President’s Taskforce for Online Learning and Services
September 27, 2010

Summary Notes

Financial Affairs

1. Dr. Bartels identified that it would be necessary to create institutional accounts at University level for online revenue/costs. These accounts exist for the College but have not yet been created at University level.

Academic Affairs

2. CHESS swapped out some KINS/PE courses this week to align with available faculty resources—no problem making changes in the online courses.

3. B.GS. Coordinator decision will occur this week. There are several good candidates to consider.

4. Military Tuition Rates – Mike Smith

Dr. Ludiwise met with military personnel in Beaufort last week. The military will only pay $250/credit hour. Anything above $250/crhr the student is required to pay. It was estimated that Ft. Stewart paid out $10m and the 1st/4th/6th recruiting district paid out $5m in tuition assistance last year. Education Service Officers (ESOs) manage education programs on bases, and advised that if we did not offer the $250 rate, we would not enroll any students.

Discussion ensued about the implications of discounting online tuition from the planned $354 to $250 revealing the following points:

a. A military tuition rate of $250/crhr would effectively reduce the $200/crhr “surcharge” to $96/crhr and the revenue sharing formula would require adjustment. Dr. Smith established that $75 of the $96 would be required for College requirements. That would leave $21 for administrative overhead and University strategic priorities.

b. There would be additional overhead in student records to handle the additional paperwork required to administer the military tuition assistance program (this is different than VA administration). Additional FTE may be needed if there are substantial numbers of active duty service people taking the B.GS. online.

c. The military reliably pays tuition upon conclusion of the course. If tuition is required in advance, students must pay for the courses themselves. This is something they are not likely to do given other college options.

d. Georgia Southern offers a distinct advantage to military students over other colleges due to our flexibility in accepting up to 90 transfer credits.

e. ESO’s expressed interest in working with a local state University versus other institutions.
f. There may be interest among current active military duty students to switch to the B.GS. The Registrar’s office will identify the current active duty students so that we’re cognizant of potential unintended consequences with these current students.

The overall consensus of the committee is that there is great potential in building a base of military students over time. We could see many more than just a few hundred students if additional undergraduate online programs are offered. Therefore, it is recommended that the University strongly consider discounting tuition for online military students.

**The discussion concerning reducing online tuition costs to $250/hr will be deferred to the President’s Cabinet.**

Dr. Ludowise, Assoc. Dean of CLASS, has tentative plans to visit Ft. Stewart on October 21st to follow-up on opportunities. It would be very advantageous if we have a decision on the military online tuition rate by that date.

5. There’s been no contact with Perimeter College despite multiple attempts. We’re trying to communicate with Lisa Fowler

6. A question was raised about the graduate student part-time status. Georgia Southern’s current full-time status is 8 hours and part-time status is 4 hours for fall and spring terms (6/3 for summer). Some institutions are moving towards 6 full-time / 3 part-time hours. There is evidence which supports the idea that some graduate students could not enroll in 1 additional hour to get 4 hours and henceforth, choose not to re-enroll in graduate courses. The Registrar Office will identify and report on the students who did not re-enroll due to the 4 hour part-time student designation.

**Student Affairs and Enrollment Management**

7. Sarah Smith Provided enrollment numbers:
   a. 74 inquiries were generated from the post-card mailings
   b. 69 prospects have been identified
   c. 25 applicants
   d. 4 admitted (2 of which are provisional admits)
   e. 1 denied
   f. Of the 25 applicants, 20 applications are pending documentation.
   g. There is an estimated 15 “change overs” from on-ground B.GS.
   h. There are 16 re-admits.
   i. There are a total of 35 students as of today in the B.GS. program. This is approximately 15 less than we expected.
8. Phase II marketing plan was discussed.

Since we are approximately 15 students below the opening target of 50 students, the committee recommends using radio in major Georgia markets to advertise the online B.GS. Christian Flathman provided the following plan and costs for approval and budget source.

**2010 Online Bachelor of General Studies Advertising Plan Phase II**

Radio allows Georgia Southern to reach the broadest audience in the most cost effective manner. The below plan provides for all local markets and extends our reach also into Atlanta. Additionally, we have added an online component that will target desired zip codes to complement above radio.

**RADIO:**

<table>
<thead>
<tr>
<th>Market</th>
<th>Cost</th>
<th>Commercials</th>
</tr>
</thead>
<tbody>
<tr>
<td>Savannah/Statesboro</td>
<td>$6,000</td>
<td>200</td>
</tr>
<tr>
<td>Macon</td>
<td>$5,000</td>
<td>175</td>
</tr>
<tr>
<td>Augusta</td>
<td>$3,000</td>
<td>60</td>
</tr>
<tr>
<td>Valdosta</td>
<td>$3,000</td>
<td>75</td>
</tr>
<tr>
<td>Atlanta</td>
<td>$24,000</td>
<td>120</td>
</tr>
</tbody>
</table>

**Total = $41,000** (630 commercials)

**ONLINE:**

<table>
<thead>
<tr>
<th>Service</th>
<th>Cost</th>
<th>Impressions/Clicks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Career Builder</td>
<td>$5,000</td>
<td>1.4m impressions or ~750 clicks</td>
</tr>
</tbody>
</table>

**Total = $5,000**

**Total Expenditure = $46,000**