Table of Contents

Survey Participants

Aims Community College
Alvin Community College
Boise State University
Bristol Community College
Cabrillo College
Caldwell College
California State University, Channel Islands
Central Bible College
Cleveland Institute of Music
Coastal Carolina University
College of Mount St. Joseph
Columbia College
Concordia University of Texas
Criswell College
DePaul University
Fort Hays State University
Housatonic Community College
Huntington University
Judson College
Labette Community College
Lamar State College-Orange
Langston University
Lehigh Carbon Community College
Loughborough University
McPherson College
Memorial University of Newfoundland
Missouri Western State University
Nicholls State University
Northern New Mexico College
Northern State University
Northwestern Connecticut Community College
Nyack College
Our Lady of the Lake University
Paris Junior College
Pearl River Community College
Queen's University
Ramapo College
Rasmussen College
Rend Lake College
Roanoke-Chowan Community College
San Diego Community College District
Staffordshire University
Simon Fraser University

Southeast Community College
St. Thomas Aquinas College
SUNY New Paltz
Temple College
Tyndale University College & Seminary
University of South Carolina Aiken
University of Bolton
University of Cincinnati
University of Louisville
University of Michigan Dearborn
Western Illinois University

The Questionnaire

1. Which phrase which best describes your college?
    (a) Junior or Community College
    (b) 4-Year Degree Granting College
    (c) Masters/PHD Granting College
    (d) Level 1 or 2 Carnegie Class Research University

2. What is the number of distance learning courses offered in the current semester by your program?

3. What is the full-time equivalent enrollment in your entire college, including all its programs (not just the distance learning program)?

4. Is your college public or private?
    (a) Public
    (b) Private

5. Which phrase best describes your college?
    (a) For-Profit
    (b) Non-Profit

6. Which phrase best describes your distance learning program?
    (a) Open to both on-campus and off-campus students
    (b) Focused on off-campus students, with most courses closed to on-campus students

7. Which statement best reflects your college distance learning program's experience with enrollment in the past year?
    (a) Growth has been very strong
    (b) Growth has been fairly strong
    (c) Enrollment has been flat
    (d) The program has decreased enrollment

8. What is the total number of students enrolled in the distance learning program in the Spring 2012 (or closest equivalent) semester?

9. What was the total number of students enrolled in the distance learning program in the Spring 2011 semester?

10. What are the current approximate total annual revenues for the program?

11. What was the percentage change in revenue, if any, between 2010 and 2011?

12. What is your expected percentage change in revenue for the program in the current year, 2012 vs. the past year?

13. In the past year has there been any increase or decrease in the percentage of students who drop out of distance learning courses prior to completion and if so what are the dimensions and likely causes of this change?

14. Approximately what percentage of enrollment in your program is accounted for by enrollment arranged through cooperative programs with other colleges or consortiums?

15. What percentage of students taking distance learning courses receive some form of tuition reduction, rebate or grant (not including loans)?
    (a) None
    (b) Less than 10%
    (c) 10% to 30%
    (d) 30%+ to 50%
    (e) More than 50%

16. In the 2011-2012 academic year what was the year-to-year change in tuition prices for distance learning classes (in nominal terms not accounting for inflation)?

17. Next year, the 2012-2013 academic year, what do you expect will be the percentage change in the per credit tuition costs for your distance learning program?

18. Does your college make available aid of any of the following kinds for distance learning students?
    (a) Work study positions
    (b) Specially reduced tuition rates for target groups
    (c) Student loan guarantees
    (d) Student loans direct from the institution
    (e) Scholarships
    (f) Grants

19. Which phrase best describes your online program's quality and learning assessment efforts?
    (a) We have at least one full-time staff person devoted exclusively to the online program who works in assessment
    (b) We work with the general college assessment team, which also assesses the online program
    (c) We don't do much in the way of assessment at this time

20. Does the program have its own marketing budget administratively separate from the overall university marketing budget?

21. If so, excluding the cost of salaries and benefits, how much is this budget?

22. Has your distance learning program used any of the following mediums for marketing within the past year?
    (a) Newspaper Advertising
    (b) Magazine Advertising
    (c) Billboards
    (d) Cable or Network Television Advertising
    (e) Keyword or other Paid Advertising on Facebook
    (f) Keyword advertising on Google
    (g) Pay per Click advertising on Bing
    (h) Pay per Click advertising on Yahoo
    (i) Pay per Click advertising on Facebook
    (j) Radio Advertising
    (k) Direct Mail
    (l) Podcasting
    (m) Ezine Advertising (payments for ads in ezines or electronic newsletters)
    (n) Opt-In Email Direct Marketing
    (o) Banner Ads or Web Site Sponsorship
    (p) Payment for Search Engine Optimization or Rank
    (q) Electronic Press Release Distribution Service

