


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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Current Spectrum of Online Education

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Current Spectrum of Online Education

What are students looking for?

No Credit	No Recognition/ Personal Enrichment	<ul style="list-style-type: none"> • UCTV • YouTube • iTunes (audio)
	Certificate of Completion (Individual Course)	<ul style="list-style-type: none"> • MOOCs (Udacity, Coursera) • UC Extension
	Certificate of Completion (Program of Courses)	<ul style="list-style-type: none"> • UC Extension • Executive Education Programs
Credit	Transferable Credit	<ul style="list-style-type: none"> • UC Extension • UC Online • Semester Online (2U)
	Undergrad or Grad Online Degree Program	<ul style="list-style-type: none"> • 2U (Graduate programs) • "Flipped" classrooms • Hybrid online/brick-and-mortar programs

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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	Y
Los Angeles	2,935	9,813,847	13,624	Y	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.

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Leading Content Providers on YouTube EDU

As of January 7, 2013					
Channel	YouTube EDU		All of YouTube		
	# of Course Videos	# of Views	Total Videos	Total Views	# of Subscribers
Indian Inst. of Tech. & Indian Inst. of Science, Bangalore	10,882	8,558,141	10,885	81,838,226	134,081
UC Berkeley	5,082	6,669,269	5,096	19,433,240	101,326
MIT	2,495	5,171,041	2,494	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	7,209	2,180,322	7,209	11,875,831	12,089
UC Television	5,311	1,805,662	5,311	46,285,525	66,798
Harvard	946	1,789,427	946	12,576,087	65,216
Yale University	1,096	863,057	1,111	3,263,489	29,880
Carnegie Mellon U	376	841,003	376	21,878,333	19,404
UCLA	2,929	839,166	2,929	9,813,847	13,624
Penn State	656	577,609	658	1,289,607	3,312
UCTV Prime	119	527,997	116	1,242,886	10,398

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Sample of Recent UC Courses 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

Courses posted to YouTube in the past 2 years

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UC on iTunes (Typically Audio Only)

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

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Online Education
No Recognition for Completion

Topic Areas	Consideration
Delivery Platform	<ul style="list-style-type: none"> • YouTube/YouTube EDU • iTunes
Content	<ul style="list-style-type: none"> • Generally recorded classroom lectures • Some content created and delivered online only
Students	<ul style="list-style-type: none"> • Not registered • Student services not available
Recognition	<ul style="list-style-type: none"> • No recognition • Completion/subject mastery not assessed
Financial Considerations	<ul style="list-style-type: none"> • Generally offered for free
Other Risk Considerations	<ul style="list-style-type: none"> • Intellectual property • Disclaimers

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**Courses with
Completion Certificates**

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UC on Coursera (Third-party provider)

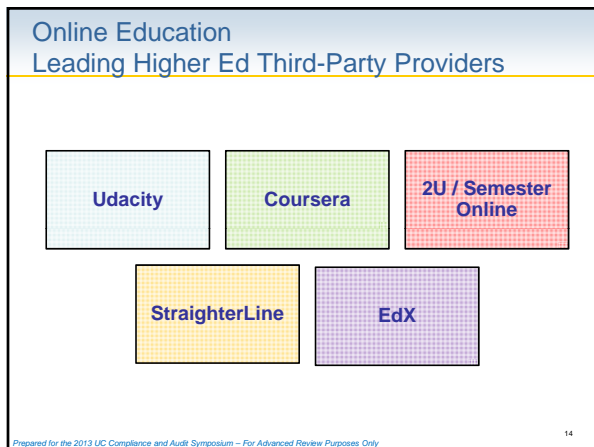
Campus	Graduate Courses	Undergrad Courses	College Preparatory	Professional Education
Berkeley		Y		
Davis				
Merced				
Irvine			Y	
Los Angeles				
Riverside				
San Diego				
San Francisco				Y
Santa Barbara				
Santa Cruz				

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Online Education Courses with Completion Certificates

Topic Areas	Consideration
Delivery Platform	<ul style="list-style-type: none"> MOOCs (Massive Open Online Certifications)
Content	<ul style="list-style-type: none"> Generally recorded classroom lectures Some content created and delivered online only
Students	<ul style="list-style-type: none"> Not registered Student services not available
Recognition	<ul style="list-style-type: none"> Completion tracked Subject mastery assessed by online exam Certificate of completion issued Courses do not qualify for college credit
Financial Considerations	<ul style="list-style-type: none"> Providers charge for certificates MOOCs charge students and share revenue with institution
Other Risk Considerations	<ul style="list-style-type: none"> Business model for MOOCs not yet standardized Reputation risk in partnerships Authenticating the student for certification

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Insights based upon Coursera's
Contract with U of Michigan

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Courses for Transferrable Credit

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Online Education
Courses for Transferrable Credit

Topic Areas	Consideration
Delivery Platform	<ul style="list-style-type: none"> • UC Extension • UC Online • Individual institutions
Content	<ul style="list-style-type: none"> • Live or recorded classroom lectures • Office hours, Online Discussions, Assignments • UC Extension may use lecturers or adjunct faculty
Students	<ul style="list-style-type: none"> • Students registered • Some student services available
Recognition	<ul style="list-style-type: none"> • Subject mastery assessed by assignments and online exam • Certificate of completion issued • Courses qualify for college credit (transferrable)
Financial Considerations	<ul style="list-style-type: none"> • MOOCs charge students and share revenue with institution
Other Risk Considerations	<ul style="list-style-type: none"> • 3rd-party providers currently do not provide transferrable credit • Loss of brick-and-mortar revenue

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Undergrad or Grad
Online Degree Programs

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Online Education Undergrad and Grad Degree Programs	
Topic Areas	Consideration
Delivery Platform	<ul style="list-style-type: none"> Maintained by individual institutions External providers with proprietary platforms (2U)
Content	<ul style="list-style-type: none"> Varies by institution
Students	<ul style="list-style-type: none"> Students apply, are admitted and continuously registered Student services potentially equivalent to brick and mortar students
Recognition	<ul style="list-style-type: none"> Completion tracked Subject mastery assessed by assignments and online exam Certificate of completion issued Courses qualify for college credit (transferrable)
Financial Considerations	<ul style="list-style-type: none"> Tuition and fees charged to online degree program students may vary from brick-and-mortar students
Other Risk Considerations	<ul style="list-style-type: none"> 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
- Student Services
 - Housing
 - Financial Aid
 - Counseling
 - Health Care
 - Transcripts / Registrar Services
- Teaching Loads
- Accreditation
- Funding Model
- Information Privacy
- Conflicts of Interest
- Due diligence of business partners
- Obtaining licenses to conduct teaching outside California
- Graduate Student Instructors
- Transcripts
- Other

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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

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Q&A

Thank You!

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