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SURVEY PARTICIPANTS

Aims Community College
Allen Community College
Coastline Community College
Eastern Wyoming College
El Paso Community College
Fort Hays State University
Lee College
Lewis & Clark State College
Master's College and Seminary
Montgomery County Community College
Ohio University
OUChina
Pittsburg State University
Roane State Community College
Saint Mary-of-the-Woods College
Southeastern Community College
St. Louis Community College
Trent University
Trinity College of Florida
University of Cincinnati Clermont College
University of North Carolina Greensboro
University of Guyana
University of Manchester
University of Rochester (NY)
University of South Dakota
University of Southern California
Western Connecticut State University

THE QUESTIONNAIRE

Contact Information

1. You will receive a free PDF copy of the report generated from this survey but you must agree to the following terms: You may print out one copy of the PDF for use within your organization but not for loan or re sale. Also you may store the PDF copy for access through one workstation but it may not be made available over a network. If you agree to these terms and take the survey you will receive a PDF copy. You may still take the survey if you do not agree to these terms but you will not receive a free PDF copy. Do you agree to the terms?

- A. Yes, I agree.
- B. No, I do not agree.

2. What is the name of your college?

- A. Name:
- B. Company:
- C. Work Title:
- D. Country:
- E. Email Address:

3. Please choose the phrase which best describes your college:

- A. Junior or community college
- B. 4year degree granting college
- C. Masters/PHD level granting college
- D. Level 1 or 2 Carnegie Class Research University

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

5. Full time equivalent enrollment in your entire college and all its programs (not just the distance learning program) is approximately:

6. Your college is a:

- A. Public College
- B. Private College

7. Your college's annual tuition prior to any deductions or financial aid is:

8. Choose the phrase that best describes your distance learning program:

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- A. Campus wide program open to off campus and on campus students.
- B. Program focused on off campus students and most courses not usually open to traditional on campus students.

Enrollment & Revenue

9. 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

10. What is the total number of students enrolled in the distance education program in the Fall 2013 (or closest equivalent in your system) semester?

11. What was the total number of students enrolled in the distance education program last year in the Fall 2012 semester?

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

13. What was the percentage change in program revenue, if any, between 2011 12 and 201213?

14. What is your expected percentage change in revenue for the program in the current year, 201314 vs. the past year?

15. 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?

16. In 2012 13 academic year what was the year on year change in tuition prices for distance learning classes? (in nominal terms not accounting for inflation)

17. This year, the 2013 14 academic year what do you expect will be the percentage change (indicate + or -) in the per credit tuition costs for your distance learning program?

Assessment

18. Which phrase best describes your online programs quality and learning assessment efforts?

- A. We have at least one full time person devoted exclusively to the online program who works in assessment

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- B. We work with the general college assessment team who also assess the online program
 - C. Can't say that we actually do much in the way of assessment at this time
19. Explain the steps that your program has taken to assess the quality of online instructors.
20. Has your program taken any steps to assess student online learning? If so what have you done and what has been most effective?
21. How does your program combine or blend distance learning and traditional classroom education?

Marketing

22. Does the program have its own marketing budget administratively separate from the overall university marketing budget?
- A. Yes
 - B. No
23. If so, excluding the cost of salaries and benefits, what is this budget?
24. Please indicate if your distance learning program has 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. OptIn Email Direct Marketing
 - O. Banner Ads or Web Site Sponsorship
 - P. Payment for Search Engine Optimization or Rank
 - Q. Electronic Press Release Distribution Service

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

A. Direct Mail

- i. Have never used this type of advertising in our distance learning program and will not use it next year
- ii. Will Decrease spending
- iii. Will Hold Spending Constant
- iv. Will Increase Spending
- v. Will Increase Spending Considerably

B. Advertising on Facebook

- i. Have never used this type of advertising in our distance learning program and will not use it next year
- ii. Will Decrease spending
- iii. Will Hold Spending Constant
- iv. Will Increase Spending
- v. Will Increase Spending Considerably

C. Advertising through keyword purchase on Google

- i. Have never used this type of advertising in our distance learning program and will not use it next year
- ii. Will Decrease spending
- iii. Will Hold Spending Constant
- iv. Will Increase Spending
- v. Will Increase Spending Considerably

D. Advertising through keyword purchase on Bing

- i. Have never used this type of advertising in our distance learning program and will not use it next year
- ii. Will Decrease spending
- iii. Will Hold Spending Constant
- iv. Will Increase Spending
- v. Will Increase Spending Considerably

