Taskforce for Online Learning and Student Services

GEORGIA SOUTHERN UNIVERSITY
BUSINESS PLAN FOR UNDERGRADUATE ON-LINE COURSES
JUNE 21, 2010

This business plan establishes the policy and procedures for all undergraduate on-line courses. This plan establishes the rate, determines who will be assessed the rate, and specifies the distribution of the revenue.

1) The rate for all undergraduate on-line courses for FY 2011 will be $354 per student credit hour (SCH). This rate is based on the current in-state undergraduate rate of $154 plus a $200 additional surcharge. This rate will be charged for any course that is considered “Fully On-line”. This rate will be reviewed and modified, if necessary, on an annual basis.

2) This rate will be applied to all undergraduate fully on-line courses and will be assessed to both in-state and out-of-state students.

3) The distribution of the revenue will be based on the following proportions:
   a) The base rate of $154 will go to the general fund. Allocations from these funds will be made strategically by the President and the President’s Cabinet.
   b) The $200 additional surcharge will be allocated for the following purposes:
      45% - College Requirements
      30% - Administrative Overhead
      25% - University Strategic Priorities
   c) Distribution will be based on actual revenue and not SCH production.

4) The cost of instruction and course development will be covered by the current budget for instruction. Requests for additional funding for instruction should be presented to the President for funding from the general fund.

5) The costs for administrative support, operating expenses, program coordination, and advising will be covered by the funds for College Requirements. Any remaining revenue may be utilized by the College Dean at his/her discretion.

6) The costs for IT support, enrollment management support, marketing, and business services will be covered by the funds for Administrative Overhead. The divisions will request funding for their respective needs to be approved by the President.

7) Funds available for University Strategic Priorities will be utilized at the discretion of the President.