Dean’s Message
Karen Pedersen, Ph. D.

While FY20 began like most any other academic year, disruption became the norm as we felt the effects of the COVID-19 worldwide pandemic starting in early March. As K-Staters do, online learners persevered and faculty and staff met new challenges daily to continue offering high-quality educational experiences. I am proud of Global Campus’s history of being on the forefront of innovation and online delivery as we, along with other experts across the university, helped faculty pivot to online delivery through the K-State Keep Teaching website and a range of faculty support resources.

Online learning continues to be a growth area for the university, and in FY20 we saw the greatest number of students graduate with bachelor’s, master’s and doctoral degrees through online programs. This continued growth and the success of our students is possible because of strong collaboration and partnerships with university academic colleges. I look forward to continuing these partnerships as we navigate this pandemic and look toward our future and the new normal.

Financial Impact
$30.7 million in tuition was generated for colleges and central administration through online programs and courses offered through Global Campus.

Total Student Credit Hours:

<table>
<thead>
<tr>
<th>Undergraduate (54,110)</th>
<th>Graduate (27,148)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Manhattan - 393,889</td>
<td>Manhattan - 35,229</td>
</tr>
<tr>
<td>Global Campus - 54,110</td>
<td>Global Campus - 27,148</td>
</tr>
<tr>
<td>Polytechnic - 15,923</td>
<td>Polytechnic - 599</td>
</tr>
<tr>
<td>Olathe - 100</td>
<td>Olathe - 1,309</td>
</tr>
</tbody>
</table>

Online Programs Offered

- Bachelor’s degrees: 11
- Master’s degrees: 35
- Doctoral degrees: 4
- Secondary major: 1
- Minors: 17
- Certificates: 37
- Endorsements: 4

Development Grant Investments

$405,963 awarded to K-State colleges and departments for the development of:

- 54 courses
- 6 programs
- 1 conference
## Global Campus

### STATISTICS BY COLLEGE

*Tuition dollars generated through online programs and courses in FY20. First year reported through the university’s responsibility-centered management budget model.

**Percentages in the below data represent each college’s share of student credit hours (SCH) delivered through online programs.

<table>
<thead>
<tr>
<th>College</th>
<th>Revenue (USD)</th>
<th>Program Development (USD)</th>
<th>SCH (UG/G)</th>
<th>Percentage **</th>
</tr>
</thead>
<tbody>
<tr>
<td>College of Arts and Sciences</td>
<td>$9.3 million*</td>
<td>$119,326 program development</td>
<td>24,789 UG SCH 2,400 G SCH</td>
<td>33.5%**</td>
</tr>
<tr>
<td>College of Education</td>
<td>$8.8 million*</td>
<td>$52,630 program development</td>
<td>4,111 UG SCH 16,170 G SCH</td>
<td>25.0%**</td>
</tr>
<tr>
<td>College of Health and Human Sciences</td>
<td>$5.5 million*</td>
<td>$69,786 program development</td>
<td>12,842 UG SCH 3,265 G SCH</td>
<td>19.8%**</td>
</tr>
<tr>
<td>College of Business Administration</td>
<td>$2.8 million*</td>
<td>$61,200 program development</td>
<td>5,085 UG SCH 1,818 G SCH</td>
<td>8.5%**</td>
</tr>
<tr>
<td>College of Agriculture</td>
<td>$2.8 million*</td>
<td>$8,750 program development</td>
<td>4,757 UG SCH 1,638 G SCH</td>
<td>7.9%**</td>
</tr>
<tr>
<td>Carl R. Ice College of Engineering</td>
<td>$1 million*</td>
<td>$76,271 program development</td>
<td>1,686 UG SCH 971 G SCH</td>
<td>3.3%**</td>
</tr>
<tr>
<td>College of Architecture, Planning &amp; Design</td>
<td>$320,000*</td>
<td></td>
<td>804 UG SCH 514 G SCH</td>
<td>1.6%**</td>
</tr>
<tr>
<td>College of Veterinary Medicine</td>
<td>$154,000*</td>
<td></td>
<td>36 UG SCH 372 G SCH</td>
<td>0.5%**</td>
</tr>
</tbody>
</table>
Faculty Support

**Keep Teaching Resources**
As an initial response to the pivot to remote teaching and learning, Global Campus and the Teaching and Learning Center created the K-State Keep Teaching website to support faculty. In an additional effort to curate a wider community of support for faculty, Global Campus also created the Keep Teaching: Resources for Higher Ed online community. The site gained 1,947 members and provided an avenue to promote resource sharing, discussion and virtual events with the goal of crowdsourcing strategies and ideas related to academic continuity planning.

