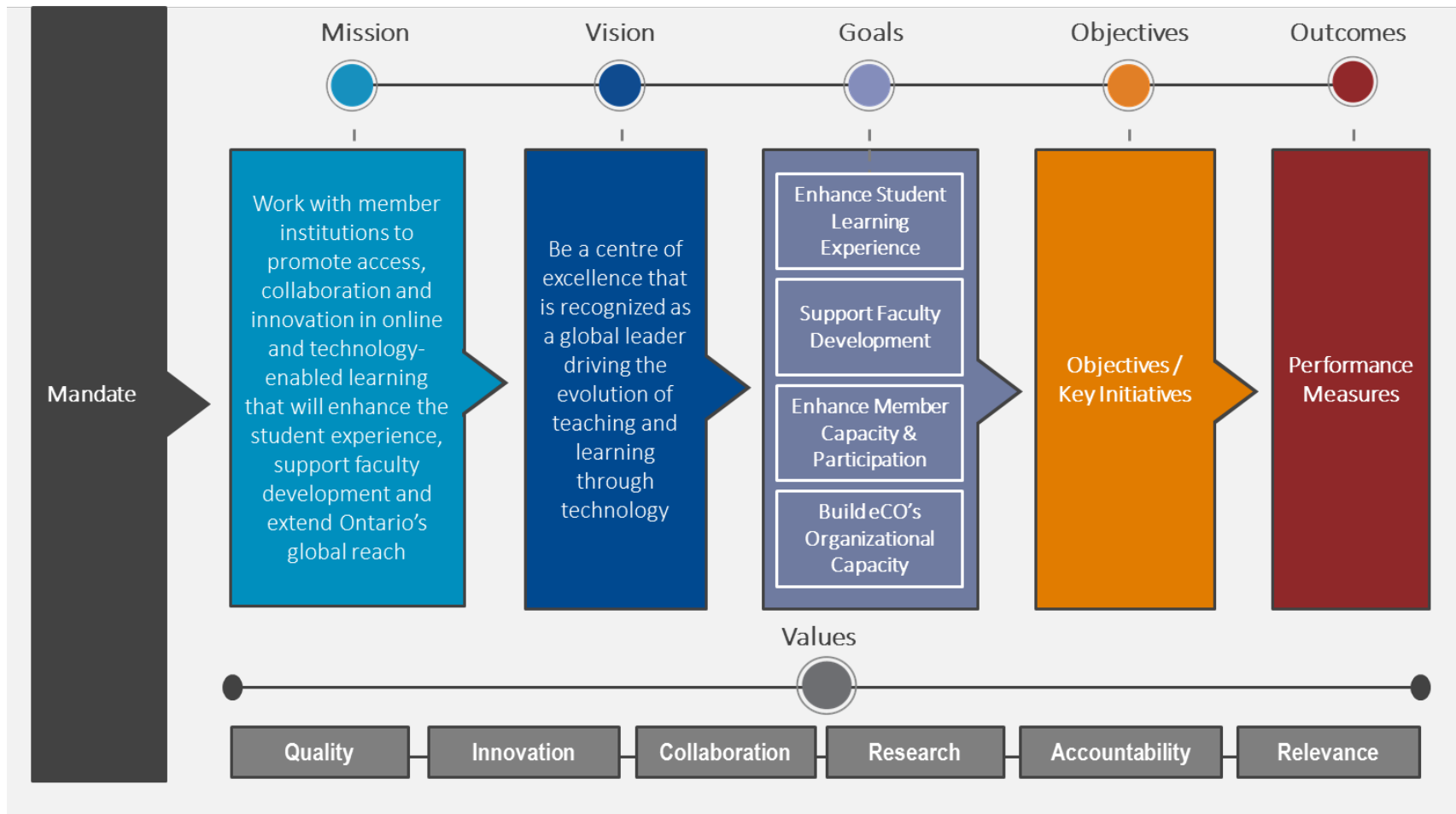




Where we are at – where we are headed

Lena Patterson
Operations Director

Strategy at a Glance



Goals

Enhance Student Learning Experience

To enhance the student learning experience by providing services and support that increase awareness, access, flexibility and quality in the development and delivery of online courses and programs

