

# College of Agriculture Distance Education Forum

March 21, 2006

# Agenda

- What is our Vision?
- What have we learned?
- Where are we now?
- Where do we go?

# COA Distance Education Vision

Establish the College of  
Agriculture as the premier  
provider of distance  
education in agriculture.

# What have we learned?

- **Delivery methods preferred by students**
  - 43.6% - Combination WebCT & Video CD
  - 20.2% - WebCT
  - 14.9% - Video CD
- **Technology used by students**
  - 81.7% - High speed connection
  - 79.8% - Connect from home
  - 83.0% - Windows XP system
  - 78.5% - Access to digital camera

# What have we learned?

## ■ Student Profile

- 67.4% - Male
- 62.0% - Iowa (18 other states & Canada)
- 66.4% - 35 years old or less
- 63.8% - Working 40+ hours/week
- 62.9% - Employer helps pay fees
- 37.2% - Taken DE courses other Institutions
- 61.1% - Seeking Masters Degree
- 64.2% - Use ISU Website for course info
- 57.1% - Spend 4-9 hours/week on course

# What have we learned?

- Support – 3 credit new DE Course
  - 100-150 hours development labor
  - \$4,000-\$6,000 development cost
- Breeze Technology / WebCT
  - Audio & Web content
  - Flexible / easy to change
- Weekly Video CD / Streaming / Pod Cast
  - Highest delivery cost
  - Best for courses that change frequently

# Where are we now?

## DE Investment - \$713,150

### ■ COA (courses)

- 2002 \$103,000
- 2003 \$ 90,000
- 2004 \$120,000
- 2005 \$ 90,000
- 2006 \$ 70,000

### ■ Brenton Center (technology)

- 2003-05 \$140,000
- 2006 \$100,150

# Where are we now?

## Participants – Summer 05 -> Spring 06

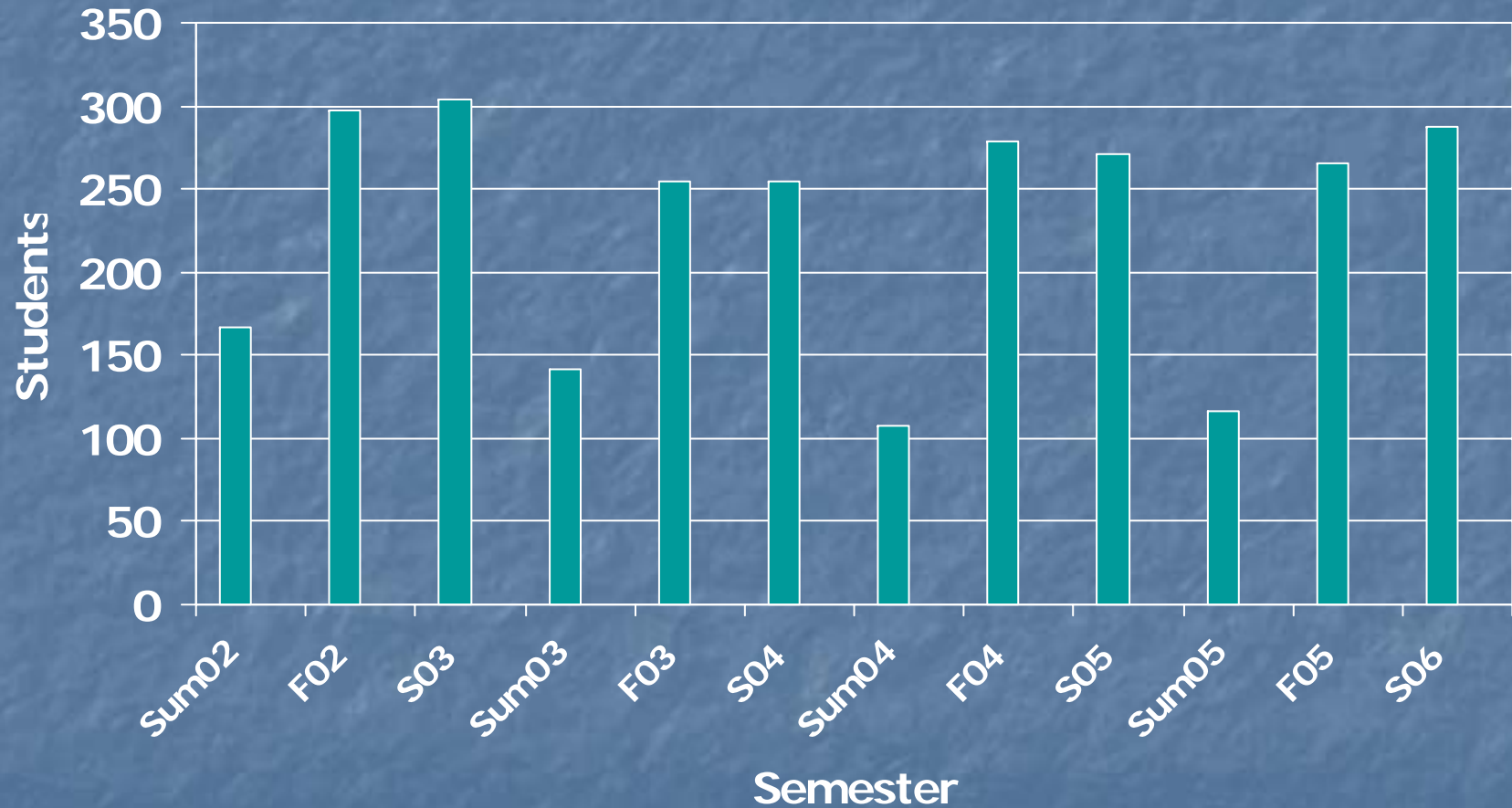
■ AGRON	303*	23**	■ ENT	28	4
■ AGEDS	135	16	■ GEN	19	2
■ HORT	94	6	■ NREM	17	2
■ ECON	72	5	■ ANS	16	2
■ SOC	63	4	■ AST	10	3
■ BBMB	61	5	■ EEOB	2	1
■ BIOL	35	1			

