2013 Compliance and Audit Symposium



Online Education

Presentation at the 2013 UC Compliance and Audit Symposium Wanda Lynn Riley & Jaime Jue January 2013

Online Education Agenda/Learning Objectives

- What are the major categories of online education delivery in higher education?
- · What are students looking for in an online education provider?
- What are MOOCs and what is all the hype about?
- What is the business model for third-party providers of online partners?
- When should an institution partner with a third-party provider for course development and delivery?
- What risks should be considered for strategic planning of online education?
- How can we add value?

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Online Education

Current Spectrum of Online Education

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	rrent Spectrum	of Online Education looking for?
	No Recognition/ Personal Enrichment	UCTV YouTube Titunes (audio)
No Credit	Certificate of Completion (Individual Course)	MOOCs (Udacity, Coursera) UC Extension
Z	Certificate of Completion (Program of Courses)	UC Extension Executive Education Programs
Credit	Transferable Credit	UC Extension UC Online Semester Online (2U)
Ö	Undergrad or Grad Online Degree Program	2U (Graduate programs) "Flipped" classrooms Hybrid online/brick-and-mortar programs
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Online Education

Online Content with No Recognition for Completion

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UC on YouTube

	Number of Videos*	Video Views*	# of Subscribers	Undergrad Courses*?	Grad Courses *?
UCTV	5,312	46,285,525	66,810	N	N
Berkeley	5,096	19,433,240	101,215	Y	Υ
Los Angeles	2,935	9,813,847	13,624	Υ	N
Davis	836	1,292,422	2,829	Y	N
San Diego	139	472,044	913	N	N
San Francisco	293	358,027	516	N	N
Riverside	219	251,939	601	N	N
Santa Cruz	113	139,194	413	N	N
Merced	86	70,046	224	N	N
Santa Barbara	22	52,189	142	N	N
Irvine	181	27,465	112	N	N

* Main campus "channel", as of January 7, 2013. All campuses have more than one channel.

Leading Content Providers on YouTube EDU YouTube EDU Total Views # of Subscribers # of Course Videos Channel # of Views Indian Inst. of Tech. & Indian Inst. of Science, Bangalore UC Berkeley 10,882 8,558,141 10,885 81,838,226 134,081 5,082 6,669,269 5,096 19,433,240 101,326 2,495 5,171,041 2494 45,928,159 213,472 Stanford 1,747 4,498,922 1,751 49,304,792 167,469 Yale Courses 1,054 2,913,131 1,054 15,350,941 109,921 Virtual Univ. of Pakistan UC Television 7,209 2,180,322 7,209 11,875,831 12,089 5,311 1,805,662 5,311 46,285,525 66,798 Harvard 946 1,789,427 Yale University 1,096 863,057 1,111 3,263,489 29,880 Carnegie Mellon U UCLA 376 841.003 376 21,878,333 2,929 9,813,847 19,404 2,929 839,166 13,624 656 577,609 658 1,289,607 3,312 Penn State 119 527,997 116 1,242,886 10,398

You Can Watch on YouTube	
Course	Campus
Math 31A - Differential & Integral Calculus	UCLA
German 59 - Holocaust in Film and Literature	UCLA
Chemistry 14D – Organic Reactions and Pharmaceuticals	UCLA
ECS 120 – Introduction to the Theory of Computation	Davis
ECS 277 – Advanced Visualization	Davis
ARE 139 – Futures and Options	Davis
ECS 122A/B – Algorithm Design and Analysis	Davis
Sociology 1 – Introduction to Sociology	Berkeley
Public Health 250B – Epidemiologic Methods II	Berkeley
Comp Sci 61A – Structure & Interpretation of Comp Programs	Berkeley
Mechanical Engineering 220 – Precision Manufacturing	Berkeley

Campus	Undergraduate Courses	Graduate Courses
Berkeley	Υ	Υ
Davis	Υ	
Merced	Υ	
Irvine	Υ	
Los Angeles	Υ	Υ
Riverside		
San Diego		
San Francisco		
Santa Barbara		
Santa Cruz	Υ	

Online Educ	cation	
No Recogni	tion for Completion	
Topic Areas	Consideration	
Delivery Platform	YouTube/YouTube EDUiTunes	
Content	 Generally recorded classroom lectures Some content created and delivered online only 	
Students	Not registeredStudent services not available	
Recognition	No recognitionCompletion/subject mastery not assessed	
Financial Considerations	Generally offered for free	
Other Risk Considerations	Intellectual propertyDisclaimers	
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Online Education

Courses with Completion Certificates

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UC on Coursera (Third-party provider)

Campus	Graduate Courses	Undergrad Courses	College Preparatory	Professional Education
Berkeley		Y		
Davis				
Merced				
Irvine			Υ	
Los Angeles				
Riverside				
San Diego				
San Francisco				Y
Santa Barbara				
Santa Cruz				