Support Faculty Development

To provide services and support which will enhance the ability of faculty to develop and deliver leading online and technology enabled courses and programs that are characterized by quality, innovation and the use of appropriate leading edge technology

Enhance Member Capacity & Participation

To facilitate collaboration, innovation, and engagement by the member institutions, supported by proactive research, that increases the overall quality, reputation and competitiveness of Ontario's online and technology-enabled learning ecosystem and as a result, drives growth in overall demand

Build eCO's Organizational Capacity

To build an organization that has the ongoing capacity to meet Provincial and member expectations and requirements and is sustainable over the long term

Goals in Action

- High quality online learning opportunities
- Access, flexibility
- Supports, resources to foster success
- Collaboration, sharing best practices, leveraging existing strengths and resources
- Research, innovation

Strategic Projects

Open Content Initiative

New Program Development

New Course Development

Portal 2.0

Student Supports

Faculty Supports

Research and Innovation Grants

Marketing and Communications

Strategic Projects

Open Content Initiative
New Program Development
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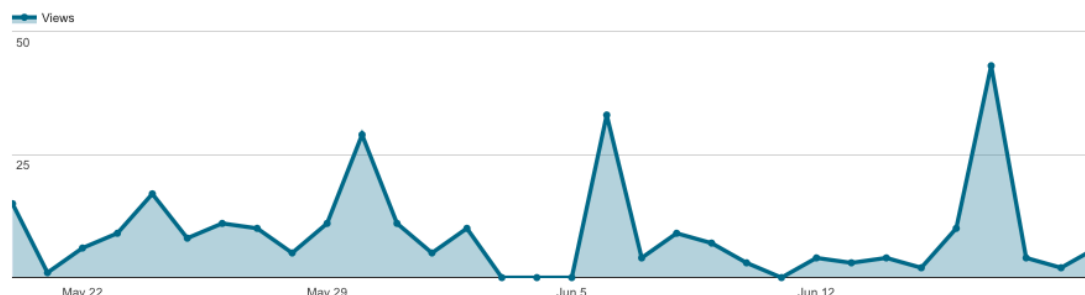
Portal Analytics



Start Date
2016-05-20

End Date
2016-06-20

University of Waterloo Overall Traffic:



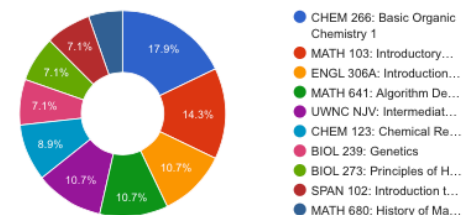
Profile Viewed:	Programs Clicked:	Courses Viewed:
113	84	169
How to Enrol Clicked:	Question Submitted:	Conversion Rate:
5	4	36.76%

Top University of Waterloo Pages:

Page Title	Page Views	Avg Time on page	Bounce Rate	Exit Rate
University of Waterloo Profile Page	113	00:00:21	0%	1.77%
CHEM 266: Basic Organic Chemistry 1	10	00:00:09	28.57%	40%
MATH 103: Introductory Algebra for Arts and Social Science	8	00:00:29	0%	0%

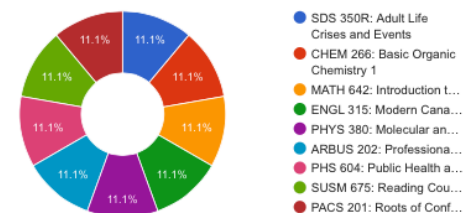
Top Ten Courses By Views:

(56 views of 169 total)



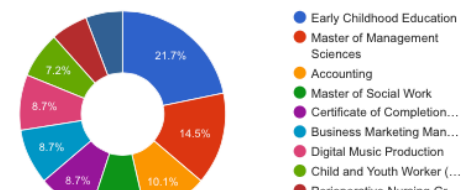
Top Ten Courses By Conversions:

