PURDUE ONLINE

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Gary Bertoline,
Senior Vice President for Purdue Online &
Learning Innovation

PURDUE ONLINE ORGANIZATION

PROVOST
PURDUE UNIVERSITY

SENIOR VICE PRESIDENT
PURDUE ONLINE

OPERATIONS & STUDENT EXPERIENCE	EDUCATIONAL INITIATIVES & MARKETING	STRATEGIC INITIATIVES	BUSINESS PARTNERSHIPS & COMMUNICATIONS	TEACHING & LEARNING TECHNOLOGIES
College Administration	Marketing	Third-Party Relations	Corporate Partnerships	Course Production
New Program Development	SalesForce CRM System		Communications	Consulting & Training
Student & Program Management				Instructional Innovation

Student Services
Success Coaching
Program Management
Recruiting & Admissions
Prof Dev Operations & Undergrad

Key Partnerships

Office of the Provost
Treasurer and CFO
Business Office
Office of Legal Counsel
Information Technology
Marketing and Media
Research and Partnerships
University Development Office

Purdue Online: Today

Strong Growth

Revenue ahead of this time last year .

Since fall 2020, created 115 new high-quality, fully online courses, largely for self-supporting, revenue-generating graduate programs.

Purdue in a good position because it was emphasizing online growth even before COVID-19, but the pandemic has forced everybody online and competition is growing.

Purdue's strong, internationally known brand remains an advantage.

Purdue Online: Today

Purdue Online

Purdue Online is the home of **selective** offerings while Purdue University Global focuses on **accessible** offerings.

> High-impact online professional engineering master's degrees taught by Purdue WL faculty are examples of selective offerings.

Purdue Online does not offer full online undergraduate programs of study.

Purdue Online offers online graduate degrees, certificates, and courses as well as non-credit offerings primarily to working professionals and corporate partnerships.

MS Business Analytics
MS Global Supply Chain Management
MS Human Resource Management
MS Information Security for the Computing
Professional (Computer Science)

Electrical & Computer Engineering (MSECE)
Engineering Education (MSENE)
Industrial Engineering (MSIE)
Interdisciplinary Engineering (MSE/MS)
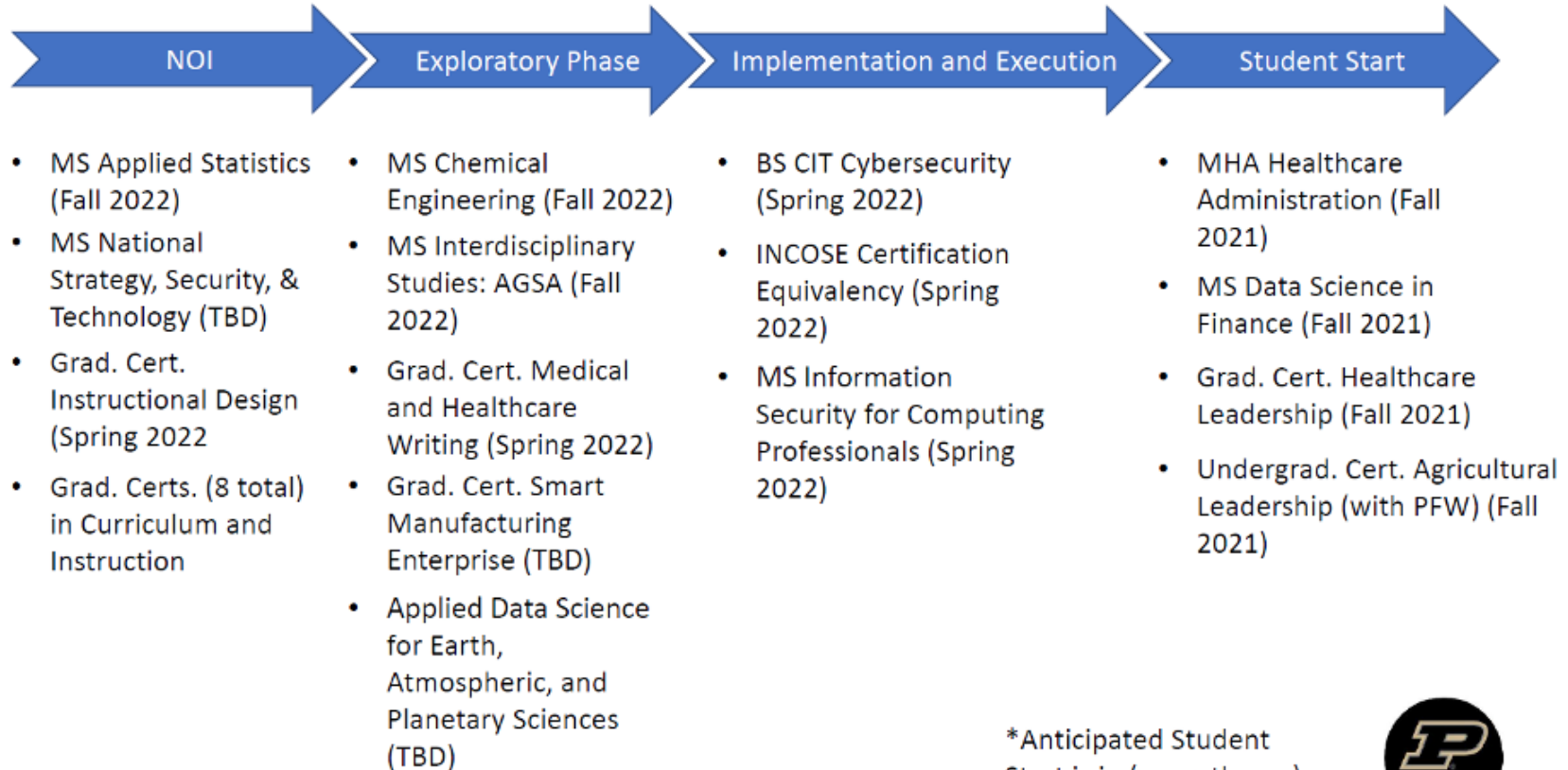Mechanical Engineering (MSME)

