

Distance & Electronic Platform Education

State-Funded & Self-Funded Policies

Joe Glover

Institute for Academic Leadership

September 2013

Vocabulary

- Electronic platform / Face-to-Face/hybrid
- Synchronous or Asynchronous
- Residential or Distance
- For-credit/Non-credit
- MOOCs
- *Note: SACCS requires you now track certificates*



\$\$ Vocabulary

- State-Funded For-Credit Courses
 - Actually, state-subsidized
 - Distance Education Fee allowed on cost-recovery basis. (Courses must be listed in FL Distance Education Catalog maintained by FLVC)
 - Can use state resources to deliver
 - Treated much the same as classical residential courses. Reported to Tallahassee. Becomes part of university “enrollment contract” with state

\$\$ Vocabulary (cont'd)

- Self-Funded For-Credit Courses
 - Students cover entire cost
 - Cost-recovery basis unless market rate approved
 - You may **not** use state resources to deliver – i.e. you may not pay professors from state sources, develop materials, etc.
 - Be wary of cannibalization and unintended consequences!

Non-Distance Example

- UF College of Veterinary Medicine
 - Decided to double class size
 - No additional funding from state
 - New self-funded cohort will pay full out-of-state tuition rate
 - Model being considered by Dentistry & Medicine



Market Rates

- Allows you to generate excess revenue that can be used to subsidize the other activities of the unit
- Often returned immediately to unit outside other campus fiscal processes
- Relieves audit pressures to show cost recovery



Market Rates

- BOG Regulation 7.001
- Graduate-level programs only
- Separate market-rate cohorts
- No state critical workforce needs
- Shall not supplant existing university programs funded by state appropriations

I'm Exhausted. Why do it?

- Legislature & other external influences
- New revenue stream
- Increased access
- Brand dissemination
- Risk of marginalization
- Targets of opportunity



Do It Yourself?

- Campus resources
- External Provider
- Considerations
 - Cost
 - Faculty time/effort
 - Federal registration requirements
 - Student services (accommodations)
 - Campus policies
 - Quality



Is There a Market?

- Identify potential markets/courses/certificates/programs
- Develop a business plan
- Audiences: executive students; lifelong learners; working professionals; off-campus students
- Instructional Design & Course Production

Personpower



- Existing faculty
 - in load (state-funded)
 - Overload (self-funded)
- New/adjunct instructors (state- or self-funded)
- Separate university unit

Intellectual Property Considerations

- Campus Regulations/
CBA
- Assignment
considerations



UF

- Been doing this for decades
- Earliest adopters: Business, Pharmacy, Audiology
- Engineering, Agriculture, Classics, Sports & Recreation
- Little undergraduate penetration so far
- \$70M revenues last year
- 4-year Undergraduate Online Institute under Development

