Distance & Electronic Platform Education

State-Funded & Self-Funded Policies

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Vocabulary

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