

UW OSHKOSH

DIVISION OF  
**ONLINE AND  
CONTINUING  
EDUCATION**



**IMPACT**  
SUMMARY

# UW OSHKOSH ONLINE AND CONTINUING EDUCATION

## OCE's Financial Impact on UW Oshkosh

OCE's Total Revenue Shared since FY 2019

**\$5.07 M**

**\$1.0 M PER YEAR**

Unique Courses Offered in Spring 2023

**90**

(excludes the collaborative programs)

Total Courses Offered since Fall 2018

**964**

(excludes summer and collaboratives)

### OCE'S ONLINE DEGREE AND CERTIFICATE PROGRAMS

pages 3-5

Total Revenue Shared since FY 2019 **\$3.1 M**

Average Revenue Shared per year since FY 2019 **\$841,650**

Teaching Loads Covered by OCE program revenue since FY 2019 **\$8.9 M\***  
\* excluding fringe

### CONTINUING EDUCATION

pages 6-7

Net Revenue FY 21 to FY 23 **\$363,850**

Net Revenue Increase from FY 21 to FY 23 **> \$80,000**

Non-Credit Online Course Net Revenue since FY 22 **\$212,472**

### COLLABORATIVE DEGREES

page 8

Total Net Revenue Shared Back to UWO since FY 2019 **\$1.97 M**  
**\$394,618 per year**

UWO Expenses Covered by Collaborative Programs **\$678,812**  
**avg./per year**

Scholarship Funds Awarded since FY 2019 **\$71,652**  
**\$17,913 per year**

## A Message from OCE Assistant Vice Chancellor Mike Bartlett

For decades, the Division of Online and Continuing Education (OCE) has been providing opportunities for students to be part of the UWO community, when distance, family and work responsibilities make attending UWO campuses challenging.








The focus of OCE has always been to provide access to UWO for working adult and nontraditional students to help this under-served student population to realize their educational dreams. Coming out of the pandemic, OCE experienced greater demand not only from this focused population but also from traditional campus-based students wanting to access the OCE online curriculum array.

Online learning continues to be a growth area for UWO and I am proud of the exceptional work performed by the OCE team to serve students in online for-credit and non-credit programs. Every functional area of the OCE, from instruction, curriculum and program management, high-touch advising and recruiting, market research and marketing, quality assurance, the tracking of data metrics, high impact learning innovations and internal and external collaborations has developed a very successful online learning ecosystem that is successfully serving UWO currently and help UWO do so in the future.

## Program Variety







*OCE offers courses in a modality designed to meet student demand.*

### Undergraduate

- Applied Computing 
- Associate of Arts and Sciences 
- Aviation Management
- Communication Studies 
- Criminal Justice 
- Fire and Emergency Response Management
- Human Services Leadership 
- Leadership and Organizational Development 
- Leadership and Organizational Studies
- Liberal Studies
- Medical Imaging 






### Graduate

- Applied Biotechnology 
- Cybersecurity 
- Data Science 
- Educational Leadership and Policy 
- Human Services Leadership
- Information Technology Management 
- Public Administration
- Sustainable Management 


### Professional Certificates

- Aviation Management
- Business Fundamentals 
- Emergency Management
- Fire Service Management
- Forensic Investigation 
- Leadership and Organizational Studies
- Professional Communication 

### Graduate Certificates

- Applied Bioinformatics 
- Data Science 
- Sustainability and Well-Being 

 denotes UWO<sup>+</sup>™ program

 denotes collaborative program with UW Extended Campus

## Academic Oversight

All OCE credit programs are subject to the same disciplinary oversight as other academic programs with an internal curriculum committee and an academic council, which currently includes faculty from seven different departments across UWO. Oversight continues through APC and Faculty Senate. The Online Degree Advising and Recruitment team facilitates the development and review of articulation agreements for online programs.

## ONLINE DEGREE AND CERTIFICATE PROGRAMS

### By the Numbers

**Over 90% of students in fully online degree programs (OCE/UWO<sup>+</sup>) have transfer credits.**

GRADUATES SINCE 2018

**421**

AVERAGE STUDENT AGE

**32**

CURRENT ACTIVE ENROLLMENT

**465**

AVERAGE CREDIT LOAD

**9.1**

### Quality Course by Design

Courses Developed,  
Revised or In Revision

**107**

Instructors Enrolled

**105**

Instructors Who  
Completed the Program

**87**

Disciplines Offered

**25**

### Fall 2023 Digital Innovations Symposium

Watch the Fall 2023 Digital Innovation Symposium at [uwosh.edu/online/symposium](https://uwosh.edu/online/symposium).

