

Strategic graduate enrollment plan



Wednesday, August 30, Student Union Auditorium

Experts from EAB will share insights on the national landscape and trends in graduate education.

- Session 1, 9-11 a.m.: Adult learner mindset, market landscape, etc.
- Session 2, 1-3 p.m.: Branding/marketing, key aspects of graduate enrollment management, etc.

Contact Dixie Thompson, Vice Provost and Dean of the Graduate School, dixielee@utk.edu

Online Initiatives



THE UNIVERSITY OF
TENNESSEE
KNOXVILLE



Importance of Vols Online



977,239

Tennesseans
25 and older with
some college,
no degree



UT Strategic Vision

“Demonstrate leadership in providing high-quality educational opportunities for people at every stage of life, whenever and wherever they seek to learn.”



THEC Master Plan

“If Tennessee is to meet its ambitious 55% educational attainment goal by the year 2025, it is imperative that adults engage or re-engage in higher education.”

Partnering with Arizona State

March 2022: UT visit to ASU

June 2022: ASU visit to UT

June 2023: Joint ASU-UT workshop at UT
on operations and processes

ONGOING DISCUSSIONS

ASU is recognized for innovation and dedication to access

Vols Online Updates

- Budget
- MOU
- Consortium agreement

Welcome Josh Steele, who will share more



Online Undergraduate Student Profiles

Profile #1: Darla



Location: Chattanooga, TN

Age: 55

Educational Experience: Completed courses at Chattanooga State Community College intermittently from 1988-2000; 2019-2022.

Transfer GPA: 2.9

Current GPA: 3.55

Motivation: Career goals require a degree. Has two children with degrees, and wants to join them as graduates.

Profile #1: Darla, Con't



- Returned to the college classroom after a 19-year break (2000-2019).
- Part-time enrollment of 6-7 hours per semester.
- Enrolls in courses for almost every term, including Winter and May mini-terms to keep progress without overloading throughout the other semesters.
- Recently promoted at work, frequent travel.
- Performs well on coursework but sometimes requests support for non-academic needs.
- Seeking professional development opportunities inside/outside class (software skills).

Profile #2: Jane



Location: Springfield, MO

Age: 24

Educational Experience: Completed courses an Associate of Science Degree at Pellissippi State Community College.

Transfer GPA: 2.27

Current GPA: 3.37

Motivation: Career goals require degree. Has 3 children and getting a degree is step to increasing generational wealth in her family.

Profile #2: Jane, Con't



- First-generation college graduate (Summer 2023).
- Worked extensively with Center for Career Development to improve resume and find job opportunities.
- Relocated to MO when partner got a new position in his company.
- Is considering applying to one of UT's online graduate degrees.

Profile #3: Ryan



Location: Atlanta, GA

Age: 36

Educational Experience: Completed all but 12 hours of English BA at UTK in 2009, but had to withdraw to work and care for aging parents.

Prior GPA: 2.24

Current GPA: N/A (newly incoming)

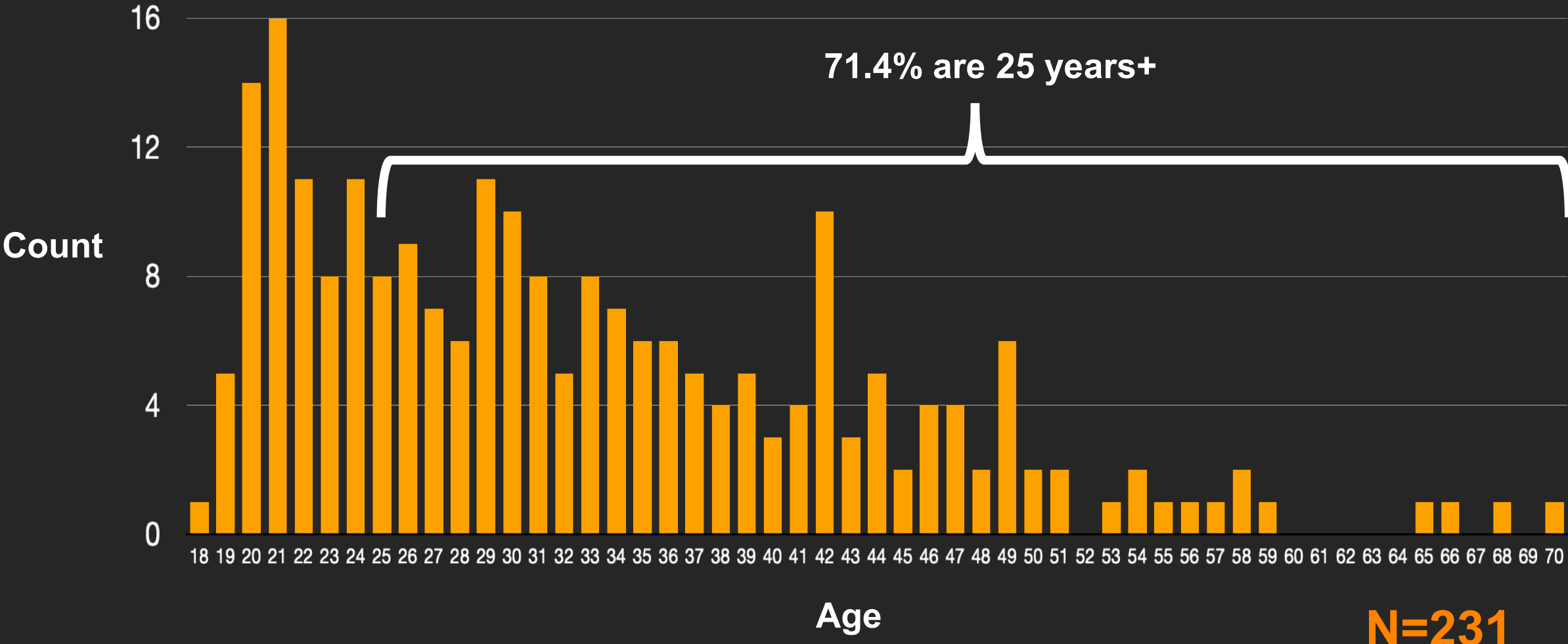
Motivation: Wants to complete what he started and has a strong desire to finish at UTK.

Profile #3: Ryan, Con't



- Entrepreneur who recently sold his import business and now manages several restaurants.
- Highly irregular schedule, including nights and weekends.
- Comfortable with online coursework and excels at writing.
- Looking for shortest path to completion and requests to project graduation timeline at every meeting.

Age of Online Undergraduate Students, Fall 2023



Goal #1: Increase Online Undergraduate Programs

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Fall 2023 Online Undergraduate Programs

- **RN to BSN, College of Nursing**
- **BS Social Work (Degree Completion)**
- **BAIP, College of Arts & Sciences**
- **BS Agricultural Leadership, Herbert College of Agriculture**
- **BSBA Management, Haslam College of Business (Degree Completion)***
- **BS Information Sciences, CCI (Degree Completion)***
- **BS Child Family Studies, Early Childhood, CEHHS ***

***New for Fall 2023**

Goal #2: Increase access to online programs by providing **asynchronous** course options, especially Volunteer Core

Instructor Supports

 ONLINE LEARNING

Home

Course Development

Course Assessment

Multimedia

Instructor Development

Consultations

Online Learning

Enhancing online education by assisting faculty, staff, colleges and academic units with course development, online pedagogies, instructional design, video production, program ideation, course development and promotion.

Course Design &
Development

Course
Assessment

Multimedia
Development

Instructor
Development