Leadership, Change Management & Negotiations
Certificate

Doctor of Technology (100% Online)

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CURRENT NEW PROGRAM LAUNCH REPORT

Credit Offerings in the Launch Pipeline

NOI → Exploratory Phase → Implementation and Execution → Student Start

NOI
- MS Applied Statistics (Fall 2022)
- MS National Strategy, Security, & Technology (TBD)
- Grad. Cert. Instructional Design (Spring 2022
- Grad. Certs. (8 total) in Curriculum and Instruction

Exploratory Phase
- MS Chemical Engineering (Fall 2022)
- MS Interdisciplinary Studies: AGSA (Fall 2022)
- Grad. Cert. Medical and Healthcare Writing (Spring 2022)
- Grad. Cert. Smart Manufacturing Enterprise (TBD)
- Applied Data Science for Earth, Atmospheric, and Planetary Sciences (TBD)

Implementation and Execution
- BS CIT Cybersecurity (Spring 2022)
- INCOSE Certification Equivalency (Spring 2022)
- MS Information Security for Computing Professionals (Spring 2022)

Student Start
- MHA Healthcare Administration (Fall 2021)
- MS Data Science in Finance (Fall 2021)
- Grad. Cert. Healthcare Leadership (Fall 2021)
- Undergrad. Cert. Agricultural Leadership (with PFW) (Fall 2021)

*Anticipated Student Start is in (parentheses)

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Non-Credit Offerings in the Launch Pipeline

NOI → **Exploratory Phase** → **Implementation and Execution** → **Student Start**

NOI
- PPI Short Courses (October 2021)
  - Intro. to Incidence Response
  - Organizational Security
  - Cyber Ethics and Law
  - Data Analytics for Security
  - Blockchain Security
- Disciplined Scrum and Senior Scrum Master (TBD)

Exploratory Phase
- Perspectives on Systems Engineering (TBD)
- Engineering Milestones (TBD)
- Supply Chain Certification Prep Course (TBD)
- Living with Purpose and Thriving (January 2022)
- Cybersecurity Certificate (January 2022)

Implementation and Execution
- Townsend Communication in Agriculture (January 2022)
- Engaging Others on Controversial Issues (January 2022)
- Beekeeping 101, Queen Rearing, & Instrumental Insemination (January 2022)
- Shelf-Stable Food Manufacturing (TBD)
- Professional Selling Cert. (October 2021)
- American Sign Language 101 & 102 (January 2022)

Student Start
- Model-Based Systems Engineering: Foundations and Applications (August 2021)

*Anticipated Student Start is in (parentheses)

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Purdue Online: Looking ahead

Collaborate with experts

Building a long-term marketing plan will be a key element of success.

Digital marketing needs to be a core competency of Purdue Online.

Collaborating with Ethan Braden and Purdue Marketing and Communications.

May involve tapping expertise of outside parties, such as Wiley ES, Pearson, Coursera, All Campus; working with edX already.

