Table 7.1 What was the percentage change in program revenue, if any, between 2011-12 and 2012-13?

	Mean	Median	Minimum	Maximum
Entire sample	8.55	7.00	-8.00	63.00

Table 7.2 What was the percentage change in program revenue, if any, between 2011-12 and 2012-13? Broken out by Type of College

Type of College	Mean	Median	Minimum	Maximum
Community College	4.40	5.00	-8.00	10.00
BA Granting	14.80	1.00	0.00	63.00
Advanced-Degree	8.00	7.50	7.00	10.00

Table 7.3 What was the percentage change in program revenue, if any, between 2011-12 and 2012-13? Broken out by Public or Private

Public or Private	Mean	Median	Minimum	Maximum
Public	8.99	7.00	-8.00	63.00
Private	5.50	5.50	1.00	10.00

Table 7.4 What was the percentage change in program revenue, if any, between 2011-12 and 2012-13? Broken out by Annual Tuition

Annual Tuition	Mean	Median	Minimum	Maximum
Less than $3,000	2.31	3.42	-8.00	10.00
$3,000 to $10,000	14.00	7.50	0.00	63.00
More than $10,000	5.50	5.50	1.00	10.00

Table 7.5 What was the percentage change in program revenue, if any, between 2011-12 and 2012-13? Broken out by Enrollment in Distance Learning Courses

Enrollment in Distance Learning Courses	Mean	Median	Minimum	Maximum
Less than 500	4.46	3.42	1.00	10.00
500 to 2,500	26.67	10.00	7.00	63.00
More than 2,500	4.33	7.00	-8.00	10.00

Has your program taken any steps to assess student online learning? If so what have you done and what has been most effective?
1) No.
2) The student evaluations are done via BlackBoard now; this ensures that students complete the course evaluations and allows us to see which students have not completed the evaluation
3) We have special questions added to our regular course evaluation survey
4) -analysis of student outcome data compared to similar sections of traditional classes
5) Do not have this information...we are decentralized and this is done on the department level
6) We use the same learning outcomes in the distance program as in the campus program so the assessment points are the same. In some cases the assessment artifact is the same, but others are slightly different however still speaking to the same outcome.
7) Review of success rates of online courses versus traditional courses by Academic Division Deans
8) yes
9) yes, through surveys and workshops
10) Not as of today
11) No further steps than those that the instructor performs through normal coursework. This assessment is similar to parallel on-ground classes.
12) each semester student faculty evaluations and program support surveys
13) No
14) working on outcome assessment at course level at this time
15) Evaluation is built into all online courses. Courses include formative as well as summative assessment to monitor student progress.
16) Past assessment projects specific to online included comparing grades in online sections to face-to-face sections. Other assessments of student learning are the same for online as for face-to-face sections.
17) College has established desired student learning outcomes at the course, program, and institutional level. These outcomes are measured every term. Feedback is shared at discipline/department meetings where improvements are discussed and planned. SLOs are also a focus of program review process, which occurs every 5-6 years for each discipline.
18) All classes are required to assess student online learning. The methodology differs based on the subject material.
19) conducted at department level
20) Noel Levitz online priority survey
21) Surveys
22) CLA and NSSE
23) Students complete the same assessments as on campus, there is a discussion to do more assessment of student learning

Table 12 What are your plans for each of the following types of advertising listed below

Table 12.1.1 What are your plans for Direct Mail?

	No Answer	Have never used this type of advertising in our distance learning program and will not use it next year	Will decrease spending	Will hold spending constant	Will increase Spending	Will Increase Spending Significantly
Entire sample	16.67%	36.67%	13.33%	20.00%	13.33%	0.00%

Table 12.1.2 What are your plans for Direct Mail? Broken out by Type of College

Type of College	No Answer	Have never used this type of advertising in our distance learning program and will not use it next year	Will decrease spending	Will hold spending constant	Will increase Spending	Will Increase Spending Significantly
Community College	15.38%	53.85%	7.69%	0.00%	23.08%	0.00%
BA Granting	0.00%	37.50%	25.00%	37.50%	0.00%	0.00%
Advanced-Degree	33.33%	11.11%	11.11%	33.33%	11.11%	0.00%

Table 12.1.3 What are your plans for Direct Mail? Broken out by Public or Private

Public or Private	No Answer	Have never used this type of advertising in our distance learning program and will not use it next year	Will decrease spending	Will hold spending constant	Will increase Spending	Will Increase Spending Significantly
Public	16.00%	40.00%	8.00%	20.00%	16.00%	0.00%
Private	20.00%	20.00%	40.00%	20.00%	0.00%	0.00%

Table 12.1.4 What are your plans for Direct Mail? Broken out by Annual Tuition

Annual Tuition	No Answer	Have never used this type of advertising in our distance learning program and will not use it next year	Will decrease spending	Will hold spending constant	Will increase Spending	Will Increase Spending Significantly
Less than $3,000	18.18%	45.45%	9.09%	9.09%	18.18%	0.00%
$3,000 to $10,000	7.69%	38.46%	7.69%	30.77%	15.38%	0.00%
More than $10,000	33.33%	16.67%	33.33%	16.67%	0.00%	0.00%

Table 12.1.5 What are your plans for Direct Mail? Broken out by Enrollment in Distance Learning Courses

Enrollment in Distance	No Answer	Have never used	Will decrease	Will hold spending	Will increase	Will Increase

Learning Courses		this type of advertising in our distance learning program and will not use it next year	spending	constant	Spending	Spending Significantly
Less than 500	10.00%	40.00%	10.00%	20.00%	20.00%	0.00%
500 to 2,500	22.22%	22.22%	33.33%	0.00%	22.22%	0.00%
More than 2,500	18.18%	45.45%	0.00%	36.36%	0.00%	0.00%

Table 12.2.1 What are your plans for Advertising on Facebook?

	No Answer	Have never used this type of advertising in our distance learning program and will not use it next year	Will decrease spending	Will hold spending constant	Will increase Spending	Will Increase Spending Significantly
Entire sample	23.33%	30.00%	3.33%	26.67%	16.67%	0.00%

Table 12.2.2 What are your plans for Advertising on Facebook? Broken out by Type of College

Type of College	No Answer	Have never used this type of advertising in our distance learning	Will decrease spending	Will hold spending constant	Will increase Spending	Will Increase Spending Significantly

		program and will not use it next year				
Community College	15.38%	46.15%	0.00%	15.38%	23.08%	0.00%
BA Granting	0.00%	25.00%	12.50%	50.00%	12.50%	0.00%
Advanced-Degree	55.56%	11.11%	0.00%	22.22%	11.11%	0.00%

Table 12.2.3 What are your plans for Advertising on Facebook? Broken out by Public or Private

Public or Private	No Answer	Have never used this type of advertising in our distance learning program and will not use it next year	Will decrease spending	Will hold spending constant	Will increase Spending	Will Increase Spending Significantly
Public	24.00%	32.00%	4.00%	24.00%	16.00%	0.00%
Private	20.00%	20.00%	0.00%	40.00%	20.00%	0.00%

Table 12.2.4 What are your plans for Advertising on Facebook? Broken out by Annual Tuition

Annual Tuition	No Answer	Have never used this type of advertising in our distance learning program and will not use it next year	Will decrease spending	Will hold spending constant	Will increase Spending	Will Increase Spending Significantly