

Online Teaching, KCC FLEX, and CUNY

October 23, 2023

Virtual Forum

Agenda

- KCC FLEX- history, purpose and current data
- CUNY Online
- Online Passport Proposal
- Quality Online Teaching and Learning

*2017 data review:
Are we meeting
our mission of
access, equity
and student
success?*

From 1995-2015, the number of adult learners (25 and older) in CUNY degree programs decreased by 16%

By comparison, during the period from 1994→2009, the number of adult learners at for-profit colleges in NYC increased by 90%

At KCC, about 29% of degree-seeking students are adult learners, but there are 250,000 adults in Brooklyn with some college, no degree

Conclusion: KCC can and should provide high quality, low cost online programs to adult learners in Brooklyn

KCC FLEX

- Originally, KCC ONLINE; expanded to KCC FLEX to include any combination of evening, weekend and online classes
- Target population: adult learners in Brooklyn, including CUNY stop-outs
- Key Features:
 - Tailored marketing and messages geared to adults: long-term career benefits, balancing work and family demands
 - High-touch assistance in enrolling or re-enrolling: Adult students need at least 15 to 30 “touches” or contacts before enrolling
 - Online tutoring and student success coach (advisor)
 - Math coach



Programs Approved for Fully Online Delivery

| 2019 | By 2023, the programs below were also approved: |
|--|--|
| <ul style="list-style-type: none">• Liberal Arts, AA | <ul style="list-style-type: none">• Accounting, AS• Business Administration, AS• Chemical Dependency Counseling, AS• Community Health, AS• Health Sciences, AS• Mental Health and Human Services, AS• Speech Communications, AS• Criminal Justice, AA• Liberal Arts, AA• Business of Fashion, AAS• Tourism and Hospitality, AAS• Certificate in Alcoholism and Substance Counseling |

Enrollment in KCC FLEX

- Top 5 degree programs (Fall 2022):
 - Liberal Arts (34%)
 - Business (27%)
 - Criminal Justice (11%)
 - Accounting (6%)
 - Community Health (6%)
- Not all are FLEX students are fully online
- Some FLEX students are also part of special programs
 - College Discovery-14
 - ASAP- 237

| Fall 2019 | Fall 2020 | Fall 2021 | Fall 2022 | Fall 2023 |
|--------------|--------------|--------------|--------------|--------------|
| 84 | 169 | 213 | 732 | 827 |

Ethnicity

- Fall 2020 and Fall 2021 data indicated that had a higher percentage of Black students than the general population
- However, Fall 2022 data indicated that the ethnicity of the KCC FLEX population was similar to the general KCC population, with only slightly higher percentage of Black students

| | Fall 2020 KCC FLEX | Fall 2021 KCC FLEX | Fall 2022 KCC FLEX | Fall 2022 General Population |
|------------------------|-----------------------|-----------------------|-----------------------|------------------------------------|
| Asian/Pacific Islander | 12% | 12% | 14% | 16% |
| Black | 47% | 46% | 39% | 38% |
| Hispanic | 20% | 19% | 18% | 18% |
| White | 21% | 23% | 29% | 27% |

Gender and Age

- KCC FLEX students have a higher percentage of female students than the general population, and are more likely to be older
- However, during the last year of the pandemic, more traditional students chose fully online programs. In Fall 2022, the percentage of students in FLEX who were 25 years or over (adult learners) had decreased but was still significantly higher than the non-FLEX students

| | Fall 2020 KCC FLEX | Fall 2021 KCC FLEX | Fall 2022 KCC FLEX | Fall 2022 General Population |
|------------------|-----------------------------|-----------------------------|-----------------------------|------------------------------------|
| Female | 66% | 72% | 67% | 54% |
| Male | 34% | 28% | 33% | 46% |
| Adult Learner | 61% | 67% | 49% | 31% |

Student Success Data

- KCC FLEX student retention is higher than the KCC student population overall.
 - Of the Fall 2020 cohort, 75% of KCC FLEX students graduated or were still enrolled by the end of the summer session 2021, compared to 61.5% of the KCC population overall.
 - Of the Spring 2022 cohort, 72% of KCC FLEX students graduated or were still enrolled by the end of the winter session 2023, compared to 66% of the KCC population overall.
- Graduation rates- Typical graduation rates are measured based on first time, full-time enrollment. Because many KCC FLEX students transfer in credit, they would not be counted in this measurement.

