Expansion Plans for the Online Business Program
Online Business Program Admission Data
(1,620 Enrolled Students as of Summer 2010)
Upper-Division BA Students

- On-Campus: 73%
- Online: 27%

On-campus: 1,504
Online: 561
Academic Success

• Course completion rates are consistently above 90%.

• Outstanding GPAs
  – 58% of students at 3.0 or better
  – Less than 2% of students below 2.0

• Graduating cohorts consistently score among the top 10% on the ETS Major Field Test in Business.
Student Testimonials
Online Business Program Graduation Data
(581 Graduates as of Summer 2010)
BSBA/BABA Degrees Conferred and Minors Awarded

- On-campus
- Online Business
- Business Minors

<table>
<thead>
<tr>
<th>Year</th>
<th>On-campus</th>
<th>Online Business</th>
<th>Business Minors</th>
</tr>
</thead>
<tbody>
<tr>
<td>'06-'07</td>
<td>1,036</td>
<td>90</td>
<td>447</td>
</tr>
<tr>
<td>'07-'08</td>
<td>1,088</td>
<td>104</td>
<td>548</td>
</tr>
<tr>
<td>'08-'09</td>
<td>1,072</td>
<td>129</td>
<td>639</td>
</tr>
<tr>
<td>'09-'10</td>
<td>990</td>
<td>129</td>
<td>664</td>
</tr>
</tbody>
</table>
Online Program SCHs

Fall ‘10: 5,000 SCHs is approximately $555,000 under RCM
Opportunities for Growth

- In Fall 2008, there were 92,896 community college/state college (CC/SC) grads in the SUS system.
  - 21,883 (24%) were business majors.

- Online students in Fall 2008: 481
  - 0.5% of total CC/SC SUS enrollment.
  - 2.2% of total CC/SC business majors.
## Fall 2008 CC/SC Enrollment

<table>
<thead>
<tr>
<th>University</th>
<th>CC/SC Matrics</th>
<th>Business Majors</th>
<th>% Business</th>
</tr>
</thead>
<tbody>
<tr>
<td>UCF</td>
<td>21,544</td>
<td>5,510</td>
<td>26%</td>
</tr>
<tr>
<td>USF</td>
<td>19,473</td>
<td>4,650</td>
<td>24%</td>
</tr>
<tr>
<td>FIU</td>
<td>10,661</td>
<td>3,326</td>
<td>31%</td>
</tr>
<tr>
<td>FAU</td>
<td>10,532</td>
<td>2,736</td>
<td>26%</td>
</tr>
<tr>
<td>FSU</td>
<td>11,351</td>
<td>1,978</td>
<td>17%</td>
</tr>
<tr>
<td>UNF</td>
<td>6,160</td>
<td>1,405</td>
<td>23%</td>
</tr>
<tr>
<td>UF</td>
<td>6,144</td>
<td>974</td>
<td>16%</td>
</tr>
<tr>
<td>UWF</td>
<td>3,420</td>
<td>688</td>
<td>20%</td>
</tr>
<tr>
<td>FGCU</td>
<td>1,904</td>
<td>530</td>
<td>28%</td>
</tr>
<tr>
<td>FAMU</td>
<td>1,055</td>
<td>86</td>
<td>8%</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>92,244</strong></td>
<td><strong>21,883</strong></td>
<td><strong>24%</strong></td>
</tr>
</tbody>
</table>
Opportunities for Growth

• Short-run goal: 5% of CC/SC SUS business students choose IBA.
  – 497 Students in Fall 2009 (3% growth)
  – 562 Students in Fall 2010 (13% growth)
  – 2011-2015: Target Annual Growth Rate of 12%

• Long-run goal: 7% of all CC/SC SUS is enrolled in the Online Business Program.
Current Campus Staffing

• 3 professional staff
  – Associate Director (marketing)
  – Assistant Director (admissions)
  – Assistant Director (testing)

• All are engaged in some degree of student services and academic advising.

• Shared positions
  – Miami Dade, Valencia, Santa Fe
Proposed Campus Staffing

- 4 professional staff, 1 program assistant
  - Associate Director (strategic planning)
    - CC/State college relations
    - WCBA faculty liaison
  - Assistant Director (student success)
  - Assistant Director (student success)
  - Assistant Director (admissions)
  - Program Assistant (admissions and testing)
Shared Positions

• Current staffing (fund .5 FTE)
  – Miami-Dade, Valencia (Orlando), Santa Fe
  – Edison (Fort Myers) to be added Summer ’11

• Proposed staffing
  – Fund .5 or 1.0 FTE for CC/SC campuses that produce 50% of SUS matriculants.