\*Number of students

\*\*Number of offerings

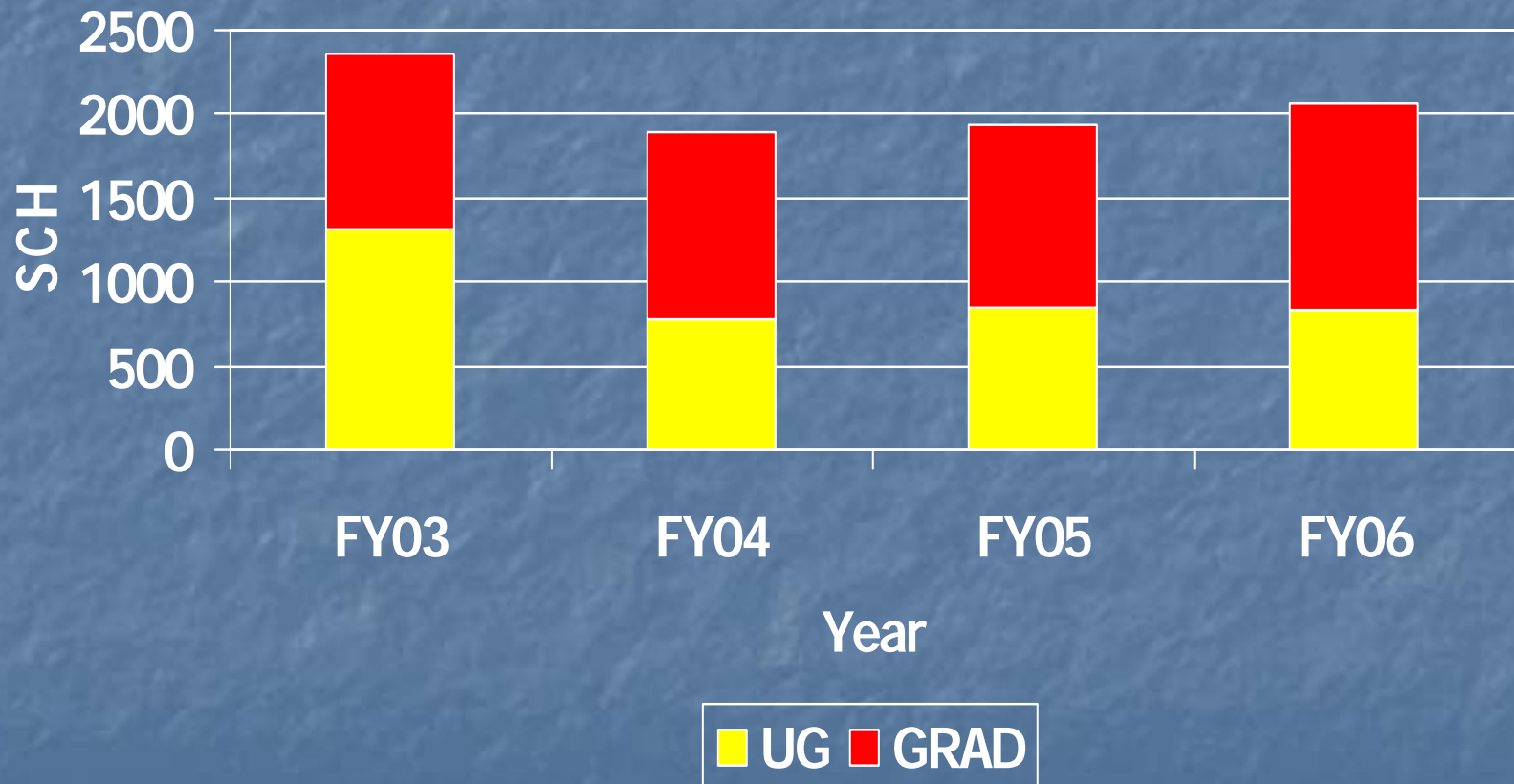
# Where are we now?