(9 conversions of 9 total)



Top Ten Programs By Conversions:

(69 views of 84 total)



Portal 2.0

eCampusOntario

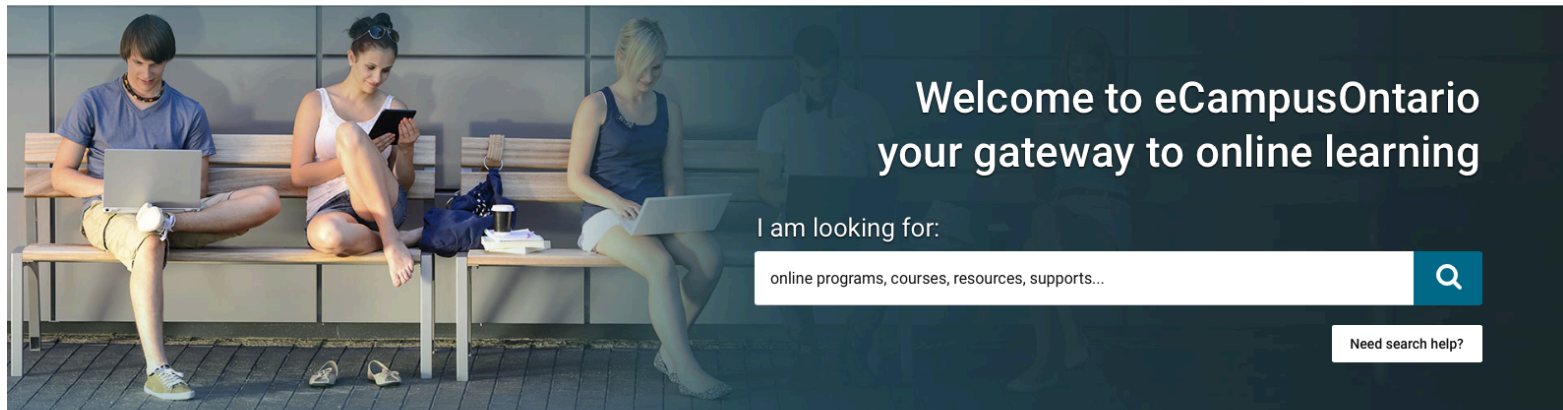
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Register

Sign In

[COURSE SEARCH](#) | [PROGRAM SEARCH](#) | [RESOURCES](#) ▾ | [ABOUT](#) ▾ | [CONTACT](#)



- Administrative enhancements (CSV upload for programs, links from analytics, improved navigation for resources, added security roles)
- Search engine optimization
- Hover-over help
- Search by discipline/subject area: course level filters and tags
- Schedule data
- Streamlined registration (maybe with authentication for students)

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Faculty Supports Projects - Ongoing

- Credential in online teaching
- Resources for online design & development
- Accessibility and universal design
- eFellow program and community of practice
- Share, celebrate faculty successes (Showcase)

Strategic Projects

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Research and Innovation Grants

1. Pedagogical Approaches
2. Quality and Evaluation
3. Business Models, Resources, Costs, Faculty Supports
4. Openness
5. Connecting sector priorities
6. Accessibility and digital literacy
7. Your excellent research or innovation grant idea!

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Funding

	Colleges	Universities	Funding
2013-14 (courses)	57	67	\$8.3M
2014-15 (courses)	98	57	\$12.4M
(modules)	11	45	
2015-16 (courses)	81	76	\$10.9M
(modules)	3	27	

\$72 Million over 5 years

\$42M Ministry committed 2013-2016, Shared Online Course Fund

\$30M Ministry commitment 2016-2018

Funding

	2016-18
Operations	\$4 M
Open Content Initiatives	\$21 M
New Program Development	
New Course Development	\$500 K
Portal 2.0	\$750 K
Student Supports	\$750 K
Faculty Engagement & Supports	\$750 K
Research & Innovation Grants	\$1.5 M
Marketing & Communications	\$750 K

Questions?

Thank you!

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