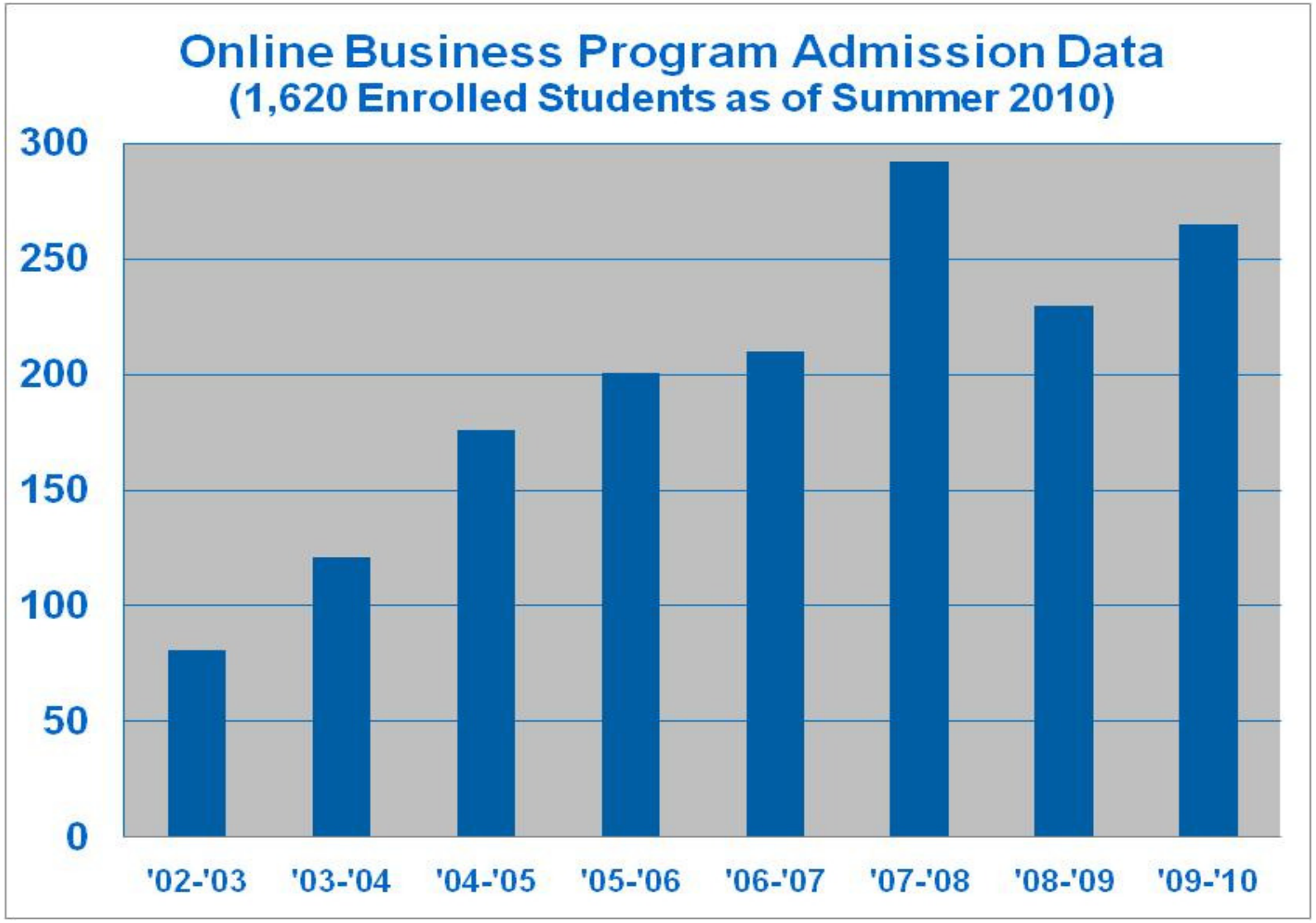
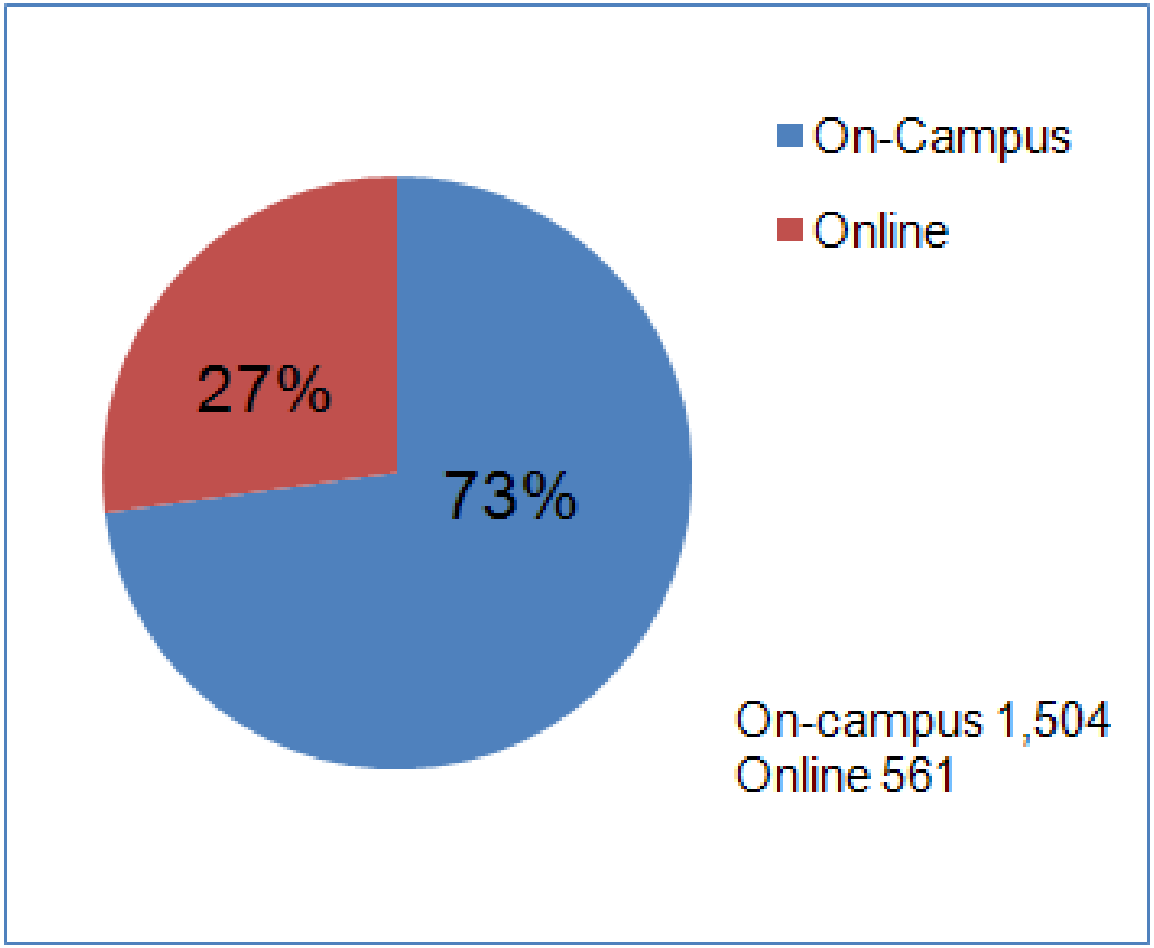
Expansion Plans for the Online Business Program