## AG DE Enrollment

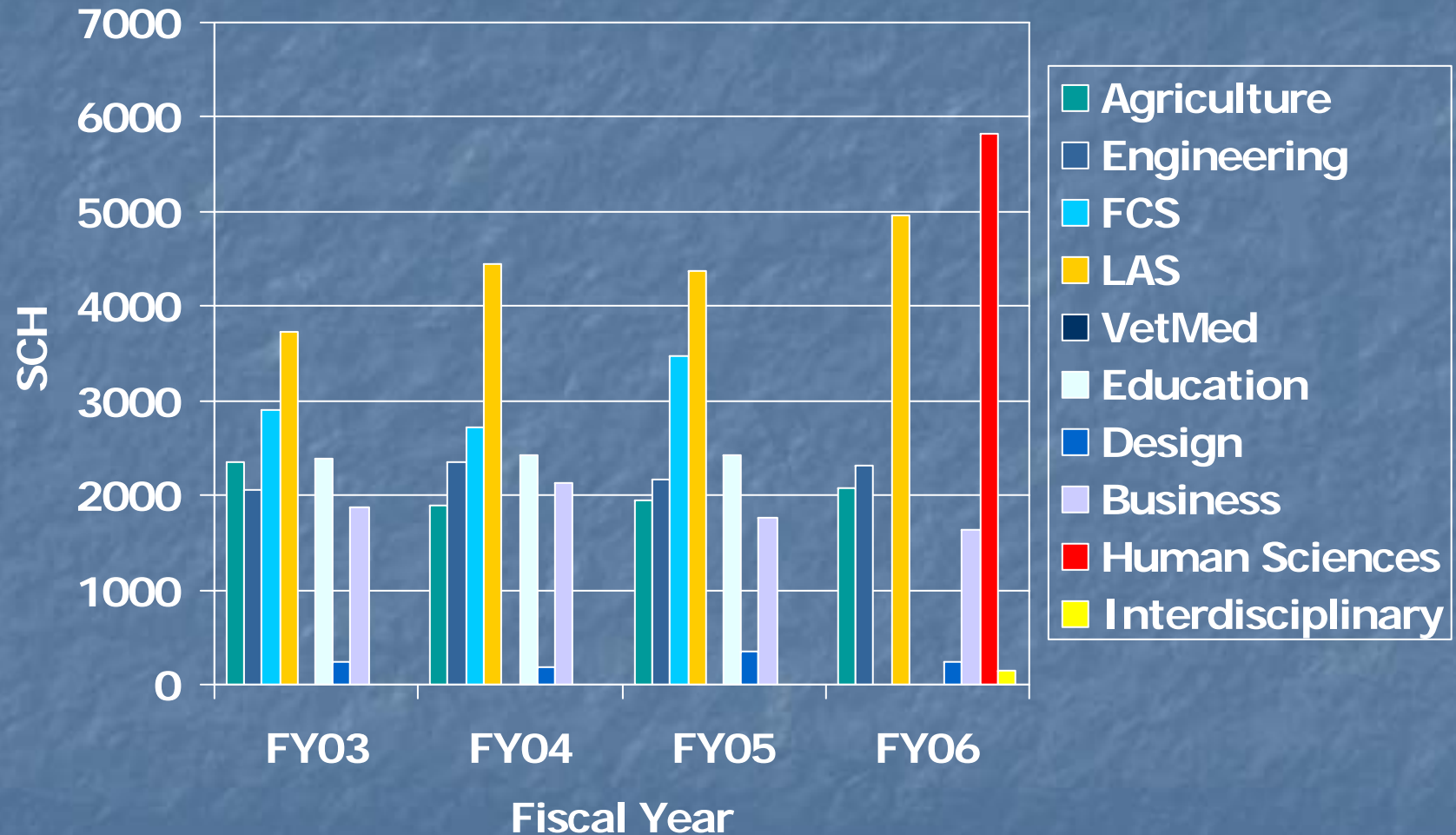


# Where are we now?

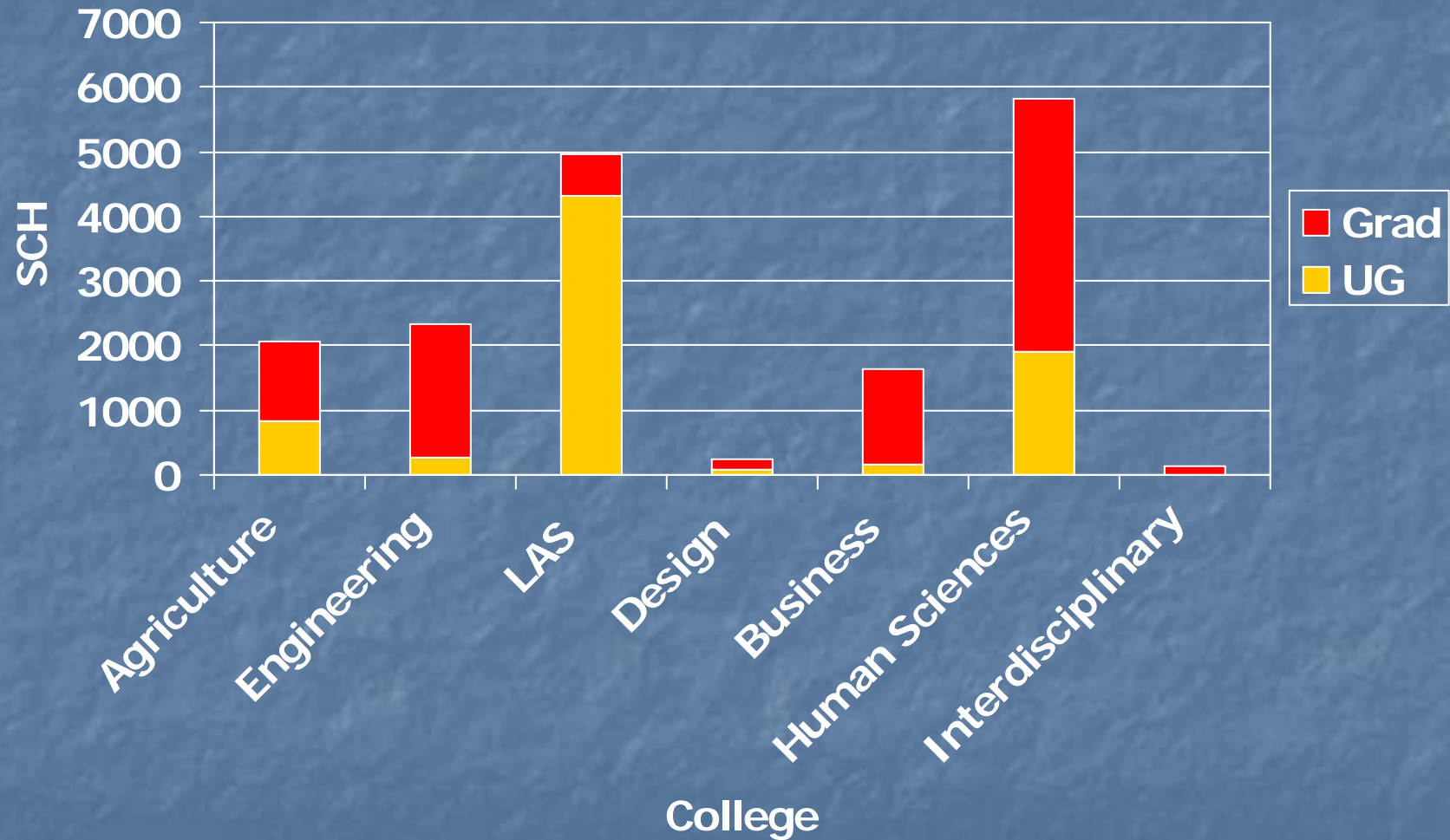
## COA DE Student Credit Hours



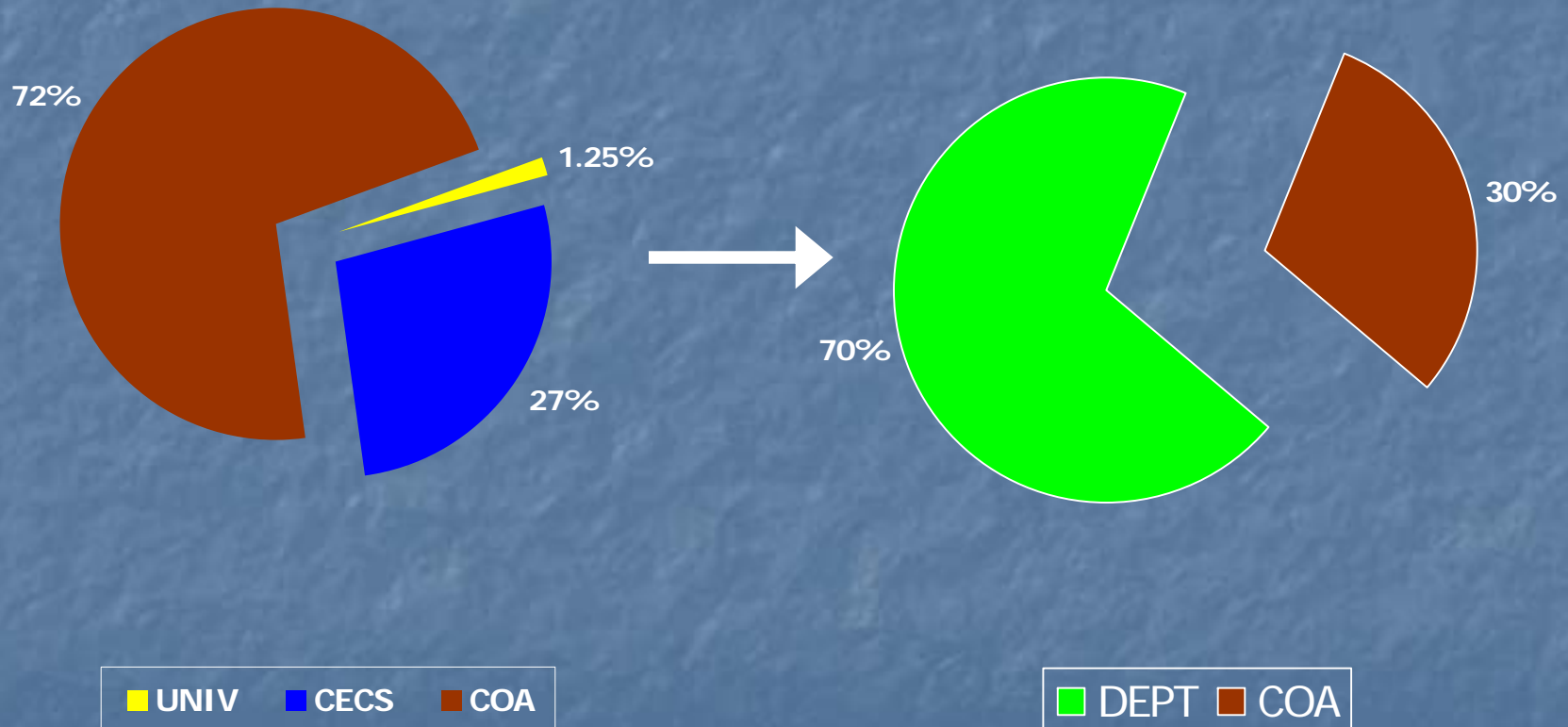
# ISU Student Credit Hours



# ISU FY06 SCH

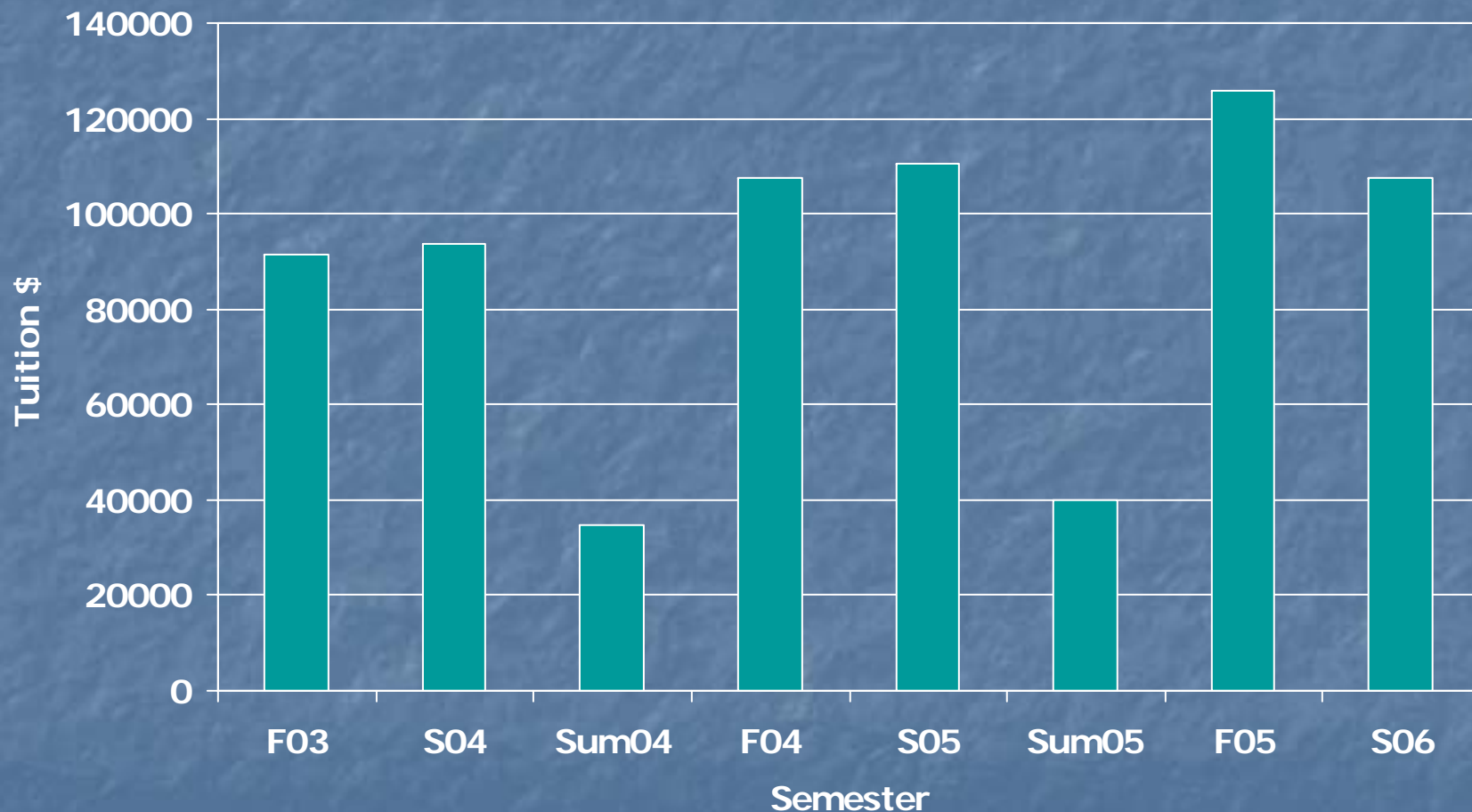


# Where are we now? Tuition Split



# Where are we now?

## AG Departmental DE Income



# Where do we go?

- Increase COA DE Student Credit Hours by **50%** in three years
- Increase COA DE Summer offerings by **25%** in three years
- Increase COA DE Master's programs by **2** in three years
- Create, Adopt, & Follow a COA DE **course rotation plan**

# Where do we go?

- Develop “hot topics” or “special interest” DE courses
  - 1 or 2 credits
  - 5 - 10 week offering
  - Example: Horticulture

5 weeks / 1 credit / WebCT	Credit	Non-Credit
Summer 05	16	5
Fall 05	16	14
Spring 06 (3 courses)	61	25

# Where do we go?

- Incorporate technology into both on- and off-campus courses (i.e. POD Casts)
- Utilize same course content & delivery methods for both on- and off-campus courses
- Develop credit and non-credit distance education offerings
- Develop more aggressive marketing plan
  - Market to employees of Ag-related corporations
  - Market to Ag Alumni
  - Market to Community Colleges and/or High Schools