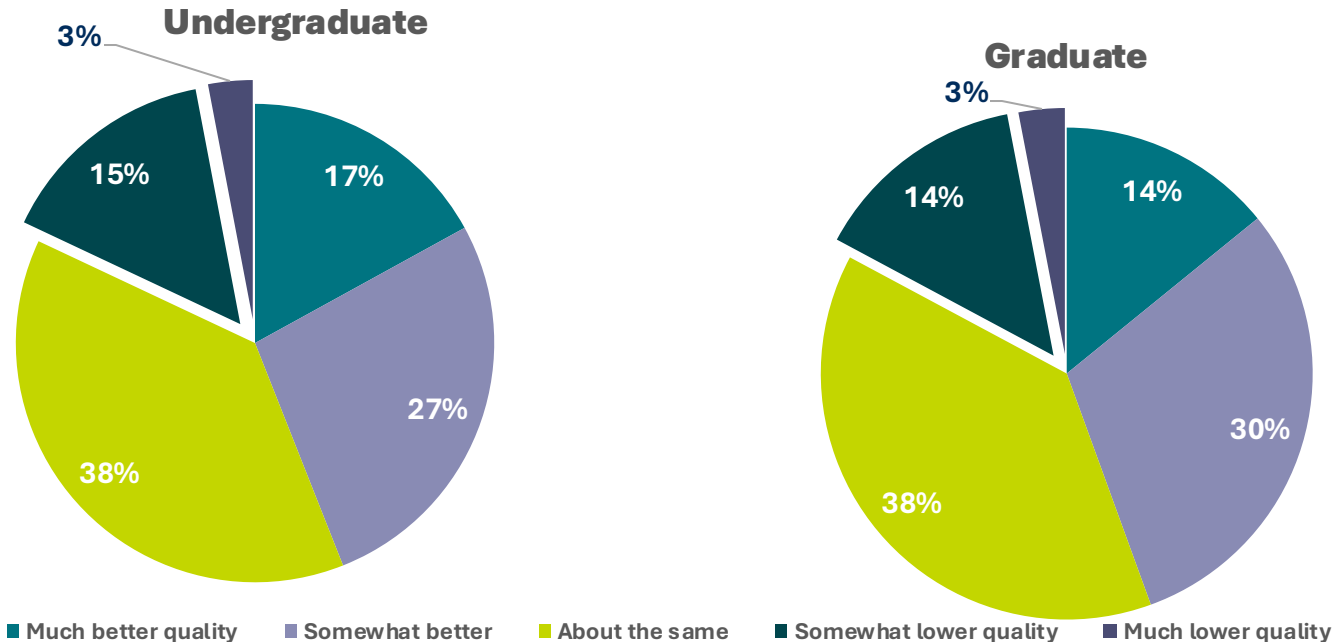


5.

Is there a legitimate case to be made regarding whether online programs are good options for undergraduate v. graduate students?

Most online learners think online is just as good as classroom. Be sure your programs measure up.

How would you rate the quality of your online education experiences when compared with past classroom study?



Why is online learning better than past classroom experiences?

- 1. Flexibility:** Online education allows students to complete assignments on their own time, providing more control over their schedules.
- 2. Direct Communication:** Students appreciate the ability to communicate with teachers without the presence of other students, allowing for more focused interactions.
- 3. Reduced Distractions:** Without the distractions of a physical classroom, students find it easier to concentrate and get work done efficiently.
- 4. Personalized Pace:** Online learning enables students to work at their own pace, leading to better comprehension and reduced anxiety.
- 5. Convenience:** The ability to access coursework from anywhere and at any time is seen as a major advantage, especially for those with busy schedules or work commitments.
- 6. Increased Engagement:** Some students find online classes to be more engaging and enjoyable, leading to better outcomes and a greater sense of accomplishment.
- 7. Accessibility:** Online education provides access to resources and materials that may not be readily available in traditional classroom settings, enhancing the learning experience.
- 8. Improved Learning Environment:** Students appreciate the privacy and comfort of learning from their own homes, which contributes to a more positive learning experience.

This is a summary of the comments made by respondents on why they thought their online programs is better than past classroom.

