Boosting Institutional Enrollment and Supporting Student Success with USG eCampus

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Agenda

- ✓ What is eCampus?
- ✓ eCampus Overview
  - ✓ FreeCampus
  - ✓ eCore
  - ✓ eMajor
- ✓ Resources for Students
- ✓ Resources for Institutions
- ✓ Discussion

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What is eCampus?

- ✓ We are a service unit of the University System of Georgia
- ✓ Our services directly impact the majority of USG institutions
- ✓ Started as eCore in 1999/2000, now includes eMajor and FreeCampus
- ✓ Over 70,000 total student enrollments shared across 23 USG institutions

PURPOSE STATEMENT

As a service unit of the University System of Georgia, we facilitate the development and delivery of high-quality, affordable, and accessible online learning experiences while supporting strategic system-level initiatives to enrich students' lives and enhance the economic, cultural, and social interests of Georgians.

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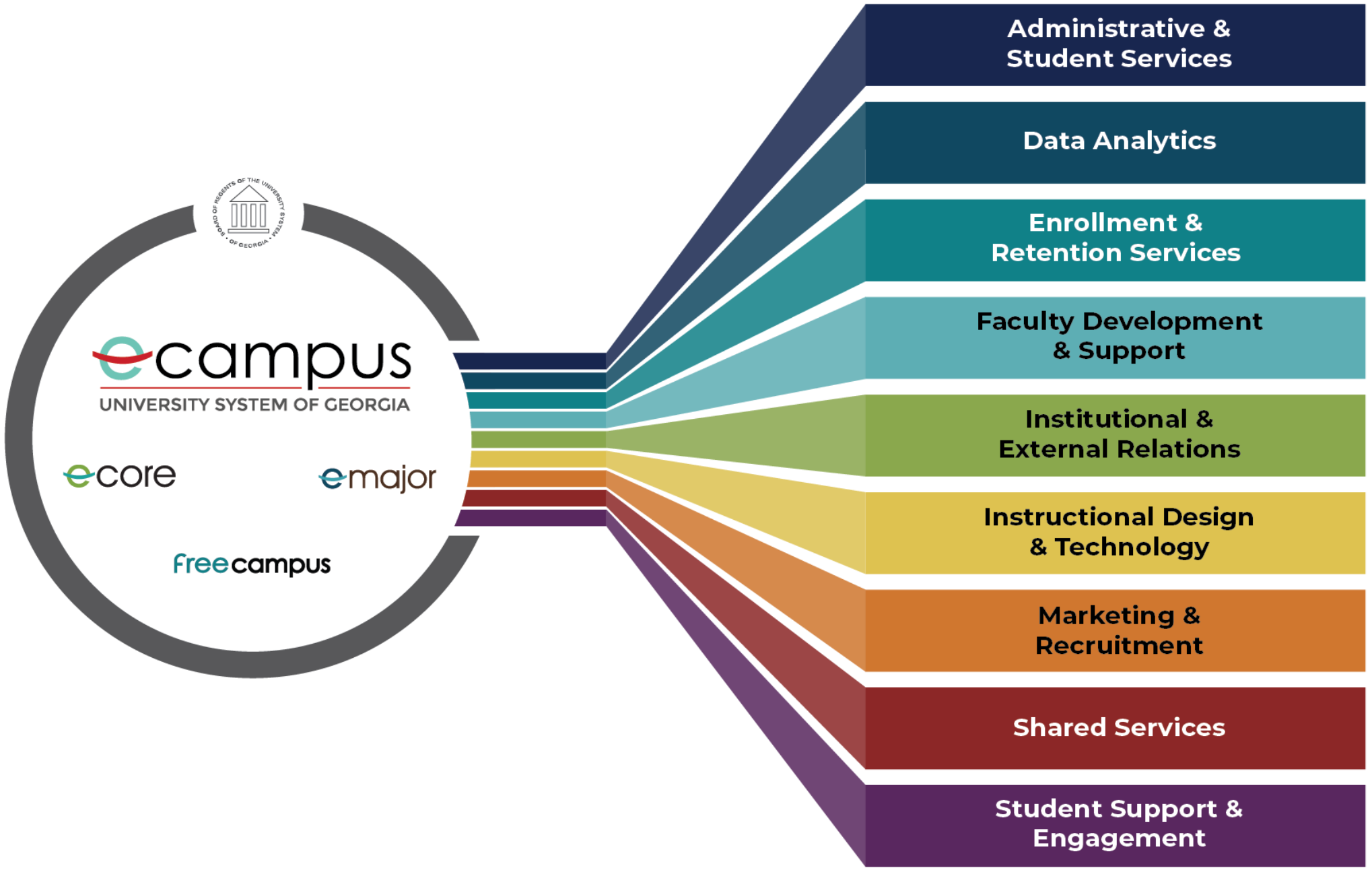
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emajor
Freecampus
Administrative & Student Services
Data Analytics
Enrollment & Retention Services
Faculty Development & Support
Institutional & External Relations
Instructional Design & Technology
Marketing & Recruitment
Shared Services
Student Support & Engagement