### Proactive Advising

OCE has developed a very experienced high touch student advising and success navigator model. This proactive intrusive model has been deliberately developed based on national data indicating that working adult students and professional career students require this model for motivation and persistence towards their degree or certificate. With the operational aspects that came with the launch of UWO<sup>+</sup>, this team was a natural fit to meet the needs of UWO<sup>+</sup> students since the target populations are identical. Consequently, the OCE advising and recruiting team has done an exemplary job of contact with students from the time a request for information (RFI) is received, through the application and enrollment process, through to graduation. This model differs significantly from the more traditional prescriptive and developmental model since the advisor facilitates the connections and navigational steps to encourage retention and overall student success.

The OCE advisors are also recruiters for the niche programs that OCE offers. This recruiting differs from traditional recruiting since it focuses not on high schools but rather on the professional/career conferences as well as technical college graduates who take advantage of the articulation agreements between UWO and these technical colleges. These include in-person recruiting activities such as partner school visits, transfer fairs, professional conferences and conventions, and other appropriate additional events focused on prospective students for these programs.

## What is UWO<sup>+</sup>™ ?

The UWO<sup>+</sup>™ brand is a suite of 100% online, accelerated bachelor’s degrees and professional certificates designed for adult working students who may have some credits or no credits.

UWO<sup>+</sup>™ is a concept that grew out of discussions on how UWO could better position itself within the online learning market. Based on market research and online higher education trends, the UWO<sup>+</sup>™ brand was based on four main pillars; affordability, compressed seven-week sessions, flexibility and high-touch student support.

Since OCE already embraced these characteristics, new partnerships with academic units were developed and current partnerships were refocused to bring a suite of existing UWO programs into the fully online environment under the branding banner of UWO<sup>+</sup>™.

UWO<sup>+</sup>™ branded academic programs are offered online with full department oversight with staffing being approved by departments. UWO<sup>+</sup>™ is not OCE.

### UWO<sup>+</sup>™ Branded Programs

#### Undergraduate

- Associate of Arts and Sciences
- Communication Studies
- Criminal Justice
- Human Services Leadership
- Leadership and Organizational Development
- Medical Imaging

#### Professional Certificates

- Business Fundamentals
- Forensic Investigation
- Professional Communication

#### Graduate

- Educational Leadership and Policy



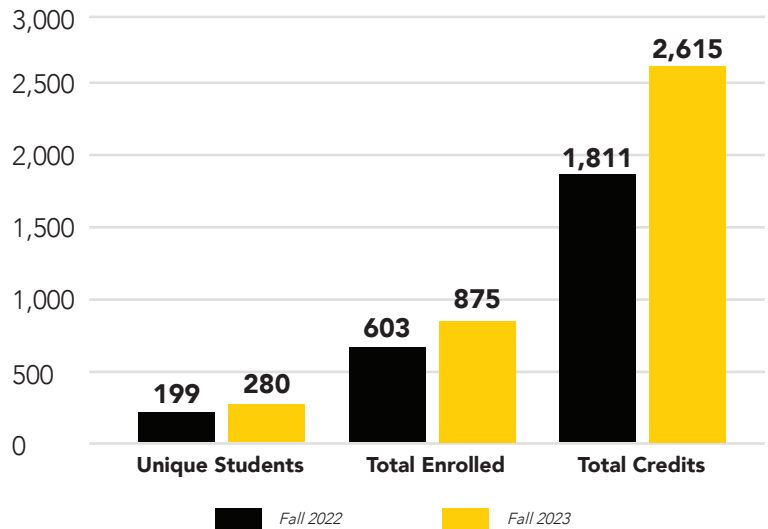
#### The Four Pillars of UWO<sup>+</sup>™

- Affordable
- Accelerated
- Flexible
- High Student Touch

### UWO<sup>+</sup>™ Branded program enrollment\* and credit hours

since the launch in Fall 2022 to Fall 2023

*\* Excludes campus-based students, collaborative and OCE students*



# CONTINUING EDUCATION

## What is Continuing Education at UW Oshkosh?

The **University of Wisconsin Oshkosh** embodies the “Wisconsin Idea” by valuing and providing **continuing education** that happens in uncommon settings and through a variety of different activities throughout a person’s lifespan.

**Continuing Education (or lifelong learning)** is broadly defined as the “ongoing, voluntary, and self-motivated desire to pursue knowledge for either personal or professional reasons. It is important for an individual’s competitiveness and employability, but also enhances social inclusion, active citizenship, and personal development in the communities that the University serves.”

