

# Online Learning Leadership Committee (OLLC)

February 23, 2017

**BUSINESS@AMERICAN**



**PARTNERS with**

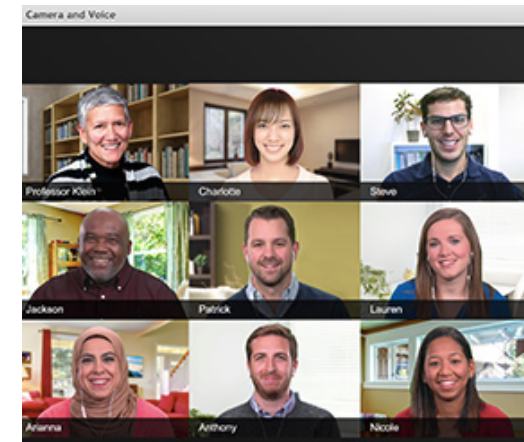


**MBA @American  
48 Credits**

**Analytics@American  
33 Credits**

**NO BACK ROW™**

Asynchronous “Evergreen” Content  
Weekly Live Sessions  
10 Week Terms with 4 Starts/Year  
Immersion Required (2)



# The Degrees in Brief

## MBA

- 48 CR: 36 Required, 3 Immersion, 3 Capstone, 9 Elective
- BRIDGE to Business- Conditional Admission
- Consulting, Analytics, Marketing, Finance, Int'l Business, CyberSecurity
- Immersions combine Domestic and International Destinations- DC, NYC, Brussels/London, Mexico City, San Francisco, Chicago, Madrid



## MS Analytics

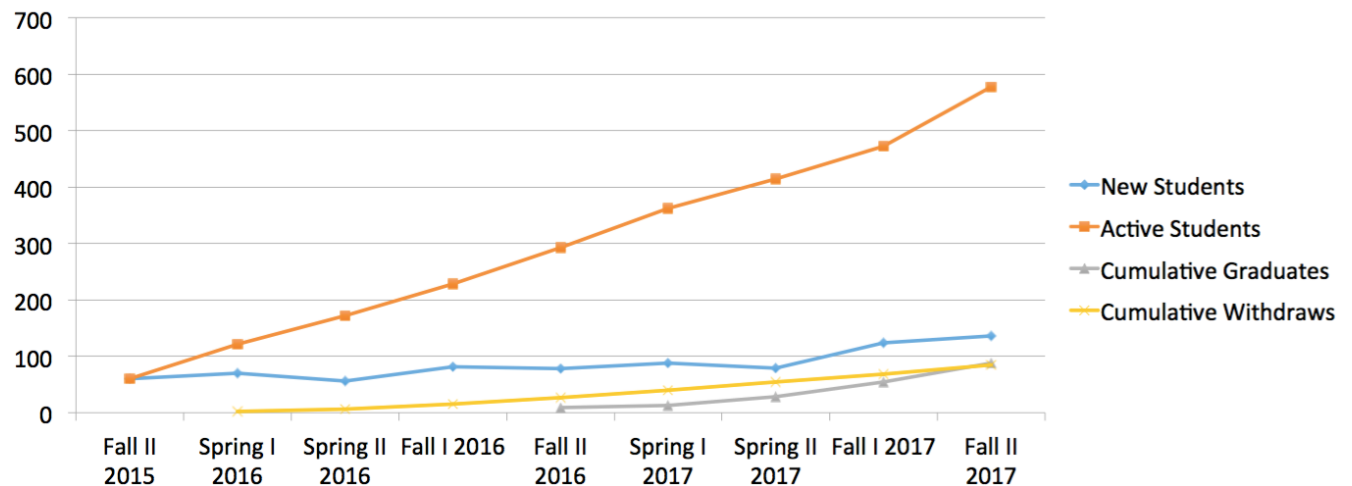
- 33 CR: 18 Required, 3 Capstone, 12 Elective
- Consulting, Business Foundations, Marketing, Finance, CyberSecurity
- Capstone project – Work with Live Client to resolve significant business issue

# Students- An Expanded Demographic

- Regional enrollment- 65% DMV
- Gender and Minority Balance
- Non- Traditional UG to Grad Student Profile
- 90%+ Full Time Employed

## Cumulative Enrollments

Business@American Program Growth Status





# Building the Faculty

Creators: Stipend + Course Release

Coordinators: Stipend to maintain content & hire/mentor Section Faculty

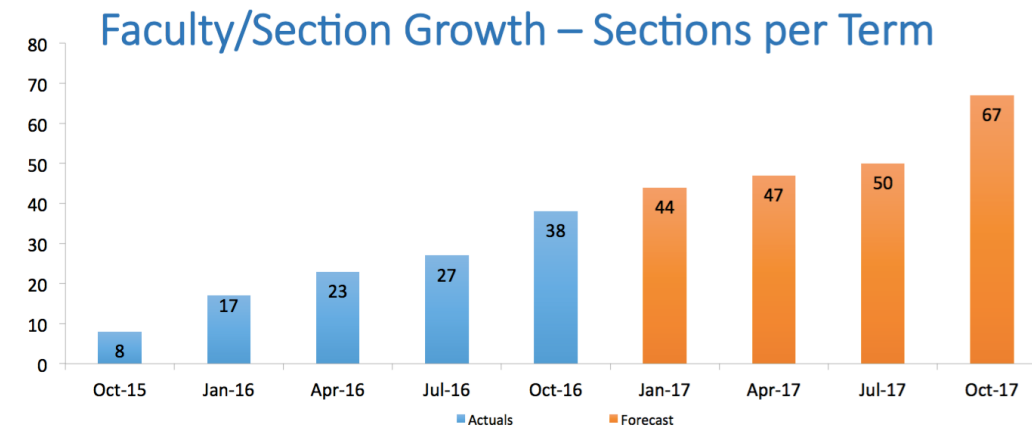
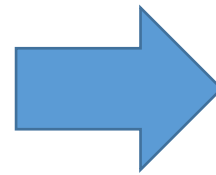
Section Faculty: Stipend for Adjunct and Full Time Faculty

Accelerated Course Deployment:

4 Courses: Oct 2016

24 Courses: Spring 2017

30 Courses (forecast): Spring 2018



# Digital Initiatives

Online Programs Ops (1) w/ 2U General Manger,  
Operations Director , Marketing Director, Events

Instructional  
Design (2) w/ 2U  
Content Strategy

Student Advising (2) w/  
2U Student Support

Admissions & Career  
Advising (1 w/1 TBD)  
w/2U Admissions @  
Career Svcs

Faculty Support (1)  
w/2U Faculty Training,  
Recruiting

# What Keeps Us Up @ Night?!?

Student: Managing Course Registration to Optimize Finances and Access to Courses Across the University

Faculty: Hiring Ahead of Demand while Meeting Accreditation Requirements

Operations: Consistency and Reliability of University Systems to Meet Reporting Requirements



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