

Technology & Distance Education Committee End of Year Report 2022-2023

Committee Members: Kristy Cheyney-Collante (SESPECS), Katy Chapman (SESPECS), Matt Schmidt (STL), Magdi Casteneda-Rios (STL), Swapna Kumar (STL; Chair in Fall 2022), Helena Mawdsley (HDOSE), Sondra Smith (HDOSE; Chair in Spring 2023)

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Dean's representative: Tom Dana

Committee Goals:

The committee's established goals for 2022-2023 were:

1. Continue to review data for our online programs (e.g., applicant demographics) from the perspective of increasing the pool of applicants.
2. Based on analysis of these data, provide support and resources to Program Coordinators related to increasing the pool of applicants applying to our online programs.

The following work was completed on each of the committee goals:

Goal 1: Continue to review data for our online programs (e.g., applicant demographics) from the perspective of increasing the diversity of the pool of applicants.

- The Technology and DE Committee reviewed applicant data from Fall 2022 provided from Edugator Central to look at the pool of applicants across programs.
- ETC (Jason Arnold & Kevin Coulson attended the meeting on 11/17/22 to discuss ideas for how to market online programs to increase applicants (e.g., costs, target geographically or other colleges/universities, content marketing, promote personal connection students to faculty).
- On 12/8/2022, representatives from EduGator Central (Tina Smith-Bonahue & Scott Davis) discussed recruitment strategies with members of the committee (e.g., feeder programs, advertise programs with alumni, focus on geographical areas, make websites inviting, online recruitment webinars).

Goal 2: Based on analysis of these data, provide support and resources to Program Coordinators related to increasing the pool of applicants applying to our online programs.

- Planned the "Technology and Distance Education Committee Summit: Increasing pool of applicants for online programs" summit. The two-hour summit is to be held on April 28th from 2-4. The summit includes brief presentations from Edugator Central and ETC. The main topic is to provide resources on marketing, recruitment, and enrollment in online graduate programs. Online program leaders, staff, and deans and directors are invited to attend.

Priorities for the 2023-2024 academic year are to follow-up on outcomes related to the spring 2023 summit, as well as relevant applicant data from 2022-2023, and explore how faculty may address AI-generated student work.