• Key characteristics
  – Located on most populous campus
  – Integrated with CC/SC advising community
  – Coordinates testing activities
<table>
<thead>
<tr>
<th>College</th>
<th>SUS</th>
<th>% SUS</th>
<th>Cum %</th>
<th>IBAs</th>
<th>% IBAs</th>
<th>Cum %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Miami-Dade College</td>
<td>10,530</td>
<td>11.3%</td>
<td>11.3%</td>
<td>13</td>
<td>2.3%</td>
<td>2.3%</td>
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<tr>
<td>Valencia CC</td>
<td>8,980</td>
<td>9.7%</td>
<td>21.0%</td>
<td>44</td>
<td>7.9%</td>
<td>10.2%</td>
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<tr>
<td>Hillsborough CC</td>
<td>8,020</td>
<td>8.6%</td>
<td>29.6%</td>
<td>31</td>
<td>5.5%</td>
<td>15.7%</td>
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<tr>
<td>Broward College</td>
<td>7,961</td>
<td>8.6%</td>
<td>38.2%</td>
<td>12</td>
<td>2.1%</td>
<td>17.9%</td>
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<tr>
<td>Palm Beach St. College</td>
<td>6,672</td>
<td>7.2%</td>
<td>45.4%</td>
<td>18</td>
<td>3.2%</td>
<td>21.1%</td>
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<tr>
<td>FL State College @ Jax</td>
<td>5,270</td>
<td>5.7%</td>
<td>51.1%</td>
<td>87</td>
<td>15.5%</td>
<td>36.6%</td>
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<tr>
<td>Tallahassee CC</td>
<td>4,935</td>
<td>5.3%</td>
<td>56.4%</td>
<td>9</td>
<td>1.6%</td>
<td>38.2%</td>
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<tr>
<td>St. Pete College</td>
<td>4,846</td>
<td>5.2%</td>
<td>61.6%</td>
<td>26</td>
<td>4.6%</td>
<td>42.9%</td>
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<tr>
<td>Brevard CC</td>
<td>4,341</td>
<td>4.7%</td>
<td>66.3%</td>
<td>13</td>
<td>2.3%</td>
<td>45.2%</td>
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<tr>
<td>Santa Fe College</td>
<td>3,960</td>
<td>4.3%</td>
<td>70.5%</td>
<td>130</td>
<td>23.2%</td>
<td>68.4%</td>
</tr>
<tr>
<td>St. College of FL (Manatee)</td>
<td>3,262</td>
<td>3.5%</td>
<td>74.0%</td>
<td>5</td>
<td>0.9%</td>
<td>69.3%</td>
</tr>
<tr>
<td>Edison St. College</td>
<td>2,958</td>
<td>3.2%</td>
<td>77.2%</td>
<td>8</td>
<td>1.4%</td>
<td>70.7%</td>
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<tr>
<td>Pensacola St. College</td>
<td>2,850</td>
<td>3.1%</td>
<td>80.3%</td>
<td>11</td>
<td>2.0%</td>
<td>72.7%</td>
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<tr>
<td>Seminole St. College</td>
<td>2,463</td>
<td>2.7%</td>
<td>82.9%</td>
<td>8</td>
<td>1.4%</td>
<td>74.1%</td>
</tr>
<tr>
<td>Indian River St. College</td>
<td>2,413</td>
<td>2.6%</td>
<td>85.5%</td>
<td>16</td>
<td>2.9%</td>
<td>77.0%</td>
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<tr>
<td>Daytona St. College</td>
<td>2,124</td>
<td>2.3%</td>
<td>87.8%</td>
<td>19</td>
<td>3.4%</td>
<td>80.4%</td>
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<tr>
<td>Pasco-Hernando CC</td>
<td>1,959</td>
<td>2.1%</td>
<td>89.9%</td>
<td>12</td>
<td>2.1%</td>
<td>82.5%</td>
</tr>
<tr>
<td>Polk SC</td>
<td>1,595</td>
<td>1.7%</td>
<td>91.6%</td>
<td>8</td>
<td>1.4%</td>
<td>83.9%</td>
</tr>
<tr>
<td>NW Fla SC</td>
<td>1,556</td>
<td>1.7%</td>
<td>93.3%</td>
<td>6</td>
<td>1.1%</td>
<td>85.0%</td>
</tr>
<tr>
<td>Gulf Coast CC</td>
<td>1,307</td>
<td>1.4%</td>
<td>94.7%</td>
<td>6</td>
<td>1.1%</td>
<td>86.1%</td>
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<tr>
<td>St. Johns River CC</td>
<td>1,300</td>
<td>1.4%</td>
<td>96.1%</td>
<td>12</td>
<td>2.1%</td>
<td>88.2%</td>
</tr>
<tr>
<td>College of Central Fla (Ocala)</td>
<td>1,171</td>
<td>1.3%</td>
<td>97.4%</td>
<td>43</td>
<td>7.7%</td>
<td>95.9%</td>
</tr>
</tbody>
</table>
Revenue Issues

- A .5 FTE shared position: $25,000
- 1 student generates 24 SCHs annually
  - RCM revenue: $2,664
  - Distance ed fee: $2,064

- 13 new students at a test site
  - RCM revenue: $34,632
  - Distance ed fee: $26,832

- 430 additional students in 5 years
  - RCM revenue: $1,145,520
  - Distance ed fee: $ 887,520 (over-estimate)
Miami-Dade College

• **Current staffing** (0.5 FTE)
  – Location: West Campus (Doral)
  – Fall 2010 enrollment: 13 students
  – 13 students is 0.4% of the AA business majors enrolled at FIU.

• **Proposed additional staffing** (1.0 FTE)
  – Kendall Campus (100,000 students)
    • Enrollment goal of 150 students
  – Wolfson Campus (27,000 students)
    • Enrollment goal of 40 students
Valencia Community College

• **Current staffing (.5 FTE)**
  – Location: East Campus
  – Fall 2010 enrollment: 44 students
  – 44 students is 1.9% of the AA business majors enrolled at UCF.

• **Proposed additional staffing (1.0 FTE)**
  – Location: West Campus
  – No proctoring responsibilities
  – Enrollment goal of 100 total students
  – Also recruits at Seminole State College
Broward & Palm Beach

• Current staffing: none
• No testing options on either campus
• Broward testing: IFAS Research & Ed Cntr
  – Enrollment: 12 students
• Palm Beach testing: Local business
  – Enrollment: 18 students
• 30 students is 1.1% of the AA business majors enrolled at FAU.
Broward & Palm Beach

• Proposed additional staffing (1.0 FTE)
  – Share with UF MBA Sunrise Center
    • 9 miles north of Broward College
    • 42 miles south of current test site; 28 miles south of PBSC’s South Campus
  – Will request to hold office hours in the Advising Centers on both campuses.

• Enrollment goal: 90 students
Questions?