

# **When Start-Up Culture Meets Higher Ed**

**Lisa Vollendorf**

**San José State University**



# MOOCs!

Curiosity?

Anger?

Opportunity?

Risk

Change

So that

Innovation?

Failure?

Preservation?

clears it up!

Success?

Cost savings?

Access?

Revolution? Evolution?

Restructure?



## 2012: MOOC YEAR

❖ **Coursera**

❖ **Udacity**

❖ **EdX**

❖ **Stanford**

❖ **Harvard**

❖ **MIT**

❖ **... and San José State**

# Origins



# MOOC Evolution

## Aspirations

*MOOCs = new  
educational model*

## Early results

*High #s but low  
completion rates*

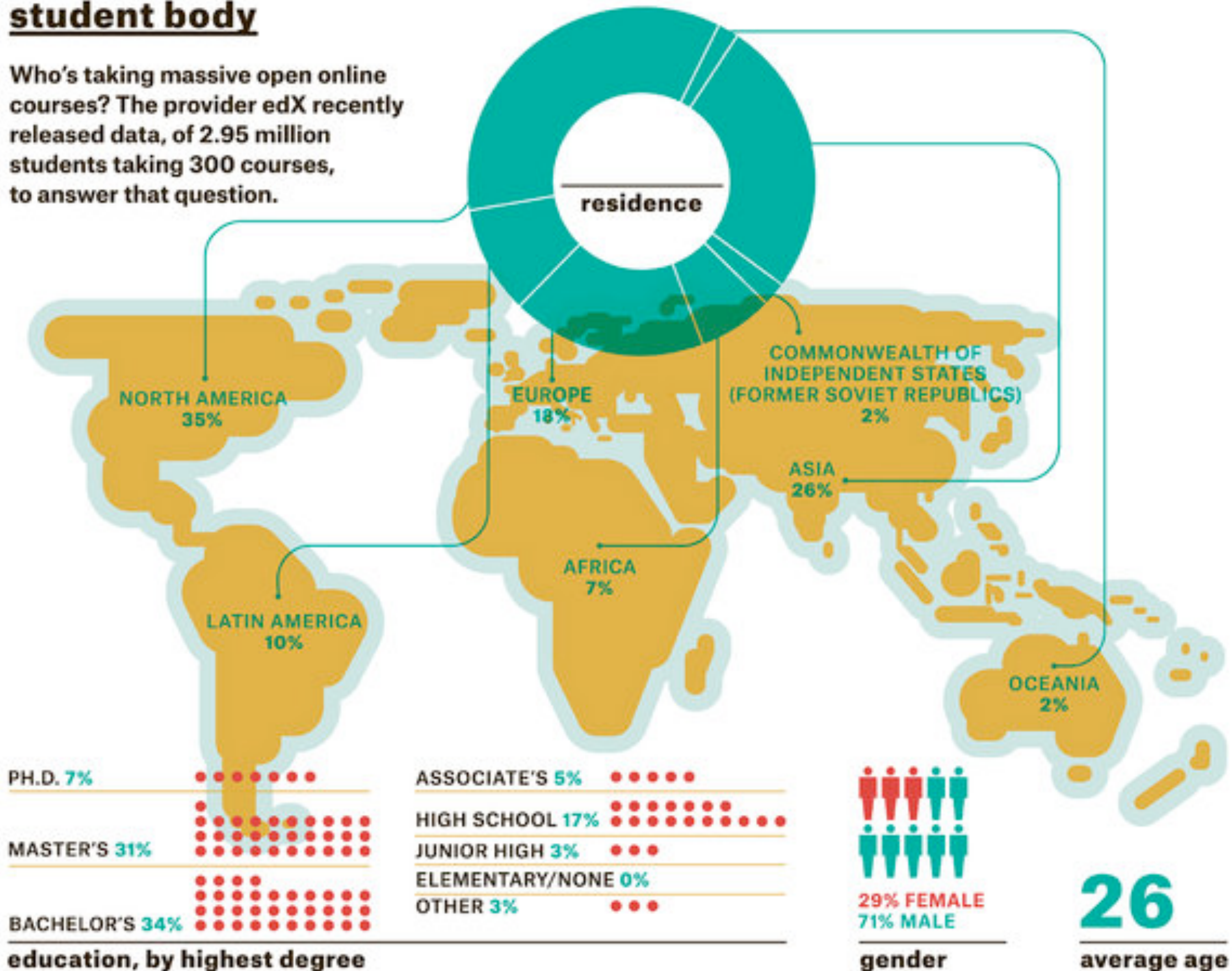
## Today

*Diverse partnerships  
& goals*



## student body

Who's taking massive open online courses? The provider edX recently released data, of 2.95 million students taking 300 courses, to answer that question.



# MOOC

Degrees &  
Certificates

Branding

Flipped & Hybrid  
Courses

*MOOC Evolution*

**And along the way...  
academe faced off with  
start-up culture.**



Academe

Deliberation

Preservation

Separation

**VS**

Start-ups

Speed

Innovation

Collaboration

# CULTURE CLASHES

Academe

Start-ups

Deliberation

Speed

Preservation

Innovation

Separation

Collaboration

**VS**

IS THERE A MIDDLE GROUND?

# Start-ups

## Culture

- ❖ **Shared values critical for success**
- ❖ **Innovation as core value**

## Innovation

- ❖ **One big problem at a time**
- ❖ **Network**
- ❖ **Connect**
- ❖ **Spaces for incubation & collaboration**
- ❖ **Fail forward**

Can we integrate these tenets into academe?



# Start-up tenets for academe

## Culture

- ❖ Shared values critical for success