See report for the types of information they'd like to access via an AI-driven chatbot.

Why is online learning not as good as past classroom experiences?

- 1.Lack of Personal Interaction:** Online education lacks the personal interaction of classrooms, leading to feelings of isolation and less meaningful connections with instructors and peers.
- 2.Difficulty Getting Help:** Some students find it challenging to get assistance from teachers or classmates when needed, leading to a sense of frustration and decreased learning efficacy.
- 3.Limited Accountability:** Without the structure and accountability provided by in-person classes, some students struggle to stay focused and motivated in online settings.
- 4.Technical Difficulties:** Online education may be hindered by technical issues such as glitchy websites or unreliable internet connections, causing disruptions to the learning process.
- 5.Cheating:** The online environment may make it easier for students to cheat, resulting in decreased learning outcomes and academic integrity.
- 6.Lack of Hands-On Learning:** Certain subjects, such as lab-based or hands-on activities, are difficult to replicate in an online format, leading to a loss of critical learning experiences.
- 7.Difficulty Communicating:** Some students find it challenging to communicate effectively with instructors or classmates in an online setting, hindering their ability to ask questions or participate in discussions.
- 8.Less Effective Learning Experience:** Overall, students may perceive online education as providing a less effective learning experience compared to in-person instruction due to the aforementioned limitations.

Overcoming Resistance



How does an online support operation (that must respond to requests for help from interested programs) best affect change?

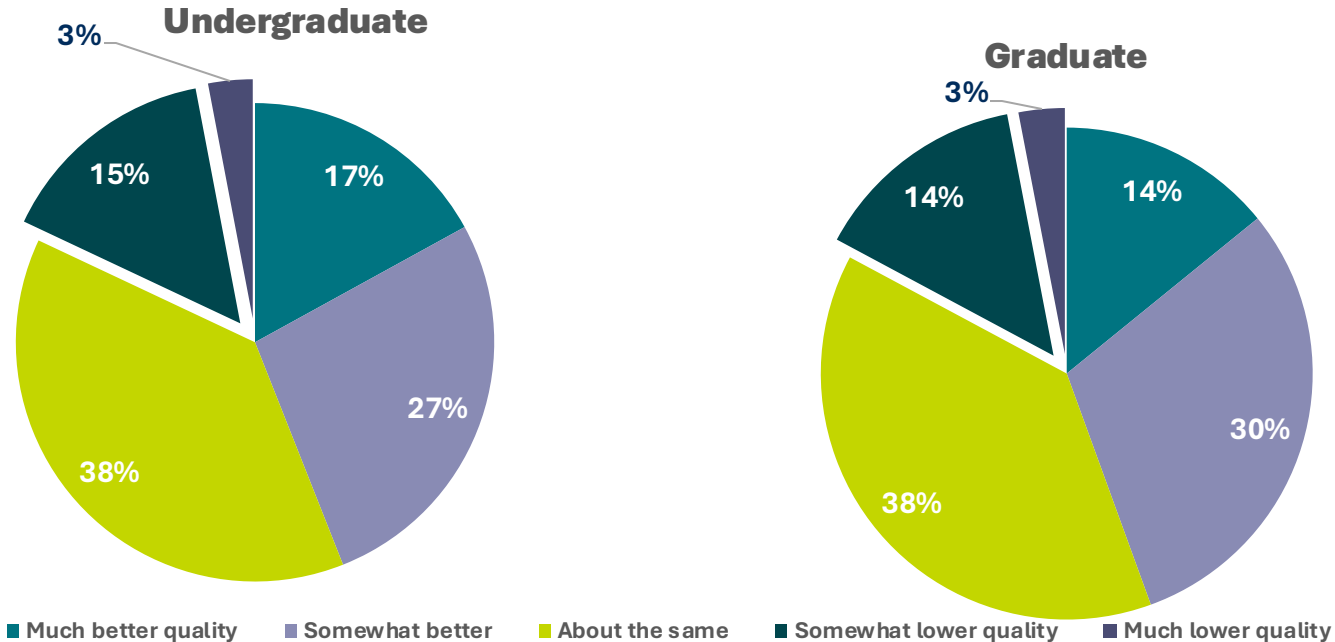
Overcoming Resistance



What are the best ways to mitigate institutional (faculty/administrators) concerns over the quality of online learning?