The importance of lifelong learning opportunities cannot be overstated. As community members and past alumni, UW Oshkosh’s community of lifelong learners have advanced their skillset through CE course offerings, became goodwill ambassadors in our communities, funded scholarships and have generously donated to UW Oshkosh facilities (i.e. Leffin Family Terrace).

In addition, UWO Continuing Education’s programming contributes to the UW System’s 2023-2028 Strategic Plan (approved by the Board of Regents) to engage 500,000 state residents per year in non-credit Workforce/Career Education/Professional Development, Community Engagement, and other high demand programs.

## CE By the Numbers Since FY 21

Net Revenue FY 21 - FY 23	<b>\$363,850</b>
Net Revenue Increase from FY 21-22 to FY 22-23	<b>&gt; \$80,000</b>
Registrations over the last two years	<b>16,742</b>
Non-Credit Online Course Net Revenue since FY 22	<b>\$212,472</b>
Online personal enrichment options	<b>&gt; 800</b>
Online advanced career options	<b>&gt; 400</b>
Net Revenue Increase Percentage from FY 21-22 to FY 22-23	<b>57%</b>
Monthly newsletter subscribers	<b>5,034</b>
Catalogs distributed over the last three years ( <a href="http://uwosh.edu/conted">uwosh.edu/conted</a> )	<b>148,000</b>



## Snapshot of CE Offerings

*Non-credit options to fulfill professional development and personal enrichment demand.*

Below is a condensed listing of programming areas available through the UW Oshkosh Department of Continuing Education. For the full list as well dates, times and registration information, please visit [uwosh.edu/conted](http://uwosh.edu/conted).

- **ACT Test Prep Course**
- **Conferences**
- **Continuing Education Units/Continuing Education Hours**
- **Educational Travel**
- **Grandparents University**
- **Learning in Retirement**
- **Online Non-Credit Certificates**
- **Personal Enrichment**
- **Social Worker and Professional Counselor Workshops**
- **Women's Wellness**



# COLLABORATIVE DEGREES WITH UW EXTENDED CAMPUS

The Collaborative degree programs offered by UWO OCE benefit UWO as an institution in multiple ways. These programs allow UWO to expand its degree offerings and cater to a wider range of student interests and workforce needs. The cost-sharing and pooling of resources inherent in these collaborative programs also benefit UWO financially.

The UW Extended Campus assumes all expenses in the start-up phase, mitigating any financial risks for individual institutions like UWO. Once the program becomes profitable, all institutions involved share in the profits. This revenue-sharing model ensures that UWO can generate additional income without taking on substantial financial burdens.

## By the Numbers

UW Oshkosh students enrolled in UW Extended Campus Collaboratives since Fall 2019

**2,655**

Average Student Age

**34**

Average Course Load

**2**

### Low Risk

- No up front financial investment from the campus.

### High Reward

- Shared revenue is shared equally among partners of each program, regardless of how many students each partner enrolls.

### Broad Reach

- Enrolls students from the local area as well as regional, national and international locations.

### Faculty Opportunities

- Creates options for teaching in-load or as overload and provides professional development opportunities.

## Current Offerings

### Master of Science Degrees

- Applied Biotechnology
- Cybersecurity
- Data Science
- Information Technology Management
- Sustainable Management

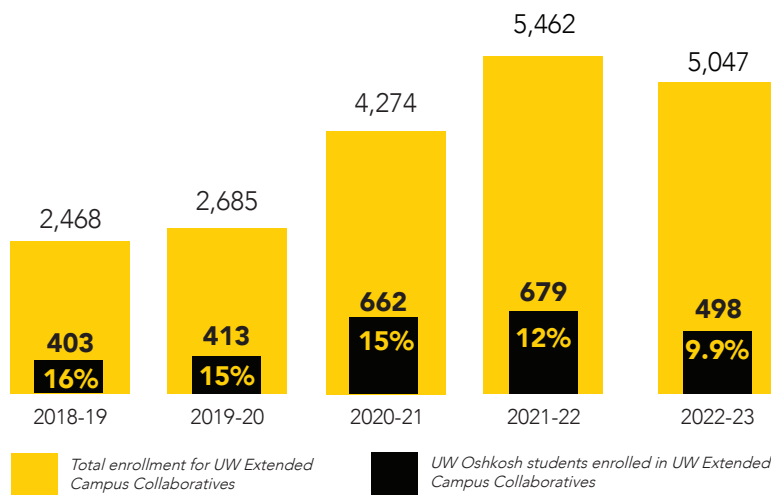
### Bachelor of Science Degree

- Applied Computing

### Graduate Certificates

- Applied Bioinformatics
- Data Science
- Sustainability and Wellbeing

## Total Enrollment Between AY 18 and AY 22



Source: OIR, Basic Data Report for UWO data.



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