- ❖ **Can innovation become a core value (?)**

## Innovation principles

- ❖ Tackle on one big problem at a time **in a controlled fashion**
- ❖ **Network (?)**
- ❖ **Connect (?)**
- ❖ **Create spaces for incubation & collaboration (?)**
- ❖ **Fail forward (?)**

What changes are possible in academic culture?

# What might the future hold?

\*More flipped & blended classes

**2014**

\*Controlled innovation

**2015?**

\*Enhanced networking

**2016?**

\*Collaborative teaching & learning

**2017?**

Need to define & embrace  
innovation on our terms

**Thank you!**

**Follow up?**

**[Lisa.Vollendorf@sjsu.edu](mailto:Lisa.Vollendorf@sjsu.edu)**

**Brian Harfe, Ph.D.**

**Associate Dean, College of Liberal Arts and Sciences  
Associate Director, UF Online**

**Molecular Genetics and Microbiology  
Director, Program in Developmental Genetics  
College of Medicine  
University of Florida**

# About the University of Florida

- Located in Gainesville, Florida. One of 12 State Universities. >337,000 students.



- UF has 50,000 students (FIU and UCF are larger)
- UF has a \$1.3 billion endowment
- Must take 15 General Education credits (State law). CLAS also has a language requirement (8-10 credits).

# The Birth of UF Online

- ▶ 2013 the State of Florida passed legislation creating an online institute at a “preeminent” University.
- ▶ UF designated the states “preeminent” University.
- ▶ Law passes summer 2013
- ▶ September 2013 - State requires a comprehensive plan to be in place.
- ▶ Four year online baccalaureate degrees to be offered by spring 2014.