E. Advertising through keyword purchase on Yahoo

- i. Have never used this type of advertising in our distance learning program and will not use it next year
- ii. Will Decrease spending
- iii. Will Hold Spending Constant
- iv. Will Increase Spending
- v. Will Increase Spending Considerably

F. Optin Email

- i. Have never used this type of advertising in our distance learning program and will not use it next year
- ii. Will Decrease spending
- iii. Will Hold Spending Constant
- iv. Will Increase Spending
- v. Will Increase Spending Considerably

G. Website sponsorships

- i. Have never used this type of advertising in our distance learning program and will not use it next year
- ii. Will Decrease spending
- iii. Will Hold Spending Constant
- iv. Will Increase Spending
- v. Will Increase Spending Considerably

H. Space Ads in Newspapers

- i. Have never used this type of advertising in our distance learning program and will not use it next year
- ii. Will Decrease spending
- iii. Will Hold Spending Constant
- iv. Will Increase Spending
- v. Will Increase Spending Considerably

I. Space Ads in Magazines

- i. Have never used this type of advertising in our distance learning program and will not use it next year
- ii. Will Decrease spending
- iii. Will Hold Spending Constant
- iv. Will Increase Spending
- v. Will Increase Spending Considerably

J. Radio Advertising

- i. Have never used this type of advertising in our distance learning program and will not use it next year
- ii. Will Decrease spending
- iii. Will Hold Spending Constant
- iv. Will Increase Spending
- v. Will Increase Spending Considerably

K. Television Advertising

- i. Have never used this type of advertising in our distance learning program and will not use it next year
- ii. Will Decrease spending
- iii. Will Hold Spending Constant
- iv. Will Increase Spending
- v. Will Increase Spending Considerably

L. Billboards

- i. Have never used this type of advertising in our distance learning program and will not use it next year
- ii. Will Decrease spending
- iii. Will Hold Spending Constant
- iv. Will Increase Spending
- v. Will Increase Spending Considerably

M. Podcasting

- i. Have never used this type of advertising in our distance learning program and will not use it next year
- ii. Will Decrease spending
- iii. Will Hold Spending Constant
- iv. Will Increase Spending
- v. Will Increase Spending Considerably

N. Webcasting or Video on Demand

- i. Have never used this type of advertising in our distance learning program and will not use it next year
- ii. Will Decrease spending
- iii. Will Hold Spending Constant
- iv. Will Increase Spending
- v. Will Increase Spending Considerably

O. Developing or Marketing through Blogs

- i. Have never used this type of advertising in our distance learning program and will not use it next year
- ii. Will Decrease spending
- iii. Will Hold Spending Constant
- iv. Will Increase Spending
- v. Will Increase Spending Considerably

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26. How do you market your online program on YouTube, Facebook and other video sites and social networks?

27. Rank the following internet venues for their importance to your program's marketing efforts

- A. Twitter
- B. YouTube
- C. Vimeo
- D. Facebook
- E. Google+
- F. LinkedIn

28. Does your distance learning program have one or more of the following:

- A. Blog
- B. Listserv
- C. Email Newsletter

29. How does your program use links to videos of lectures from your college or distance learning program in promotional or outreach efforts?

Retention

30. In the past year the college's retention rate for distance learning students has:

- A. Remained about the same
- B. Increased
- C. Decreased

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

32. The retention rate for distance learning students at your institution is:

- 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

33. Choose the statement which 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 admission standards.
- C. Some programs are integrated into the traditional college and but most are kept separate.

- D. Most programs are integrated into the traditional college but a small percentage are kept separate.

Technology

34. 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:

35. Many colleges and universities are now capturing their classes and special events on tape and archiving them for student and faculty use. If your college has done this how has your distance learning program utilized this material if at all?

36. Has your college used MOOCs from other institutions in your distance learning program?

- A. Yes
- B. No
- C. No but we are considering this seriously.

37. What characterized your college's state in terms of developing its own MOOCs?

- A. Have already done so
- B. MOOC development in progress
- C. No firm plans but may do so
- D. No intention to do so

38. How has the development of Massive Open Online Courses, MOOCs, affected your distance learning program?

39. What role has the distance learning program played in developing your college's MOOCs (or potential MOOCs) if indeed it has done so?

Course Development

40. 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?

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

42. 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?

Cost Structure

43. 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:

44. 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?

- A. Administrators Salaries/Benefits
- B. Teachers Salaries/Benefits
- C. Facilities
- D. Promotion/Marketing
- E. Educational Materials, Course Development, Training
- F. Telecommunications/Transmission
- G. Equipment
- H. Other