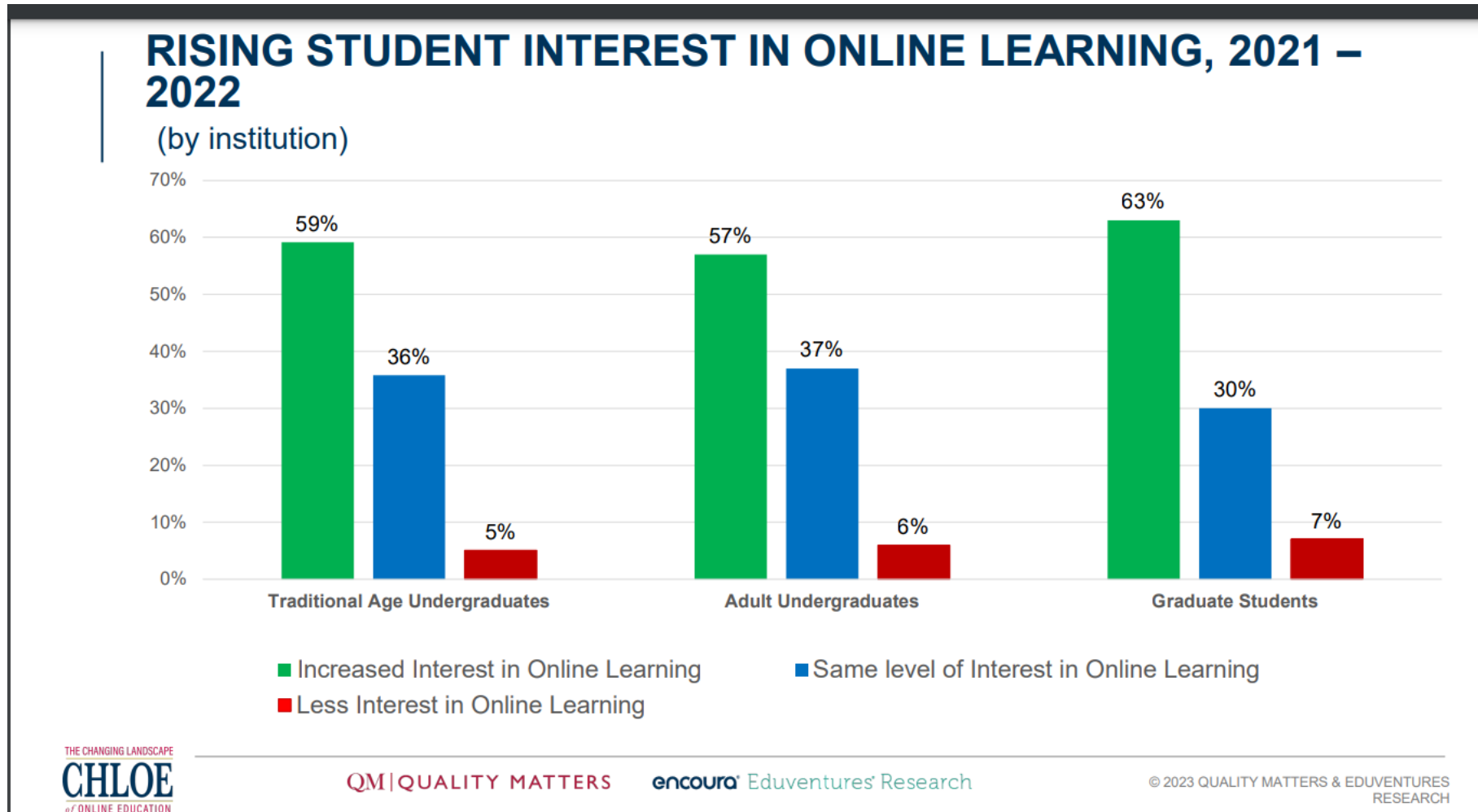
Articulation with CUNY SPS (fully online)

- Provide KCC FLEX students a pathway to continue education online
- Articulation agreements:
 - Business
 - Community Health
 - Tourism and Hospitality
 - Liberal Arts

KCC FLEX trends mirror national trends

- Online colleges and universities enroll nearly 2.79 million students—almost 15% of all U.S. postsecondary learners.
- Post pandemic: In 2021, about 60% of all postsecondary degree seekers in the U.S. took at least some online classes. Around 30% studied exclusively online.
- Approximately 62% of students at online schools identify as female.
- Online schools enroll more racially diverse student bodies than conventional schools.