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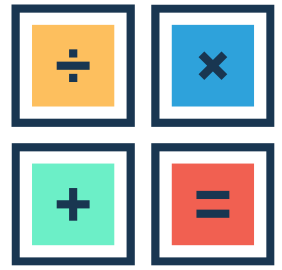
FreeCampus - Overview



- ✓ Available to anyone, anywhere
- ✓ Non-credit bearing, no hidden costs
- ✓ Developed & taught by faculty across the USG
- ✓ Course structure mimics eCore courses, D2L environment
- ✓ Same cadence as semesters, self-paced, rolling enrollment windows
- ✓ Traditional assignments & assessments
- ✓ Certificate of Completion & Microcredentials
- ✓ Dual Enrolled High School Students

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FreeCampus - Utilization

- ✓ On-Ramp to Higher Ed
- ✓ Degree Exploration
- ✓ Pathways
- ✓ Dual Enrollment
  - Info Literacy
  - Essential Study Skills
  - Math Foundations – Accuplacer Prep
  - English Foundations – Accuplacer Prep
  - French & Spanish Refresher

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eCore

A cooperative arrangement among 21 institutions of the University System of Georgia (USG) to offer online general education courses.

- eCore courses are taught by instructors from USG institutions.
- Courses are transferable within the USG, as well as to most regionally accredited schools.
- Available to all student types

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eCore Affiliate Institutions

ABAC

Atlanta Metropolitan State College

Albany State University
University System of Georgia

Clayton State University

College of Coastal Georgia

Columbus State University

Dalton State

East Georgia State College

Fort Valley State University
1895
Empower the possible.

GHC
Georgia Highlands College
University System of Georgia

Georgia Gwinnett College

Georgia Southern University

GSW
Georgia Southwestern State University

Gordon State College

Kennesaw State University

Middle Georgia State University

Savannah State University

South Georgia State College

UNG
University of North Georgia

Go West UWG
University of West Georgia

Valdosta State University

39 eCore Courses

- American Government
- American Literature I & II
- Art Appreciation
- Calculus I
- College Algebra
- Computer Science I
- Elementary Statistics
- English Composition I & II
- Environmental Science
- Human Communication
- Intermediate Spanish I & II
- Intro to Anthropology
- Intro to Biology I & II
- Intro to Data Science
- Intro to Geosciences I
- Intro to Philosophy
- Intro to Psychology
- Intro to Sociology
- Mathematical Modeling
- Music Appreciation
- Precalculus
- Principles of Chemistry I & II
- Principles of Macroeconomics
- Principles of Microeconomics
- Principles of Physics I & II
- Quantitative Reasoning
- Theatre Appreciation
- United States History I & II
- World History I & II
- World Literature I & II

Coming Soon:

- Economics of Financial Literacy
- Personal and Professional Development and Leadership

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eCore Student Benefits

- ✓ Transferable College Credits
- ✓ Student Success Team
- ✓ Early Intervention
- ✓ eCampus Librarians
- ✓ STEM and English Tutors
- ✓ Free Online Tutoring
- ✓ Embedded Digital Textbooks
- ✓ Full support from home institution teams

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eMajor

A partnership with USG institutions to provide quality, affordable, high-demand post-secondary **degrees** and **credentials** that address the workplace needs of Georgia and beyond.

- Collaborative and non-collaborative programs
- Focus on career-ready degrees (HDCI)
- Centered around Non-traditional, working adult students

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eCampus Highlights

- ✓ 100% Online
- ✓ $199/credit hour
- ✓ Flexible course delivery
- ✓ Fully online degrees and degree completion options
- ✓ Several concentration options in each Major
- ✓ Ample room for Credit for Prior Learning / Transfer Credit
  - Great for degree completers with multiple transcripts
- ✓ Free unofficial transfer evaluation
  - emajor.usg.edu/transcript

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Single Institution eMajor Programs

Columbus State University

Bachelor of
Science in Nursing
(RN to BSN)

Georgia Southern University

Bachelor of
Information Technology
(BIT)

GSW
Georgia Southwestern State University

Bachelor of
Business Administration
(BBA)

Criminal Justice eMajor Institutions

ABAC

ATLANTA METROPOLITAN STATE COLLEGE

DALTON STATE

East Georgia STATE COLLEGE

GHC
GEORGIA HIGHLANDS COLLEGE
University System of Georgia

GSW
GEORGIA SOUTHWESTERN STATE UNIVERSITY

GORDON STATE COLLEGE

GO WEST UWG
UNIVERSITY OF WEST GEORGIA

Organizational Leadership eMajor Institutions

Albany State University
University System of Georgia

Atlanta Metropolitan State College

Dalton State

East Georgia State College

Fort Valley State University
1895
Empower the Possible.