As of January 8, 2012

Online Educ	h Completion Certificates
Courses with	ir Completion Certificates
Topic Areas	Consideration
Delivery Platform	MOOCs (Massive Open Online Certifications)
Content	 Generally recorded classroom lectures Some content created and delivered online only
Students	Not registeredStudent services not available
Recognition	Completion tracked Subject mastery assessed by online exam Certificate of completion issued Courses do not qualify for college credit
Financial Considerations	Providers charge for certificates MOOCs charge students and share revenue with institution
Other Risk Considerations	Business model for MOOCs not yet standardized Reputation risk in partnerships Authenticating the student for certification
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Online Education Leading Higher	• •	Providers
Udacity	Coursera	2U / Semester Online
Straigh	nterLine E	dX
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Online Education	
Insights based upon Coursera's Contract with U of Michigan	•
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	Insight from	Coursera's
	University of	f Michigan Contract
	Ways to Generate Revenue	How it Works
	Certification	Student pays fee to the school, which issues certification of completion Coursera makes certificate available in verifiable format
	Secure assessment	Coursera provides testing and verification of identity at physical locations for a fee
	Sale of information	 For a fee and with student permission, potential employers can access a database containing information about students and courses they have taken
	Assessment of competency	For a fee paid by a potential employer or educational institution, Coursera would evaluate the competency of a student
	Tutoring or evaluation of progress	For a fee an employee or contractor of Coursera provides personal attention, tutoring, or evaluation of a student's work
	Licensing or sale of platform	 Licensing or sale of the learning platform and courses to employers or schools for continuing education or course work, for example, at a community college
	Sponsorship	 For a fee, firms or foundations would sponsor courses, only "non-intrusive" advertisement of the sponsorship is contemplated
Pre	Tuition	 After a free trial period, utilion would be charged for full access to a course and materials; Another possibility is use of the platform and materials by cn-campus, or on-line, students enrolled in the course at the sponsoring institution, who already are paying full tution; in which case a small fee would be paid to Coursera by on behalf of each student.

Online Education

Certificate of Completion (Program of Courses)

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Online Education Programs with Completion Certificates

Topic Areas	Consideration
Delivery Platform	University Extension Executive Education
Content	 Live or recorded classroom lectures Office hours, Online Discussions
Students	 Students registered and pay fees Some student services available
Recognition	Completion tracked Students receive grades for individual courses Certificate of completion issued Courses may or may not qualify for college credit
Financial Considerations	University Extension is a self-supporting auxiliary Executive Ed programs can be set at market rates
Other Risk Considerations	

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Online Ed	ucation
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Course	s for Transferrable Credit
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Online Edu	ucation
Courses fo	r Transferrable Credit
Topic Areas	Consideration
Delivery Platform	
	Individual institutions
Content	Live or recorded classroom lectures Office hours, Online Discussions, Assignments
	UC Extension may use lecturers or adjunct faculty
Students	Students registered Some student services available
Recognition	Subject mastery assessed by assignments and online
	Certificate of completion issued
Financial	Courses qualify for college credit (transferrable) MOOCs charge students and share revenue with
Considerations	institution
Other Risk Considerations	3rd-party providers currently do not provide transferrable credit
Propaged for the 2013 UC Compliance of	Loss of brick-and-mortar revenue Loss of brick-and-mortar revenue 20
Online Ed	ucation
Offillie Ed	lucation
Į	Jndergrad or Grad
Onl	ine Degree Programs
	•

Online Education	
Undergrad and Grad	Degree Programs

Topic Areas	Consideration
Delivery Platform	Maintained by individual institutions External providers with proprietary platforms (2U)
Content	Varies by institution
Students	Students apply, are admitted and continuously registered Student services potentially equivalent to brick and mortar students
Recognition	Completion tracked Subject mastery assessed by assignments and online exam Certificate of completion issued Courses qualify for college credit (transferrable)
Financial Considerations	Tuition and fees charged to online degree program students may vary from brick-and-mortar students
Other Risk Considerations	Effect on accreditation Differential treatment of online v. traditional students

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How can we add value?

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Understanding Management Risk Areas

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Online Education Selected Management	Risk Areas
■ Intellectual Property	■ Informat

- Student Services
 - Housing
 - Financial Aid
 - Counseling
 - Health Care
 - Transcripts / Registrar Services
- Teaching Loads
- Accreditation
- Funding Model

- tion Privacy
- Conflicts of Interest
- Due diligence of business partners
- Obtaining licenses to conduct teaching outside California
- Graduate Student Instructors
- Transcripts
- Other

How can we add value?

- Assurance Engagements
 - Audits of online programs
- Consulting Engagements
 - Risk assessments
 - Due diligence on prospective partners
 - Key control review
 - Contract analysis
 - Cost-benefit analysis

Online Education

Q&A

Thank You!

Online Ed	ducation		
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