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Purdue Online: Looking ahead

Growth areas abound

In addition to high-impact graduate programs, growth potential exists in noncredit workforce education programs and "Degree-in-3" programs.

Regional campuses have untapped potential to help grow Purdue's offerings systemwide.

Growth also possible through additional third-party partnerships

Google 2x and 10x partnership could lead to exponential growth that requires rethinking our approach.

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Purdue Online: Looking ahead

Building the infrastructure

Chris Martin and team looking at how we create an infrastructure that supports high-quality learning at scale.

Purdue online to oversee Purdue's shared services in support of online education.

TLT group led by Jason Fish will be integral to the new Purdue Moves initiative Transformative Education 2.0.

Focus on experimenting with and scaling learning technologies through a skunkworks-like operation.

Overarching Intentions

Mission

- Best-in Class
- Reinvent Online Education Learning Experience
- Continue Enrollment Growth
- Great Place to Work

Opportunities

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Funding Innovation in Online Education

- **Innovation Fund – Colleges/Partner Units**

  - The *Innovation Fund – Colleges/Partner Units* is meant to support non-recurring investments in innovations that accelerates online enrollment growth, increase corporate engagement, improve student retention, enhance the quality of courses, or supports any learning innovation that improves teaching and learning.

New Opportunities

Funding Innovation in Online and Residential Education

- The ***Innovation Fund – Innovation College/Skunk Works*** to drive improved student retention, enhance the quality of courses, or supports any learning innovation that improves teaching and learning.

- This includes but is not limited to investments to help us drive scale using technologies like artificial intelligence (AI), machine learning (ML), augmented reality (AR), and virtual reality (VR) to support personalized online and residential learning.

Enrollment

As of term end, includes all students enrolled in an online program and taking a course in the given semester

Enrollment – New Students (PWL)

	Fall 2017	Fall 2018	Fall 2019	Fall 2020	4-year change
Agriculture	27	20	80	45	+18 (+67%)
Education	199	195	152	290	+91 (+46%)
Engineering	130	137	150	422	+292 (+225%)
HHS	18	40	57	69	+51 (+283%)
Liberal Arts	194	162	124	181	-13 (-7%)
Management	115	110	114	214	+99 (+86%)
PPI	112	99	148	168	+56 (+50%)
Science	0	0	0	0	NA
Vet Med	79	85	130	97	+18 (+23%)
Total	**874**	**848**	**955**	**1,486**	**+612 (+70%)**

Enrollment – All Credit Students (PWL)

	Fall 2017	Fall 2018	Fall 2019	Fall 2020	4-year change
Agriculture	51	46	123	122	+71 (+139%)
Education	458	507	424	575	+117 (+26%)
Engineering	488	538	553	901	+413 (+85%)
HHS	18	71	121	182	+164 (+911%)
Liberal Arts	468	439	352	361	-107 (-23%)
Management	239	225	236	390	+151 (+63%)
PPI	245	286	313	377	+132 (+54%)
Science	4	4	2	6	+2 (+50%)
Vet Med	202	248	332	341	+139 (+69%)
Total	**2,173**	**2,364**	**2,456**	**3,255**	**+1,082 (+50%*)**

*WL enrollments were +4% for graduate students in the same 4-year period

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Enrollment – All Noncredit Students (PWL)

	Fall 2017	Fall 2018	Fall 2019	Fall 2020	4-year change
Agriculture	1,054	774	811	1,394	+34 (+32%)
Education	112	62	160	337	+225 (+201%)
Engineering	375	583	753	1,133	+758 (+202%)
HHS	3	0	0	16	+13 (+433%)
Liberal Arts	373	0	0	139	-234 (-63%)
Management	21	0	0	0	-21 (-100%)
Pharmacy	180	341	333	413	+233 (+129%)
PPI	72	71	98	175	+103 (+143%)
Science	0	0	0	0	NA
Vet Med	240	120	218	638	+398 (+166%)
Total	**2,430**	**1,951**	**2,373**	**4,248**	**+1,818 (+75%)**

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Enrollment – All Credit Students (PWL, PNW, PFW)

	Fall 2017	Fall 2018	Fall 2019	Fall 2020	4-year change
PWL	2,173	2,364	2,456	3,255	+1,082 (+50%)
PNW	1,186	1,180	985	1,033	-153 (-13%)
PFW	171	175	205	341	+170 (+99%)
Total	**3,530**	**3,719**	**3,646**	**4,629**	**+1,099 (+31%)**

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THANK YOU

Contact:
bertoline@purdue.edu
765-496-2321

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