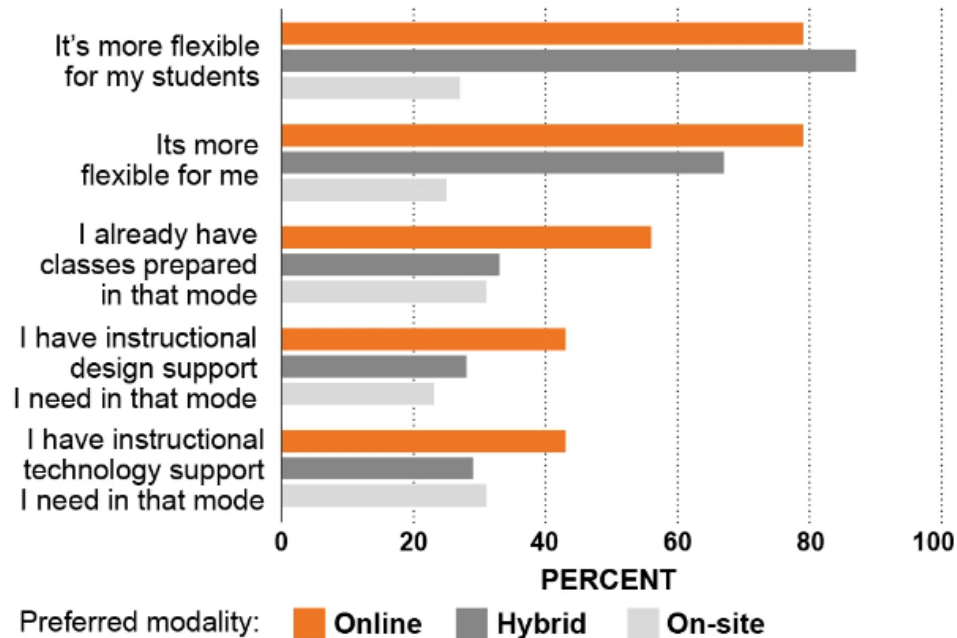
Most online learners think online is just as good as classroom. Be sure your programs measure up.

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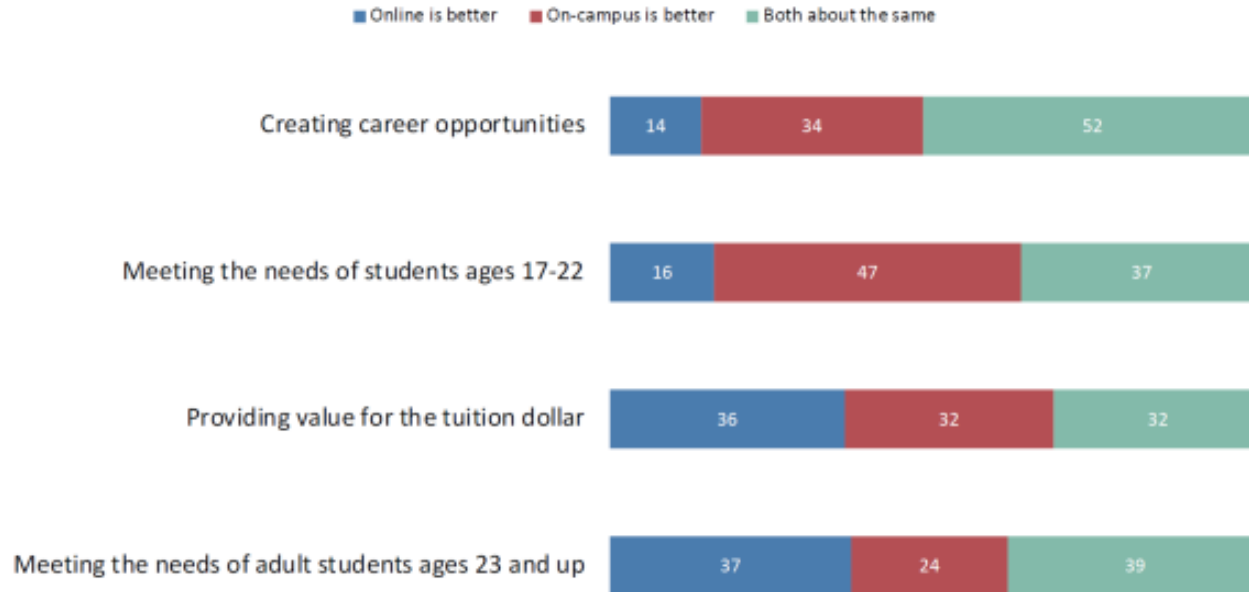
Faculty support of online education is growing AND those that DO IT see that value

