



The State University of New York

Online Initiative Update

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QUICK REFRESH: **SUNY Online Working Committee**

Formed in fall 2018; 40+ SUNY participants including faculty, academic leaders, and administrative leaders, supported by system executive leadership team and several system administration staff – a truly collaborative system-wide effort

Assumptions:

- Forward looking
- Exclusively online learners
- Revenue sharing solution

Goals:

- Review RFI Responses
- Identify unique insights and opportunities
- Consider new approaches/strategies

Deliverables:

- Recommendations to inform a white paper
- Recommendations for next steps
- Estimate of costs for startup and sustainability





SUNY Online

SUNY System Administration will establish an administrative unit to create and manage an online learning environment that provides student, faculty, and campus services common to all campuses as well as engages vendors and consultants as needed to provide vital business, administrative, and technology consultations and services as identified.



SUNY Online Focus

- Increase the number of **100% online learners**;
- Target **post-traditional students**; increase number of out of state and international learners;
- Target programs that can **scale** to 1,000+ students in 3 years
- Work with partners to **respond efficiently as a system to market opportunities**
- Target courses/programs that **fill in the gaps** of existing SUNY-wide online offering
- Bring back the **40,000 NY residents** who are going to non-NY online institutions

Strategies for Reaching Scale

Strategic Program Development

- More fully online programs in high demand areas
- Pathways from associate to advanced degrees
- Micro-credentials stackable to degrees

Enhanced Marketing & Recruitment

- New investments
- Targeted outreach demand areas
- Strategies to capture market share
- Enhanced efficiencies in CRM process from inquiry thru to matriculation

Partnerships

- Corporate partners
- NYS Fortune 500
- Military partnerships
- Employee training
- International markets
- Cross-campus programming

Student Retention & Faculty Support

- Cross-campus support w/ on-demand courses
- Instructional design support for faculty
- Student support and access to wraparound services
- Seamless and individualized student experience

White Paper Comments

Comment Description	Action / Response
Financial model / budget	Financial modeling is underway; budget development and advocacy is a top priority
Academic freedom	Faculty will maintain academic freedom and scholarly autonomy
Intellectual property	Reviewing faculty workload models and resulting IP implications
Quality assurance	All programs will be required to meet Open SUNY + Signature Elements (quality assurance mechanisms)
OPM concerns	SUNY will not use an OPM for course development or teaching
Suggestions to use Empire State	System is assessing ESC's infrastructure for backbone support
Branding and marketing	System's Communications team has deployed a SUNY-wide marketing campaign to drive inquiries to all SUNY programs. Market analysis for program demand will be conducted.
Increase in System's role	Campus autonomy will be maintained. System identifies market opportunities, facilitates scaling, provides infrastructure, quality assurance, facilitates cross-campus partnerships, develops corporate partnerships, brings resources to project, provides production support, etc.
Faculty development	Faculty will work with Instructional Designers to apply modern / online pedagogical approaches to course delivery
Governance and accreditation	Academic programs will go through SOP on campuses, meet SED requirements and meet all local and national accreditation standards

Thematic Cluster Areas of Exploration

Over 1,100 SUNY faculty and staff attended informational webinars to date. Discussions focused on program readiness and collaborations to create new pathways and opportunities for students.

- Security: Cyber, Info, Homeland
- Education
- Healthcare (non-clinical)
- Cloud Computing
- Engineering
- Data Sciences
- Clean Energy
- Business
- Social Sciences
- Foreign Languages
- Artificial Intelligence
- GenEd and upper level electives
- Nursing

Phased Approach Implementation

- Multiple phases: pilot; launch Fall 2020; launch each fall (or semester if possible) thereafter
- Pilot phase will allow for:
 - System development, integration and testing;
 - Identification of needed academic and administrative support systems and tools
 - Student, faculty, user, feedback and problem solving
- Lessons learned will be integrated into the launch phase for Fall 2020
- Program identification, assessment, selection and development for launch in Fall 2020 will take place in Summer / Fall 2019

Pilot Selection Criteria for Fall 2019

- Previously approved (campus and System) online programs only
- NYSED approved for distance education delivery
- Open SUNY+ Signature Elements developed w/Provost Open SUNY Advisory Committee in 2015
- Willingness to support integration efforts to System IT stack: Banner, Ranku, Slate, Blackboard, Starfish, Degree Works, Transfer Finder
- Campus readiness to test new system integration
- Program Clusters – multiple pathway capability
- Potential to scale program enrollments to 1,000 within 3 years

Pilot Selection for Fall 2019

- No pilot programs have been selected as of today (April 12)
- Pilot programs expected to be invited by end of April
- Nursing: A different strategy is going to be taken with AS/BSN/MSN programs
 - System will support the entire field through contract templates
 - Work with SED to allow contemporary pedagogy, e.g., VR, simulation for clinical training
 - Beta test group for marketing and recruitment campaigns' effect on enrollment
 - Facilitate faculty recruitment through coordination across HR units within the system