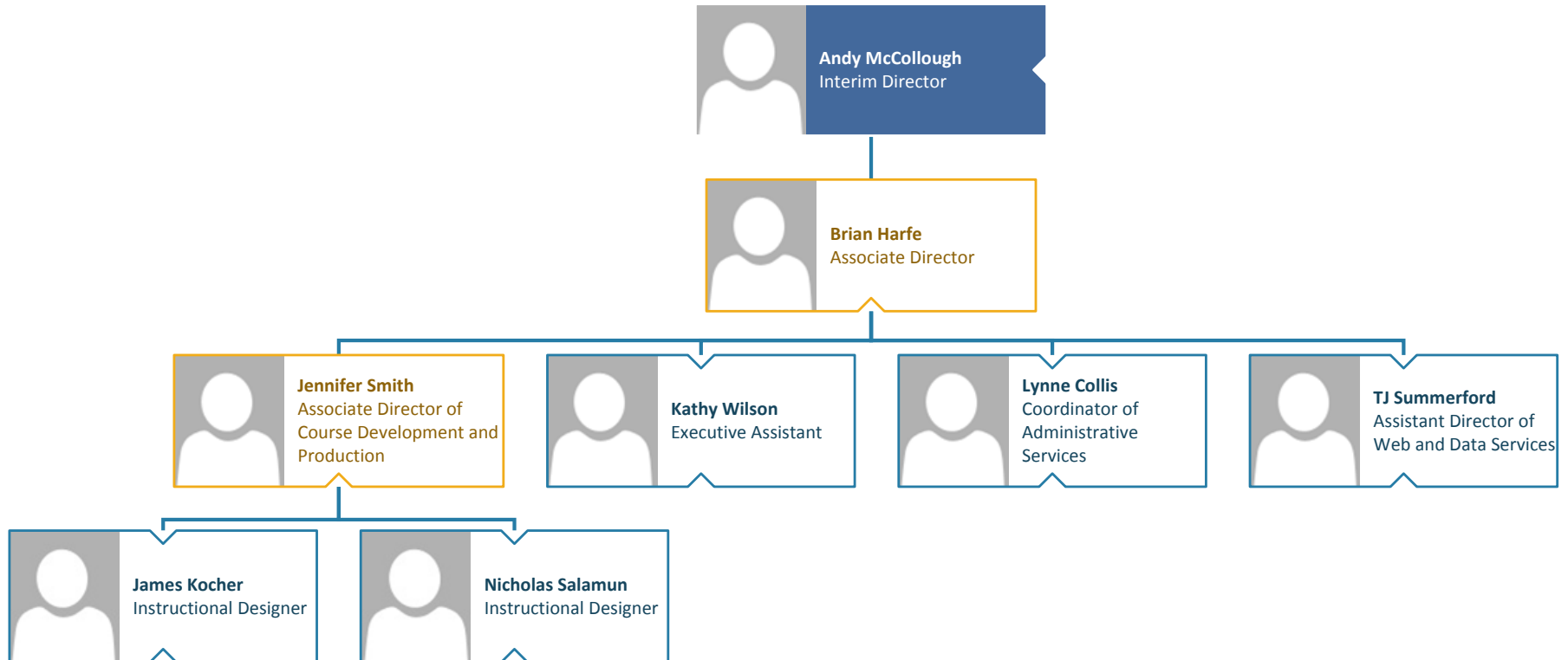
## The Bad

- 6 month timeframe

## The Good

- State made funds available
- Initial \$15 million, \$5 million recurring for 4 additional years (\$35 million total)

# UF Online





# Tuition and Fees

## UF Online (25% discount by law)

Tuition Per Credit Hr.  
(tuition plus fees)

**Florida Residents = \$129.18**

- \$119 tuition per credit hour
- \$17.26 in fees per credit hour

**39% savings**

**Non FL Residents = \$552.62**

- \$500 tuition per credit hour
- \$52.62 in fees per credit hour

**42% savings**

## UF Campus

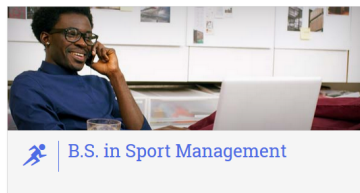
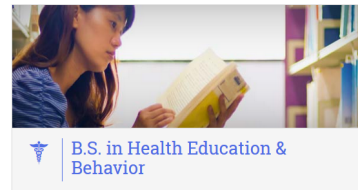
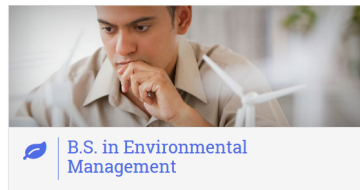
Tuition Per Credit Hr.  
(tuition plus fees)