What are the reasons for the modality preference?



Educause Spring 2023 survey of 982 faculty members. A majority of faculty (but only 53%) prefer fully classroom instruction. Those that teach online see benefits to their students AND themselves.

The American population increasingly believe that online is as good or better than classroom



Champlain College 2023 survey of 2,000 Americans 45% with Bachelor's, 19% with some college.

Champlain College 2023 survey of 2,000 Americans.

84% think online education is the same or better than classroom *for people 23+ years.*

83% think employers are more accepting of online degrees than pre-pandemic.

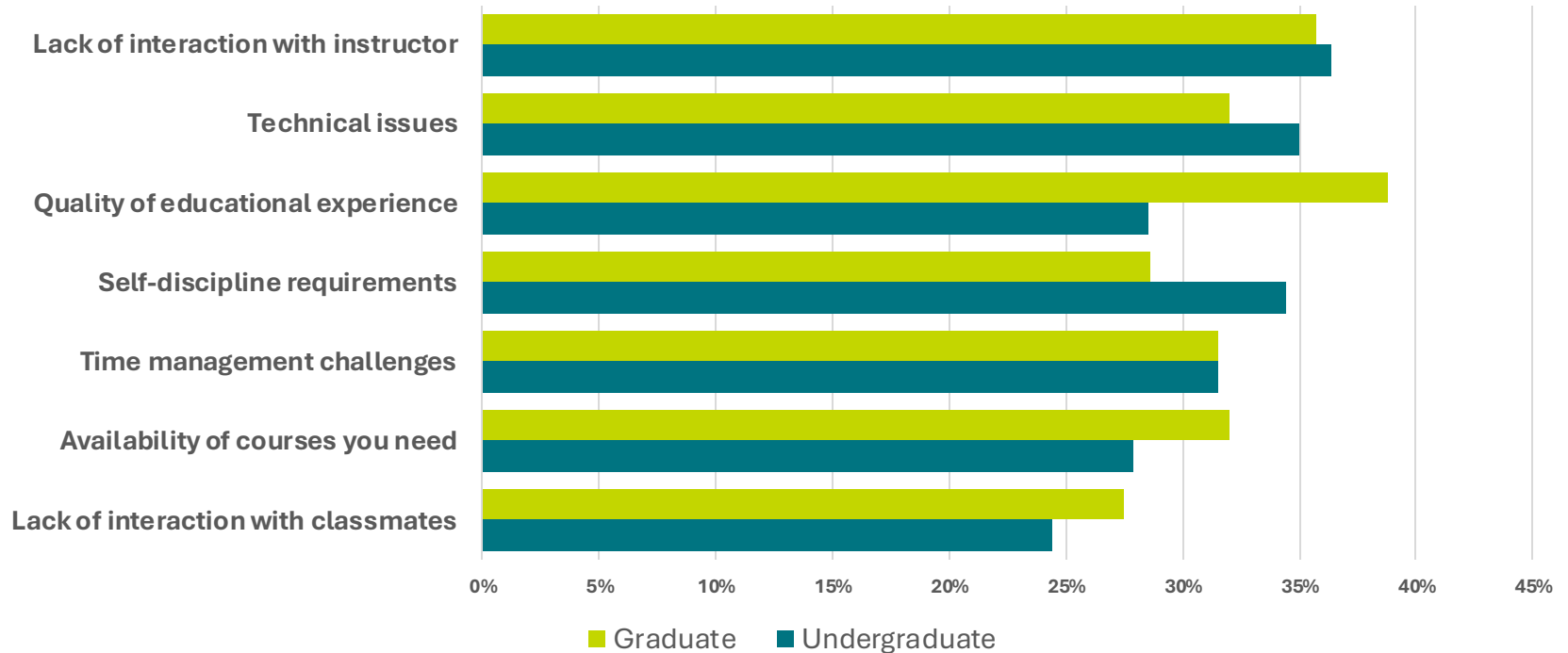
Overcoming Resistance



What are the best ways to mitigate the concerns that students most frequently have about online learning?

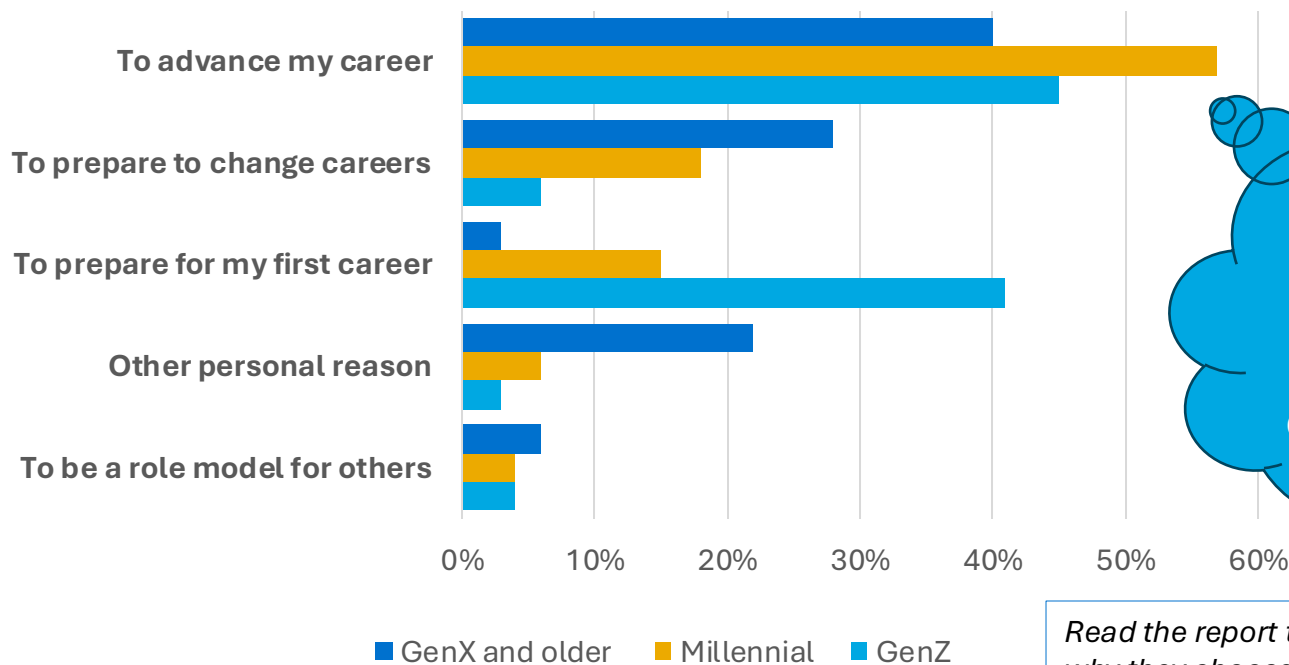
Address their concerns head on

What are your greatest concerns about online study?



Be sure online programs provide tangible skills and career prep

Why did you decide you wanted to earn a degree?



Why online?
Learn at your own pace: 29%
Scheduling flexibility: 25%
Can study anywhere: 19%

Read the report to review respondent comments on why they choose to study online.

Complimentary Consultation

RNL's 2024 Online Student Recruitment Report

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2. Program promotion addresses student aspirations and concerns.
3. Marketing matches how and when students search.
4. Program structure and features meet student preferences.
5. AI is leveraged to enhance speed, personalization, and other expectations.

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Thank you!

Contact us for more information



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