23. What are your plans for each of the following types of advertising listed below?

Direct Mail
    (a) Have never used this type of advertising in our distance learning program and will not use it next year
    (b) Will decrease spending
    (c) Will hold spending constant
    (d) Will increase spending
    (e) Will increase spending considerably

Advertising on Facebook
    (a) Have never used this type of advertising in our distance learning program and will not use it next year
    (b) Will Decrease spending
    (c) Will Hold Spending Constant
    (d) Will Increase Spending
    (e) Will Increase Spending Considerably

Advertising through keyword purchase on Google
    (a) Have never used this type of advertising in our distance learning program and will not use it next year
    (b) Will Decrease spending
    (c) Will Hold Spending Constant
    (d) Will Increase Spending
    (e) Will Increase Spending Considerably

Advertising through keyword purchase on Bing
   (a) Have never used this type of advertising in our distance learning program and will
        not use it next year
   (b) Will Decrease spending
   (c) Will Hold Spending Constant
   (d) Will Increase Spending
   (e) Will Increase Spending Considerably

Advertising through keyword purchase on Yahoo
   (a) Have never used this type of advertising in our distance learning program and will
        not use it next year
   (b) Will Decrease spending
   (c) Will Hold Spending Constant
   (d) Will Increase Spending
   (e) Will Increase Spending Considerably

Opt-in Email
   (a) Have never used this type of advertising in our distance learning program and will
        not use it next year
   (b) Will Decrease spending
   (c) Will Hold Spending Constant
   (d) Will Increase Spending
   (e) Will Increase Spending Considerably

Website sponsorships
   (a) Have never used this type of advertising in our distance learning program and will
        not use it next year
   (b) Will Decrease spending
   (c) Will Hold Spending Constant
   (d) Will Increase Spending
   (e) Will Increase Spending Considerably

Space Ads in Newspapers
   (a) Have never used this type of advertising in our distance learning program and will
        not use it next year
   (b) Will Decrease spending
   (c) Will Hold Spending Constant
   (d) Will Increase Spending
   (e) Will Increase Spending Considerably

Space Ads in Magazines
  (a) Have never used this type of advertising in our distance learning program and will
      not use it next year
  (b) Will Decrease spending
  (c) Will Hold Spending Constant
  (d) Will Increase Spending
  (e) Will Increase Spending Considerably

Radio Advertising
  (a) Have never used this type of advertising in our distance learning program and will
      not use it next year
  (b) Will Decrease spending
  (c) Will Hold Spending Constant
  (d) Will Increase Spending
  (e) Will Increase Spending Considerably

Television Advertising
  (a) Have never used this type of advertising in our distance learning program and will
      not use it next year
  (b) Will Decrease spending
  (c) Will Hold Spending Constant
  (d) Will Increase Spending
  (e) Will Increase Spending Considerably

Billboards
  (a) Have never used this type of advertising in our distance learning program and will
      not use it next year
  (b) Will Decrease spending
  (c) Will Hold Spending Constant
  (d) Will Increase Spending
  (e) Will Increase Spending Considerably

Podcasting
  (a) Have never used this type of advertising in our distance learning program and will
      not use it next year
  (b) Will Decrease spending
  (c) Will Hold Spending Constant
  (d) Will Increase Spending
  (e) Will Increase Spending Considerably

Webcasting or Video on Demand
    (a) Have never used this type of advertising in our distance learning program and will
        not use it next year
    (b) Will Decrease spending
    (c) Will Hold Spending Constant
    (d) Will Increase Spending
    (e) Will Increase Spending Considerably

Developing or Marketing through Blogs
    (a) Have never used this type of advertising in our distance learning program and will
        not use it next year
    (b) Will Decrease spending
    (c) Will Hold Spending Constant
    (d) Will Increase Spending
    (e) Will Increase Spending Considerably

24. How much did the distance learning program spend to print direct mail promotional
materials in 2011 (not mailing costs just the printing of promotional materials)?