**Florida Residents = \$210.43**

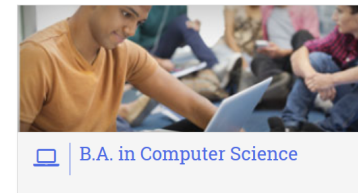
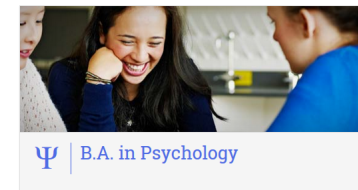
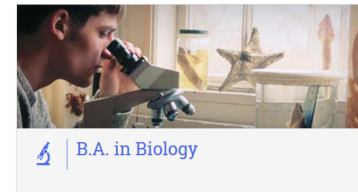
**Non FL Residents = \$953.00**

# Majors

Original 5 launched –  
spring 2014



Second 5 launched –  
fall 2014



Third 5 launching fall 2015 – Sociology, Geography, Computer Engineering, Nursing and one more (30 majors by 2018-2019)

---

# Enrollment (fall 2014)

- 10 majors
- Just over 1000 students
- Business is most popular major with Criminology second
- Each student takes an average of 9 credits/semester
- Use Canvas

## The Future

- 10 year forecast of 24,000 students
- Mix of in-state and out-of-state
- Self-supporting by year 7

## Additional Information

- Legislation allows for on site “laboratory or clinical accommodations”
- UF Online accepts full-time, first-time-in-college and transfer students
- Has same admissions requirements as the equivalent on-campus programs
- Rolling admission

# UF standards and Markers of Excellence

- UF Standards and Markers of Excellence
- Syllabus Templates
- Accessibility to Course Content
- Online Accessibility
- Privacy Compliance
- Intellectual Property
- Copyright
- Student Assessment
- Program Design & Development

## UF Standards and Markers of Excellence

The UF Standards and Markers of Excellence provides a framework of best practices for online courses. Faculty can use this matrix to self-evaluate their online courses. Use of this matrix is recommended and is not required.







[UF Standards and Markers of Excellence \(pdf\)](#)

[UF Standards and Markers of Excellence \(Excel\)](#)

### References:

- Chico State: [www.csuchico.edu/celt/roi/](http://www.csuchico.edu/celt/roi/)
- Quality Matters: [www.qmprogram.org/files/RubricStandards2008-2010.pdf](http://www.qmprogram.org/files/RubricStandards2008-2010.pdf)
- University of Connecticut: [itl.uconn.edu/idd/downloads/INSTONLINERUBRICv12July07.doc](http://itl.uconn.edu/idd/downloads/INSTONLINERUBRICv12July07.doc)
- Central Michigan University: <http://www.cel.cmich.edu/cid/quality-checklist.html>
- Monterey Institute for Teaching and Technology: <http://www.montereyinstitute.org/pdf/OCEP%20Evaluation%20Categories.pdf>
- University of Southern Mississippi: [http://ablendedmaricopa.pbworks.com/f/LEC\\_Online\\_course+rubric.pdf](http://ablendedmaricopa.pbworks.com/f/LEC_Online_course+rubric.pdf)
- Michigan Community College Association: <http://www.mccvcl.org/~staff/content.cfm?ID=108>
- Grant-MacEwan: <http://elearning.typepad.com/thelearnedman/ID/evaluatingcourses.pdf>

**“Program content will be comparable to the resident campus and standards for success and rigor of the major will be the same”**

Course Goals and Learning Objectives	
Standard	
	Overall course goals are clearly stated.
	Overall course goals are relevant to the course purpose/level.
	Learning objectives are measurable and can be utilized as a measure of student performance/success in the course.
	Learning objectives align with the learning activities and assessment activities.
Exemplary	
	Learning objectives are posted in the weekly overviews or sub-sections of the course. These objectives also relate to the overall course goals.
	Assignments and assessments specify the learning objectives that are relevant to the task/assignment.