Online Business Program Admission Data
(1,620 Enrolled Students as of Summer 2010)
300
250
200
150
100
50
0
'02-'03
'03-'04
'04-'05
'05-'06
'06-'07
'07-'08
'08-'09
'09-'10

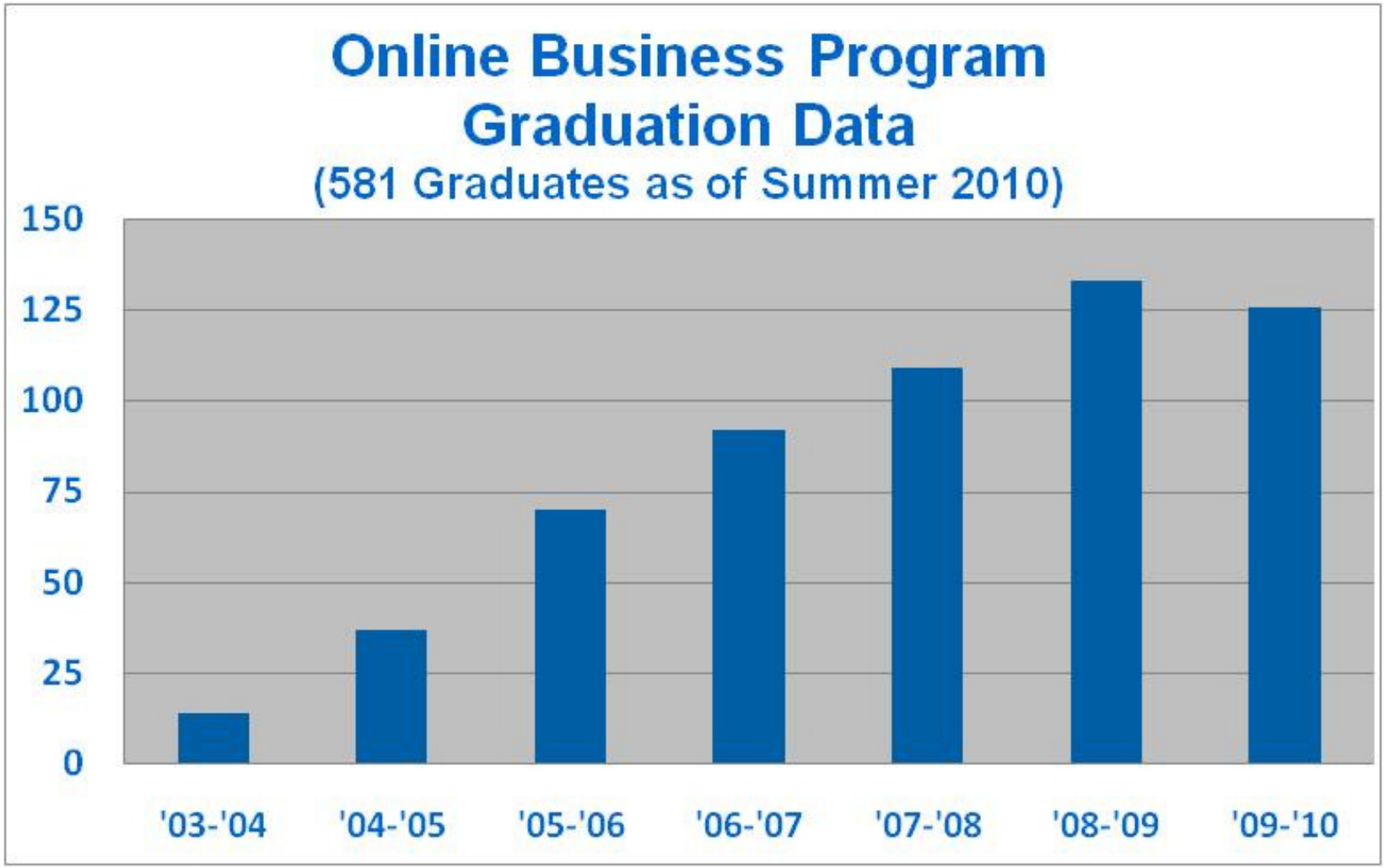
Upper-Division BA Students

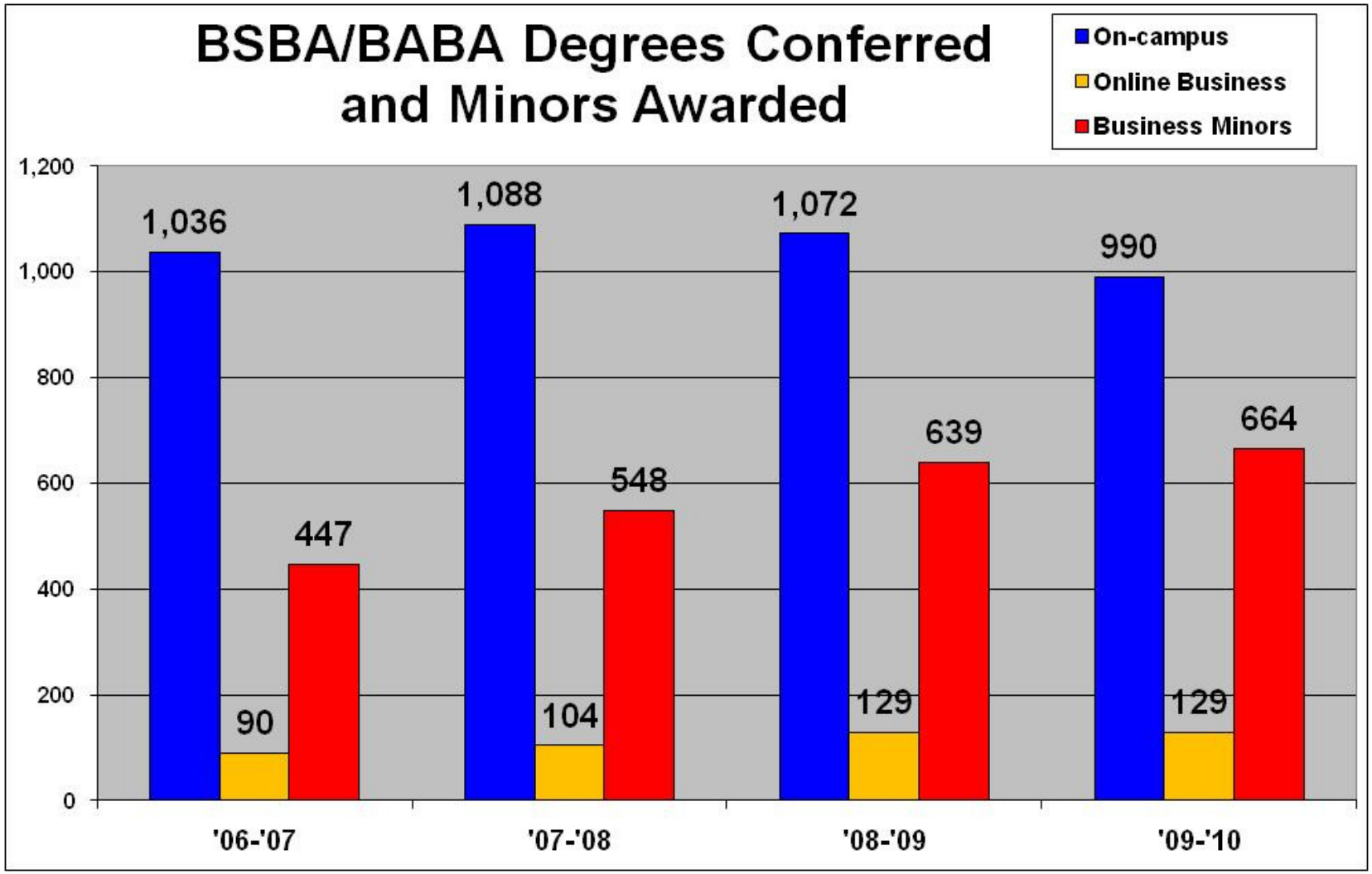


Academic Success

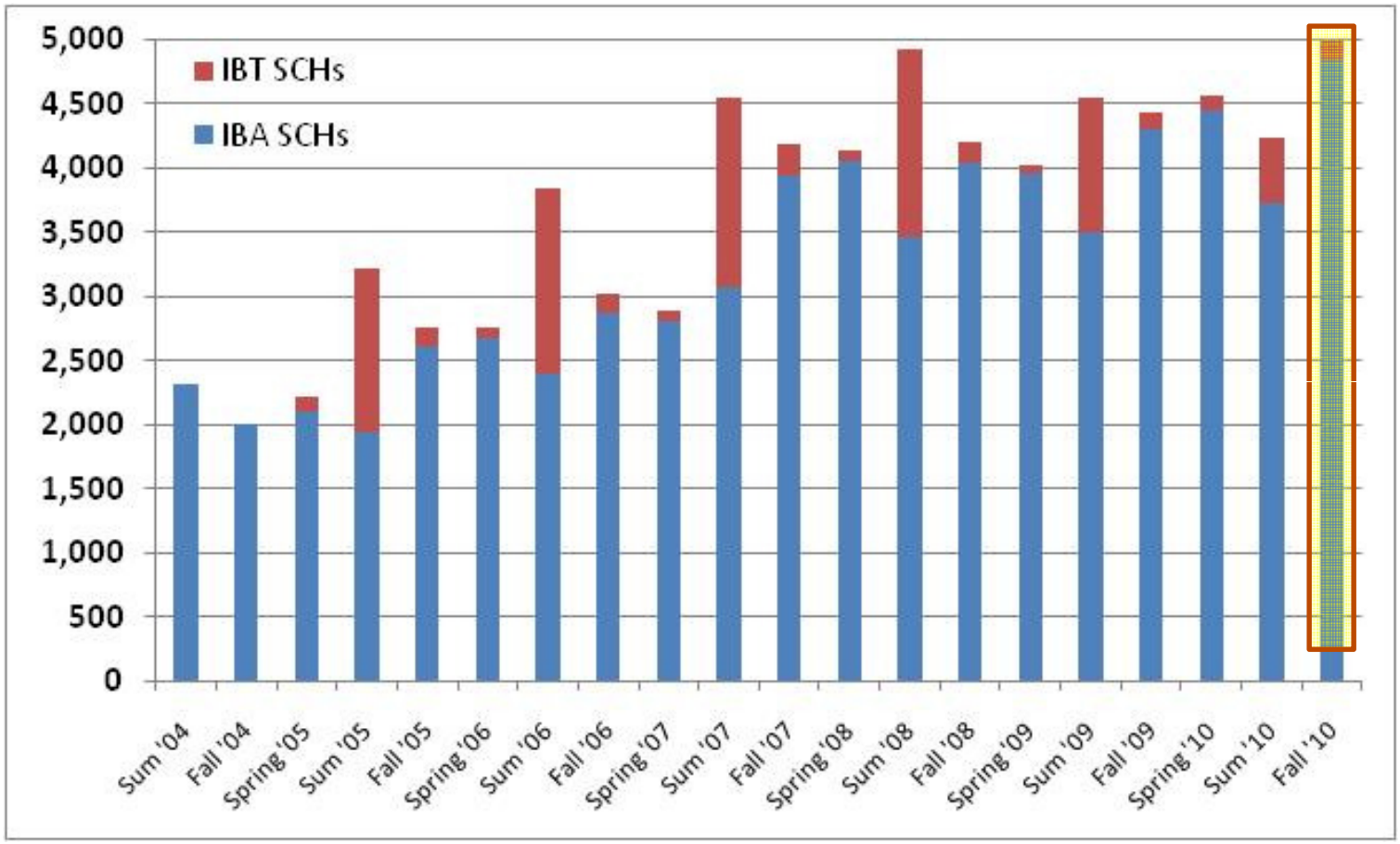
- Course completion rates are consistently above 90%.
- Outstanding GPAs
  - 58% of students at 3.0 or better
  - Less than 2% of students below 2.0
- Graduating cohorts consistently score among the top 10% on the ETS Major Field Test in Business.

Student Testimonials


Online Business Program
Graduation Data
(581 Graduates as of Summer 2010)
150
125
100
75
50
25
0
'03-'04
'04-'05
'05-'06
'06-'07
'07-'08
'08-'09
'09-'10


BSBA/BABA Degrees Conferred and Minors Awarded
On-campus
Online Business
Business Minors
1,200
1,000
800
600
400
200
0
1,036
90
447
1,088
104
548
1,072
129
639
990
129
664
'06-'07
'07-'08
'08-'09
'09-'10

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

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

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%
  - ‘11 (629), ‘12 (704), ‘13 (789), ‘14 (884), ‘15 (990)
- **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

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

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 (.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?