

PURDUE ONLINE

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Senior Vice President for Purdue Online &
Learning Innovation

Purdue Online: Today

Strong Growth

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.

SAMPLE PROGRAMS ACROSS THE UNIVERSITY



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)

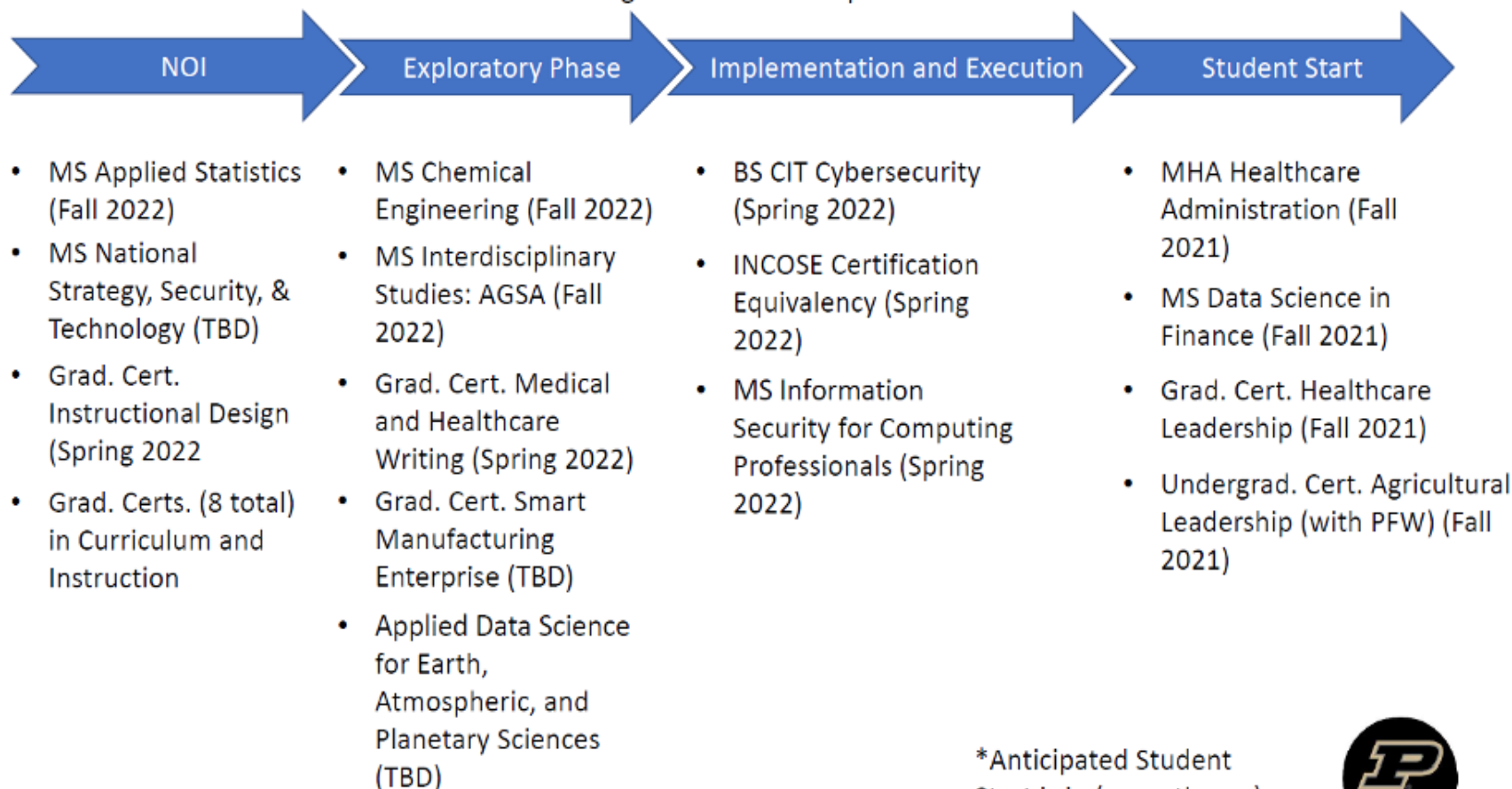


Leadership, Change Management &
Negotiations Certificate

Doctor of Technology (100% Online)

CURRENT NEW PROGRAM LAUNCH REPORT

Credit Offerings in the Launch Pipeline



*Anticipated Student Start is in (parentheses)



NEW PROGRAM LAUNCH REPORT (CONTINUED)

Non-Credit Offerings in the Launch Pipeline



*Anticipated Student Start is in (parentheses)



Pre-Arrival

Applications, Admissions, Accepts

Applications (PWL)

	Fall 2017	Fall 2018	Fall 2019	Fall 2020	4-year change
Agriculture	29	27	86	55	+26 (+90%)
Education	140	166	179	293	+153 (+109%)
Engineering	291	296	292	975	+684 (+235%)
HHS	11	48	48	94	+83 (+755%)
Interdisciplina ry	13	47	9	34	+21 (+162%)
Liberal Arts	192	156	123	208	+16 (+8%)
Management	103	93	173	312	+209 (+203%)
PPI	121	131	155	226	+105 (+87%)
Science	27	23	2	1	-26 (-96%)
Vet Med	385	402	334	353	-32 (-8%)
Total	1,312	1,389	1,401	2,551	+1,239 (+94%*)

Admits (PWL)

	Fall 2017	Fall 2018	Fall 2019	Fall 2020	4-year change
Agriculture	27	22	85	48	+21 (+78%)
Education	135	140	157	246	+111 (+82%)
Engineering	220	238	240	832	+612 (+278%)
HHS	10	40	39	75	+65 (+650%)
Interdisciplinary	12	38	9	31	+19 (+158%)
Liberal Arts	183	150	116	197	+14 (+8%)
Management	96	87	152	235	+139 (+145%)
PPI	114	126	140	192	+78 (+68%)
Science	9	2	0	0	-9 (-100%)
Vet Med	95	112	116	104	+9 (+9%)
Total	901	955	1,054	1,960	+1,059 (+118%*)

*WL admits were +32% for graduate students in the same 4-year period

Accepts (PWL)

	Fall 2017	Fall 2018	Fall 2019	Fall 2020	4-year change
Agriculture	26	19	78	42	+16 (+62%)
Education	127	130	133	210	+83 (+65%)
Engineering	177	183	200	529	+352 (+199%)
HHS	10	33	36	55	+45 (+450%)
Interdisciplinary	8	31	7	30	+22 (+275%)
Liberal Arts	147	130	102	136	-11 (-7%)
Management	54	56	98	177	+123 (+228%)
PPI	103	112	126	171	+68 (+66%)
Science	5	2	0	0	-5 (-100%)
Vet Med	80	83	101	83	+3 (+4%)
Total	737	779	881	1,433	+696 (+94%*)

*WL accepts were +7% for graduate students in the same 4-year period

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

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	3,109	NA
Vet Med	240	120	218	638	+398 (+166%)
Total	2,430	1,951	2,373	7,354	+4,924 (+203%)

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%)

Opportunities

New Opportunities

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.

THANK YOU

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