# Social Media

- 6,967 total individuals
- 6,765 Facebook fans
- 202 Twitter followers
- Steady daily growth of base
- Average growth of 81 new Facebook during the period of 9/1/2014 – 11/3/2014

Stephanie @StephUF14 · 23h  
I have exactly 4 exams standing between me and graduation. #UF14 @UFOnline

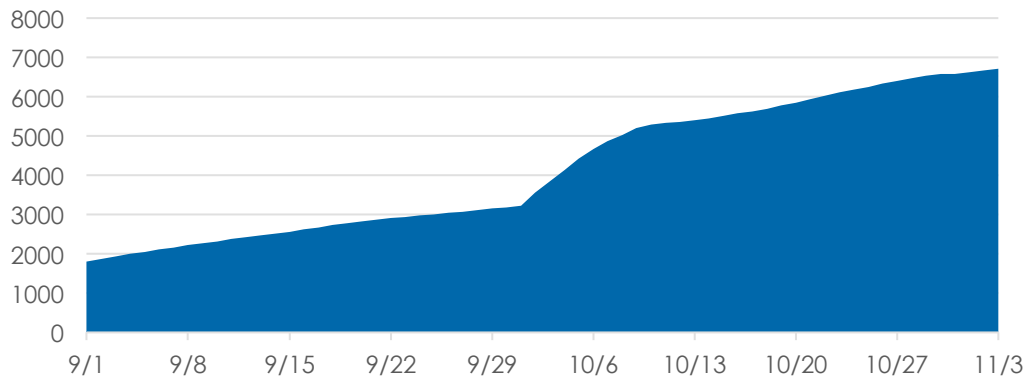
UF Online @UFOnline · 4m  
@StephUF14 Ah... the home stretch. Isn't the view grand? Congrats!

Stephanie @StephUF14

@UFOnline Indeed, it is.

8:51 AM - 5 Nov 2014

Total Facebook Likes for facebook ufonline  
9/1/2014 - 11/3/2014



# Spring 2014 Course Offerings

Program	Courses
General Education	29*
Environmental Management	10
Business Administration	11
Health Education	15
Sport Management	12
Criminology/ Law	8

\* 7 program courses are also GenEds

# Summer 2014 Course Offerings

Program	Courses
General Education	18
Environmental Management	7
Business Administration	12
Health Education	5
Sport Management	6
Criminology/ Law	4*

\* 4 GenEds fulfill program requirements

UF UNIVERSITY of FLORIDA

ENT3003 Spring 2014

ENT3003: Principles of Entrepreneurship

Instructor: Bill Rossi; Course Coordinator: Tawnya Means

Start Here, Week 1, Week 2

Google, Starbucks, Disney



# Fall 2014 Course Offerings

## Courses by College Fall 2014

### College Courses

College of Agricultural/Life Sci	15
Business	28
Health/Human Performance	16
CLAS	41
<i>total:</i>	>100

## Courses Department in CLAS Fall 2014

College	Department	Courses
LS	Anthropology	1
LS	Astronomy	1
LS	Biology-Biological Sciences	2
LS	Chemistry	3
LS	Economics	2
LS	First Year Florida	1
LS	Geological Sciences	3
LS	History	2
LS	Interdisciplinary Studies	1
LS	Languages Lit/Culture-Italian	1
LS	Mathematics	4
LS	Physics	1
LS	Political Science	1
LS	Psychology	7
LS	Religion	2
LS	Soc/Crim/Law-Crim	4
LS	Soc/Crim/Law-Soc	1
LS	Spanish/Portuguese -Spa	2
LS	Written & Oral Communication	2
<i>total:</i>		41