1,947 members
Keep Teaching: Resources for Higher Ed online community

**Online Course Design Institute**
In partnership with K-State Polytechnic, Information Technology and the Teaching and Learning Center, Global Campus transformed the K-State Online Essentials course, typically offered to a handful of faculty each summer, into the Online Course Design Institute (OCDI). The OCDI was created to support all K-State instructors as they transitioned new courses to the online modality as part of the response to COVID-19. The institute combined self-paced, cohort-based, synchronous and one-on-one support to 393 faculty on the Manhattan campus and 42 faculty at K-State Polytechnic.

435 participants
Online Course Design Institute

**Online Teaching Professional Development**
Five faculty members received support to attend distance learning conference events in FY20 and 86 individuals participated in Online Learning Consortium virtual events offered through the Global Campus membership.

1,943 classes offered*
through Global Campus

*100% of classes were offered in an online modality for summer 2020 due to the pandemic. This data point represents the online classes offered through Global Campus.

667 instructors
taught online courses
LEARNER IMPACT

12,232 students enrolled in online courses
5,030 of those studied solely through Global Campus

742 graduates
195 bachelor’s
531 master’s
16 doctoral

Professional Development Noncredit Programs
3,150 learners served through online noncredit professional development (up 127% over FY19)
185 online noncredit courses managed by Global Campus

Scholarships
547 applicants
328 scholarships awarded
$203,500 awarded ($26,700 provided by K-State academic colleges in matching funds)
Marketing and Recruitment Advances

Launched the K-State Online website in FY20.
- 54% increase in users
- 4x increase in time on the site
- Decreased the bounce rate by half

Deployed the TargetX/Salesforce CRM for online recruitment.
- Launched new information request forms with customized landing pages and communications.
- Built out drip marketing and calendar-based email campaigns deploying more than 7,000 automated emails each month.
- Implemented stage and behavior-based flows leading to record high student engagement levels with more than 3,400 1:1 email and phone interactions exchanged each month.

96.6% of students surveyed would recommend a K-State distance course or program to someone else

98% of Global Campus graduates agreed they increased their knowledge, skills and understanding of their professional field

Students by Location

7,788 KS
3,945 U.S.
499 INT

“One of my hydraulics courses was a project-based course. There was a lot of discussion and it allowed me to meet a lot of different people from different backgrounds.”

Jamie Fuller, ‘15
Civil engineering bachelor’s
COMMUNITY AND PARTNER IMPACT

**UFM**

832 noncredit classes

11,865 participants in UFM programs

**Collaborations:**
- 9 K-State
- 14 Community
- 1 Fort Riley

UFM enrollments were reduced and some community activities were canceled due to the COVID-19 pandemic.

**Conference Management Services**

139 conferences and workshops

10,263 participants

With the onset of the pandemic in early 2020, the CMS team quickly shifted their expertise to managing virtual events.
AWARDS

National Awards
UPCEA Excellence in Enrollment Management: K-State Global Campus benchmarking tool
UPCEA Marketing Website: Global Campus homepage, gold
UPCEA Marketing Poster: Summer poster, bronze
UPCEA Marketing Brochure/Booklet: Recruitment folder and flyers, bronze

Military Recognition
2020-21 Military Friendly School

Regional Awards
UPCEA Central Region Continuing Education Support Specialist: Marci Ritter, executive assistant to the dean, Global Campus
UPCEA Outstanding Professional, Continuing and/or Online Education Student: Heather Wooden, dietetics student

Global Campus Awards
Excellence in Online Teaching Award: Linda Yarrow, health and human sciences
Extraordinary Student Award: Jesse Mazelli, animal sciences and industry student
Outstanding Advising Award: Doris Carroll, associate professor, special education, counseling and student affairs
Friend of Global Campus Award: Deana Core, assistant director, recruitment and admissions
Friend of Global Campus Award: Mark Haub, department head, food, nutrition, dietetics and health

Global Campus Mission, Vision and Values
Mission:
To extend Kansas State University’s intellectual resources worldwide through quality degree programs, lifelong learning and professional development opportunities.

Vision:
Transform lives around the world, one learner at a time.

Values:
• Collaboration
• Efficiency
• Innovation
• Agility
• Excellence
• Strategic thinking
• Mindfulness