25. What was the total quantity of postal mail pieces sent out to market the distance
learning program in the past year? (If you sent out 10,000 pieces three times, even if to
the same recipients, the answer would be 30,000)

26. How much did the distance learning program spend on the following marketing
vehicles in the past year?
    Newspaper and periodical advertising:
    Television advertising:
    Radio advertising:
    Direct mail advertising:
    Pay per click or other paid advertising through Facebook:
    Pay per click advertising through Google:
    Pay per click advertising through Bing:
    Keyword advertising through Yahoo:
    Ads in ezines and other online periodicals:
    Billboards:

27. In the past year how has the college's retention rate for distance learning students
changed?
    (a) Remained the same
    (b) Increased
    (c) Decreased

28. What is the semester to semester retention rate for the college's distance learning
students?

29. Which phrase best describes the retention rate for distance learning students at your college?
    (a) Same as for students in traditional classes
    (b) Lower than for students in traditional classes
    (c) Higher than for students in traditional classes
    (d) Don't know or don't have traditional classes

30. The distance learning program offers access to which of the following?
    (a) Online Tutors
    (b) In-Person Tutors
    (c) Help Desk

31. Which statement best describes the integration of the distance learning program with the college's other, more traditional programs?
    (a) They are virtually interchangeable and students in one can be students in the other
    (b) They are largely separate with different admissions standards
    (c) Some programs are integrated into the traditional college but most are kept separate
    (d) Most programs are integrated into the traditional college but a small percentage are kept separate

32. Please describe the role that copyright video plays in your distance learning program. Does your programs license video content in the form of films, documentaries, or complete courses? If so, which providers do you favor?

33. How does your program utilize YouTube, Vimeo and other video websites for student recruitment, educational content development, communication or other purposes?

34. Which of the following delivery mediums does the college use for its distance learning courses?
    (a) Television
    (b) Videoconferencing
    (c) Online/Internet
    (d) Satellite
    (e) Webcasting/Podcasting

35. Does your distance learning program use DropBox, DuraCloud, Rackspace, Amazon Simple Storage, Amazon Elastic or any other cloud computing service to lower costs and increase program effectiveness? If you do use or are contemplating use of any such cloud computing service, briefly describe your reasoning or experience below.

36. What percentage of the courses in your distance learning program are taught by adjunct faculty?

37. What is the average compensation (in $US) for adjuncts in your institution for a typical 3-credit distance learning course or its equivalent?

38. How much, in percentage terms, has your compensation paid to adjunct instructors changed in the past year?

39. What do you expect will be the change to the level of compensation and benefits that you offer to distance learning instructors over the next two years? Do you expect it to increase and if so by how much? Or decrease? If so, by how much? Times are tough, are you taking any special measures to hold down labor costs?

40. Does your online program have some form of official certification or formal training program for faculty who teach online courses?
    (a) Yes, and faculty cannot teach online without meeting its qualifications
    (b) Yes, but actual compliance is somewhat spotty
    (c) Yes but it is not really taken very seriously by faculty
    (d) No but we plan to develop one
    (e) No

41. Please describe how your program trains or certifies online instructors.

42. If a course is developed more or less from scratch, how much does the college pay the instructor or other course designer to develop the course?

43. If the college employs individuals for the specific purpose of developing distance learning courses or teaching others to do so, how many such individuals does the college employ (in FTE terms)?

44. As a thoughtful educated estimate, what is the total cost of course development for distance learning for your institution? Add the following elements: salaries for personnel hired specifically to develop courses or to teach others to do so, direct payments to instructors, and payments to purchase or lease courses from others.

45. If you have taken any measures in the past year to reduce program costs such as reducing salaries, lowering marketing, overhead or course development costs, or other measures please describe these measures in detail here.

46. For each of the following areas describe the probable evolution of your cost structure over the past year and plans over the next year. Will you be spending more, or less? Have you recently increased or decreased such spending?
    Administrators Salaries/Benefits:
    Teachers Salaries/Benefits:
    Facilities:
    Promotion/Marketing:
    Educational Materials, Course Development, Training:
    Telecommunications/Transmission:
    Equipment:
    Other:

47. What areas in your view offer the best prospects for distance learning enrollment growth for your institution?

Characteristics of the Sample

Country

	United States	Other*
Entire Sample	85.71%	14.29%

*UK, Canada

Type of College

	Junior or Community College	4-Year Degree Granting College	Masters/PHD Granting College	Level 1 or 2 Carnegie Class Research University
Entire Sample	30.36%	26.79%	35.71%	7.14%

Total FTE Student Enrollment

	Less than 2,000	2,000 to 5,000	5,000 to 10,000	More than 10,000
Entire Sample	25.00%	30.36%	21.43%	23.21%

Public or Private Status

	Public	Private
Entire Sample	71.43%	28.57%

Type of Distance Learning Program

	Open to All Students	Focused on Off-Campus Students
Entire Sample	88.89%	11.11%

Distance Learning Courses Offered (in the Current Semester)

	Less than 30	30 to 100	More than 100
Entire Sample	32.73%	38.18%	29.09%