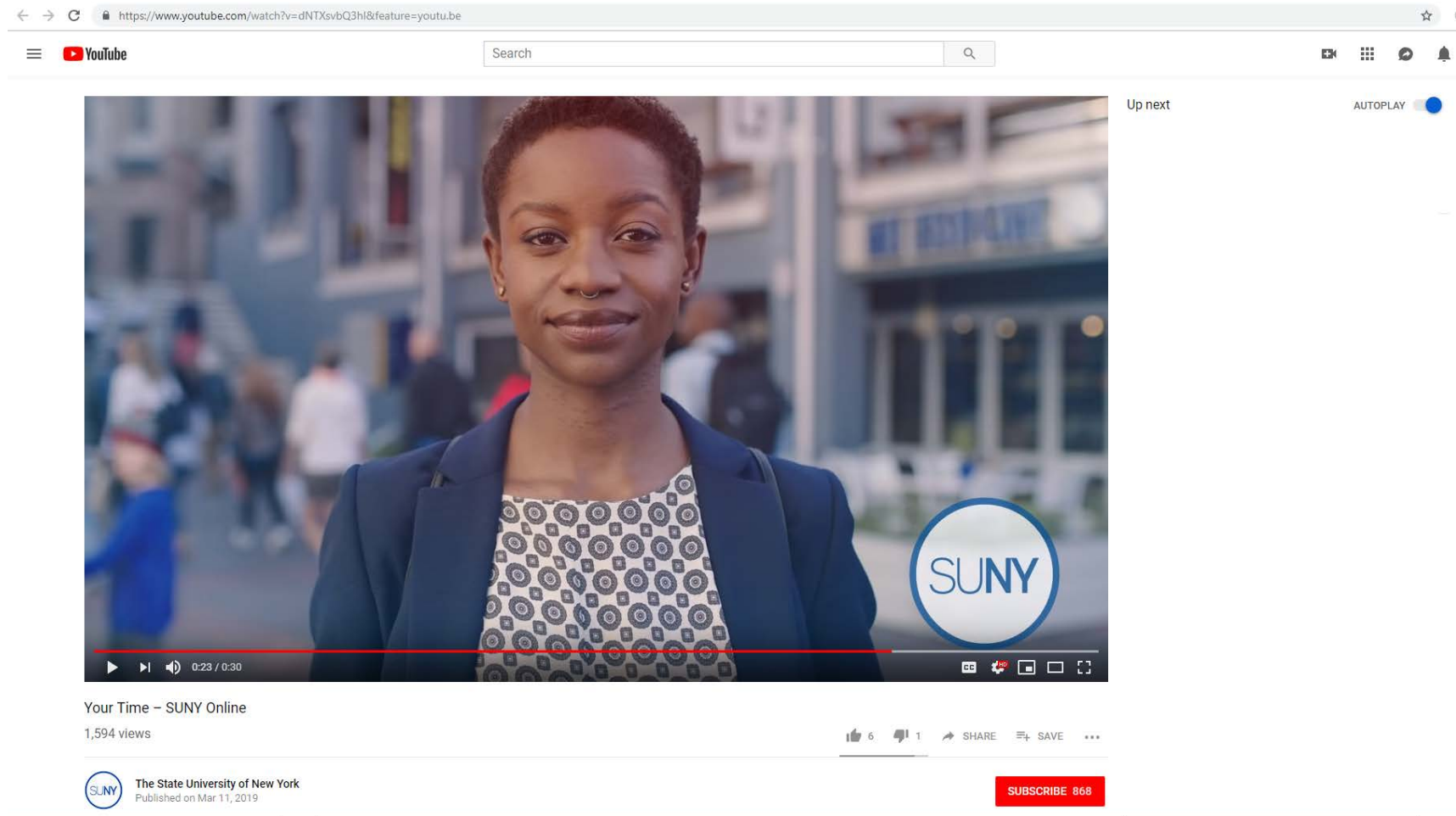
Program Identification-- Fall 2020

- Faculty workshops to be scheduled for themes where webinars identified possible collaborations for new pathways, new program development, opportunities for core course development
- RFP(s) to be issued to seek proposals for stand alone courses for undergraduate electives, general education options, and core courses identified by thematic webinars
- Open RFP(s) for program offerings to “**fill the gaps**” in SUNY-wide offerings (not intended to compete with existing programs)
- Evaluation of department of labor statistics w/r/t market needs
- Campus IT infrastructure readiness

Online Education: Next Steps

- Expand marketing and recruitment campaign
- Budget development, financial modeling, budget advocacy
- Infrastructure development (IT system identification and integration)
- Program strategy, identification, development, and governance
- Develop system-wide communication / marketing strategies
- Establish mechanisms, e.g., focus groups, etc., for ongoing stakeholder engagement including faculty/shared governance, e.g, FCCC, UFS, SA executive committees
- Theme-based workshops to further develop ideas for Fall 2020 and beyond
- Open and directed RFPs for Fall 2020 GenEd, electives, and other programs (outside theme areas)

First SUNY Online Video



The screenshot shows a YouTube video player interface. The video title is "Your Time – SUNY Online" with 1,594 views. The video content features a woman in a blue blazer and a patterned top, with a circular SUNY logo overlaid in the bottom right corner. The video player includes standard controls like play, volume, and progress. Below the video, there are engagement icons for likes (6), comments (1), share, save, and a red "SUBSCRIBE 868" button. The channel name "The State University of New York" and its creation date "Published on Mar 11, 2019" are also visible.

<https://www.youtube.com/watch?v=dNTXsvbQ3hl&feature=youtu.be>

Questions?



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IT Stack Contemplated

- Recruitment CRM: Ranku and Slate
- Admissions: Slate (30 campuses)
- SIS: Ellucian products / Banner (50 campuses)
- LMS: Blackboard products (including Ultra) (50 campuses)
- Financial Aid: Campus Logic (new—3 + 7 underway)
- Other: Degreeworks, Transfer Finder, SUNY x-registration system
- Student Success: Starfish (32 campuses)
- Orientation: ESC's orientation system (IT framework) under consideration [campus controls content]