# Fall 2014 Course Offerings – CLAS newly developed

<b>Course Number</b>	<b>Department</b>	<b>Course Name</b>
CHM1030	Chemistry	Introduction to Chemistry Concepts
REL2300	Religions	World Religions
CHM1031	Chemistry	Introduction to Chemistry Concepts II
ITA1130	LLC	Beginning Italian I
EXP3604	Psychology	Cognitive Psychology
CLP3144	Psychology	Abnormal Psychology
PSY3213L	Psychology	Research Methods
CJL4037	Sociology	Psychology and Law
SPN1131	Spanish and Portuguese	Beginning Spanish II
CJL4050	Sociology	Juvenile Law
DEP3053	Psychology	Developmental Psychology
CBH3003	Psychology	Comparative Behavior
AMH2010	History	The United States to 1877
EAB3002	Psychology	Principles of Behavior Analysis
GLY3882C	Geology	Hydrology and Human Affairs
MAC2311	Mathematics	Calculus 1
CPO2001	Political Science	Comparative Politics
MAC1140	Mathematics	Precalculus Algebra

---

# 2014 Online Education Excellence Awards

Five of eight winning courses are CLAS UF Online courses:

- **BSC2009 Biological Sciences**
- **CJL3038 Law and Society**
- **AST1002 Discovering the Universe**
- **IDS2338 Rethinking Citizenship**
- **SPN2230 Beginning Spanish I**

---

# Payments

- ▶ **Production** - paid to faculty member for development of new online courses
- ▶ **Delivery** - paid to the Dean of the College delivering the course
- ▶ Additional payments are made to Colleges based on the number of majors they have in UF Online

# Dual Enrollment

## Online Concurrent Enrollment

Online Concurrent Enrollment helps eligible accelerated high school students access coursework at the University of Florida from their home district. Our fully online courses are taught by UF faculty, provide students with a college learning experience, and adhere to the UF academic calendar.

[APPLY NOW](#)

### All Courses

Our course content is created by top UF professors and instructors. All of our courses meet General Education requirements and will earn you college credit while you're still attending high school.

# Dual Enrollment in CLAS



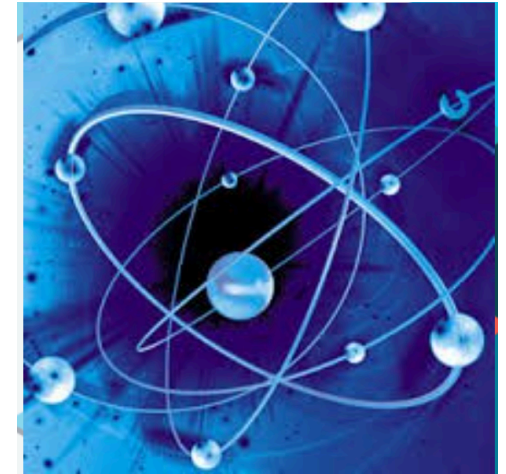
PSY 2012 – GENERAL PSYCHOLOGY

GENERAL EDUCATION CREDIT: S - HIGH SCHOOL CREDIT 0.5



GER 1125 AND 1126 – DISCOVER GERMAN I AND II

HIGH SCHOOL CREDIT 1.0



PHY 2020 – INTRODUCTION TO PRINCIPLES OF PHYSICS

GENERAL EDUCATION CREDIT: P - HIGH SCHOOL CREDIT 0.5



GLY 1880 – EARTHQUAKES, VOLCANOES & OTHER HAZARDS

GENERAL EDUCATION CREDIT: P - HIGH SCHOOL CREDIT 0.5

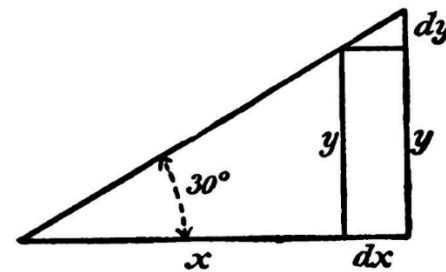


FIG. 4.

MAC 2233 – SURVEY OF CALCULUS I

GENERAL EDUCATION CREDIT: M (MR) - HIGH SCHOOL CREDIT 1.0



**Brian Harfe**

**bharfe@ufl.edu**