Rising Student Interest in Online Learning 2021-2022





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CUNY Online Initiative

CUNY: A Mission of Access for the “Whole People”

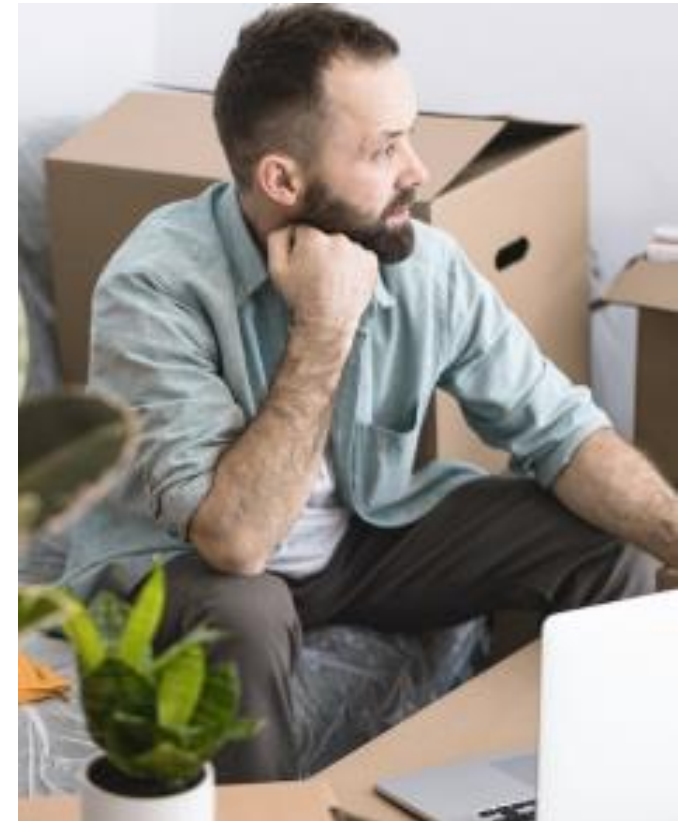


Barriers to Degree Attainment For Adult Learners:

- 1- Jobs
- 2- Children
- 3- Commuting Distance
- 4- Challenging Schedules

Educational Attainment in NYC

- 2.84 million working-age adults across the five boroughs do not have a four-year degree or higher.
- In every borough but Manhattan, the number of working-age adults with a high school diploma or less outnumbers those with a bachelor's degree.
- Nearly 700,000 working-age New Yorkers have some college but no degree.



CUNY Online Progress Report

- **Market research** completed in December 2022 identified 80+ opportunities for development of credit-bearing and non-credit online programs in high-demand fields.
- CUNY Online **website** launched in March and includes 183 fully online programs:
<https://www.cuny.edu/academics/cuny-online/>
- Digital **marketing campaigns** launched in March and are being expanded in AY24.
- Campuses have submitted **proposals** to receive funding for new online program development.



The Online Passport Pilot Proposal

Ensures that undergraduate students in fully online programs have adequate access to the Pathways General Education classes needed to complete their degrees

Participating campuses will

- make online asynchronous Pathways classes available to students enrolled in fully online undergraduate programs at any CUNY campus.
- determine how many and which classes to contribute to the Online Passport each semester.



Recommended revenue split is 70/30 host/home campus for consistency with ePermit

Criteria for Class Inclusion

- Approved by the Pathways Common Core Course Review Committee
- Delivered 100% asynchronously
- Taught in the CUNY-supported LMS (Blackboard/Brightspace)
- Has undergone Quality Matters or OSCQR (SUNY Online Course Quality Review Rubric) review
- Includes regular and substantive (RSI) interaction: US Department of Education (DoE) regulatory definitions of distance education *require* that institutions ensure *regular and substantive interaction (RSI)* between a student and an instructor(s)



Quality Online Courses and Programs

- At KCC, faculty must be certified to teach online:
 - Successful completion of Online Teaching Essentials course offered by CUNY SPS
 - OR Collaborative review of an instructor's course shell according to the following course elements (adapted from Quality Matters Rubric)
 - Course Overview and Introduction
 - Learning Outcomes
 - Assessment and Measurement
 - Learner Interaction
 - Instructional Materials
 - Learner Support, Accessibility and Usability
- •Program courses: consistent templates and design