

EXECUTIVE SUMMARY

Item Name: Request for Approval of Online Metrics and Reporting

Action Item

Requested Action: The board office asks the board to approve the online metrics for Arizona’s public universities. These same metrics will also be used to evaluate outcomes at the University of Arizona Global Campus.

Background/History of Previous Board Action

In recent years Arizona’s public universities have significantly grown their online programming and enrollments. Since 2016 online degree program enrollment across the ABOR system has almost doubled – increasing 98.7 percent. Last fall, online degree program students comprised 32.5 percent of total system enrollment.¹

University	Undergrad Online Headcount	Percent of Total Undergrads Enrolled	Graduate Online Headcount	Percentage of Graduate student enrollment	Total Online Enrollment	Percentage of Total Enrollment
ASU	40,485	39.1%	13,508	53.6%	53,993	41.9%
NAU	4,168	16.5%	1,774	40.9%	5,942	20.1%
UArizona	3,728	10.4%	2,758	26.5%	6,486	14.1%

In addition, the University of Arizona Global Campus (a nonprofit affiliated entity) is anticipated to have an approximate enrollment of 35,000 students.

Given the amount of growth and university activity in this area, the board has directed the universities to work with the board office to develop online education success metrics for Arizona’s public universities which will also be applied to evaluate outcomes at the University of Arizona Global Campus.

Discussion

The board is asked to review and approve the following six online accountability metrics. These online focused metrics are intended to supplement and support existing enterprise-wide metrics, forecast measures and academic reports that provide information and insight into the universities’ online activities and programs. These six

¹ See generally Arizona Board of Regents Fiscal Year 2021 Enrollment Report.

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EXECUTIVE SUMMARY

metrics focus on and provide additional insight into the quality of the online student experience, and universities' online brands and reputations.

EXECUTIVE SUMMARY

Draft of Online Metrics with Notes

Dimension/ Purpose	Metric	Metric Definition	Justification
Quality of the Online Student Experience	1. Online Course Completion Rate	The ratio of total online course credits completed (for an A-C grade or a pass in a pass/fail course), to total online course credits attempted across an academic year.	Needed to ensure that students are completing courses in good standing. (Proxy for student persistence over the short-term).
	2. Online Student Attrition Rate	The number and percentage of students that have stopped-out for the following time periods: 12 to 24 months, 25 to 36 months, and for more than 36 months.	Needed proxy for persistence over the long-term. Revised based on committee discussion and Regent feedback from previous metric language, which asked the universities to develop metric targets for the number and percentage of students that have stopped-out for 18 or more months.
	3. Pace of Progression to Online Degree	Average credits completed per student in an academic year	Needed to show average length of time it takes students to earn a degree, irrespective of credits in hand. (Proxy for time to degree). Students that have graduated in the measurement period will be excluded from the denominator.
	4. Courses taught by faculty with Doctorate or other relevant Terminal Degree	The percentage of online courses taught by faculty with a doctorate or other terminal degree in the field of instruction	Needed to safeguard that students are being taught by those with requisite academic training and expertise in the field of instruction.
	5. Courses taught by faculty who are benefits eligible	The percentage of online courses taught by instructional faculty who are benefits eligible	Needed to encourage oversight and custodianship of online instruction by universities' core personnel. Revised based on committee discussion and Regent feedback from previous metric language, which asked the universities to develop metric targets for the

EXECUTIVE SUMMARY

		percentage of online courses taught by instructional faculty who are tenured or tenure-track.
University Brand and Reputation	6.Online Program Rank (USNWR) USNWR Online Program Rankings - Best Online Bachelor's Programs	Needed to understand the national reputation of the online program.

Committee Review and Recommendation

The Academic Affairs and Educational Attainment Committee reviewed this item at its September 9, 2021 meeting, and recommended forwarding the item to the full board for approval.

Statutory/Policy Requirements

A.R.S. 15-1626 “General Administrative Powers and Duties of Board”