

UK ONLINE 2023-2024 AT A GLANCE

Launched new website September 2023 with more robust/standardized program pages and enhanced analytics:



Increased traffic by an average of **17-25% monthly**



Average **13 leads per day**, with more than **825 leads acquired**



Launched virtual meetings, with **220+ meetings requested**

Submitted U.S. News & World Report Online Bachelor Program survey, in collaboration with IRADS, to rank

#16

for Best Online Bachelor Programs

#9

Best Online Programs for veterans

Social media reach continues at a steady growth:



Instagram audience grew by **241%**



Facebook audience grew by **14%**

Developed and launched new dashboards pulling metrics from Google, Salesforce, and Slate into one tool to review and assess marketing and recruitment effectiveness.

Worked with Senate Council Office, IRADS, and Admissions to add post-approval administrative onboarding steps in Curriculog to automate alerts and provide better online program workflow tracking for administrative and academic units.

Managed Canvas administration and operations for courses supporting

**4800
Instructors
+
39,000
Students**

Managed Zoom administration and operations for more than **8800 active hosts**.

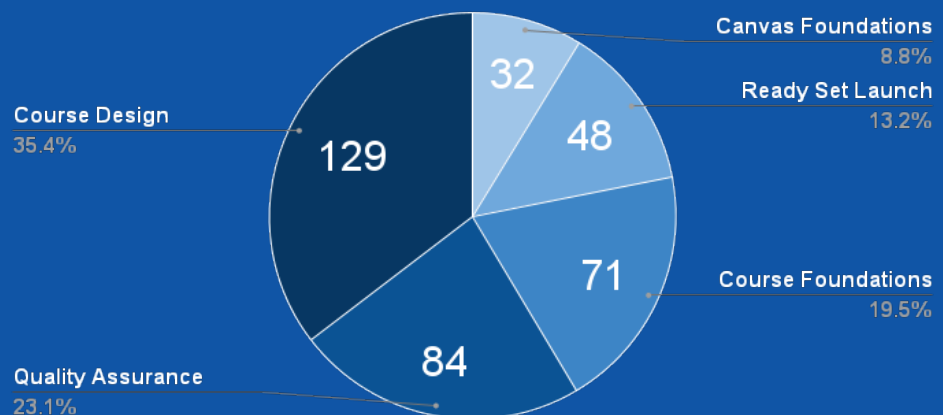


Supported design and implementation of SRNA; will continue to update courses in partnership with Nursing.

Re-introduced **Start of Term workshops** to support online and distance learning faculty and instructors. Identified areas of need and added other supportive workshops.

Registrations: 364 across

- Canvas 101 (32)
- Ready Set Launch (48)
- Course Foundations (71)
- Quality Assurance (84)
- Course Design (129)



Coordinated compliance planning and workflow with IRADS, Admissions, and Financial Aid to support **new federal regulatory requirements for licensure programs**.

Implemented new marketing, recruitment, and technology strategies to support outreach and increase engagement, resulting in a **YoY online application growth of 10.5%.**

Developed and launched SLAM: enabled instructor self-management of 3rd party tools in Canvas.



Developed sections of an “online program playbook,” housed on new website, to support program development, quality assurance, and launch needs.

Founded UK Distance Learning Global Compliance Research Group, comprising members from UKO Distance Learning, Legal Counsel, ITS Cybersecurity, and UFS.

Moved UKO Operations and the Faculty Media Depot to new location (CON). Partnered with student Media Depot to continue digital media services during move.



In support of evolving and growing programming needs at UK, the unit has **added one regular full-time position** (one Instructional Designer) **and two STEPS positions** (one in student journey support and one in Faculty Media Depot support).