GHC
Georgia Highlands College
University System of Georgia

Gordon State College

Go West UWG
University of West Georgia

eMajor Collaborative Courses/Pathways

- ✓ Data Science
  - Collaborative Courses
- ✓ Financial Technology (FinTech)
  - Associates Degree
  - Certificate
  - Core Courses
- ✓ RN/BSN
  - Pathway Courses
- ✓ Workplace Interpersonal Relationships
  - Collaborative Courses

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Resources for eMajor Students

- ✓ Customized enrollment support *(next slide)*
- ✓ Accelerated 8-week sessions
- ✓ Free embedded digital textbooks
- ✓ Student success team support
- ✓ Free online tutoring (Tutor.com and eCampus Librarians & English Tutors)
- ✓ FY25 Free Proctored Exams*

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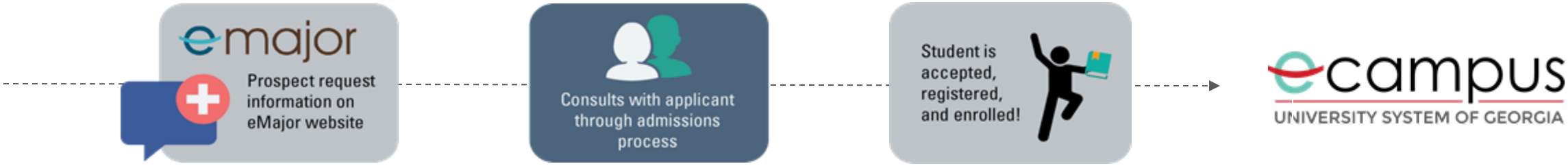
Resources for eMajor Students - *Prospect and Enrollment Support*

- **Customized Prospect/Enrollment Support**
  The following are automatically provided to students who inquire directly with USG eCampus/eMajor

  - Student Support:
    - Unofficial Transcript Review
    - Guidance on Institutional Requirements and Standards
    - Assistance to identify the best Fit Institution/Program Recommendation
    - Consultation through Admission Process

  - Communications:
    - Personalized Enrollment Outreach
    - Automated eMajor Informational emails
    - Admission Deadline Call Cycle Campaigns to Prospects



Resources for eMajor Institutions - *Prospect and Enrollment Support*

Institutional Admissions Add-On Services Support

- FREE
- Optional
- Support and increase institutional eMajor Admission funnels – application, acceptance, and matriculation
- Students are flagged as an inquiry and/or applicant to your institution
- Requires sharing of prospect and admission data reports

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Resources for eMajor Institutions - *Prospect and Enrollment Support*

Institutional Admissions Add-On Services Support

The following are optional services available to institutions who choose to share admissions data with USG eCampus

eMajor Inquiries:

- *Institutional prospects of eMajor program(s) can be shared and looped into the previously outlined Customized Enrollment Services to include:*
  - *Unofficial Transcript Evaluations*
  - *Guidance on Institutional Admission requirements and processes*
  - *Personalized Enrollment Outreach*
  - *Automated eMajor Informational emails*
  - *Admission Deadline Call Cycle Campaigns*

Incomplete Applications:

- *Initial applied phone call*
- *Monthly outreach to incomplete applicants of your institutional eMajor program(s) via email, text, and call*

Accepted Students:

- *Initial accepted phone call*
- *Follow up email*
- *Accepted, Not Enrolled outreach preceding each start term to eMajor program admitted students via email, text, and call*

Application Updates:

- *Outreach following the drop/add period of each start term to eMajor program applied & admitted students via email, text, and call who did not matriculate with reminders that applications can be updated*

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Resources for Institutions - *Marketing & Recruitment*

>Printed Promotional Materials

>Digital and Traditional Media Placements
Search Engine, Social Media, Print, Billboards

>Direct Marketing Campaigns
Mailings, Email Blasts

>Partnership Development
Corporate, Community, Special Populations

>Industry-Specific Recruitment

>Institutional Information on eMajor Website

>Virtual Information Sessions

>Core IMPACTS Resources*

Core IMPACTS

- ✓ USG branded videos
  - 1 Overview, 7 domain-specific
- ✓ Potential Uses:
  - Embed on institutional website:

    Middle Georgia State University
  - Incorporate into pre-orientation communication/email or modules
  - Share during Dual Enrollment advising

Discover the Core IMPACTS Advantage

The University System of Georgia's (USG) **Core IMPACTS** is a general education curriculum, offering a well-rounded, comprehensive set of courses covering subjects from math and science to arts and writing. These courses are designed to provide students with a strong foundation for life, learning, and career success while helping build momentum to fulfill academic, personal, and professional aspirations.

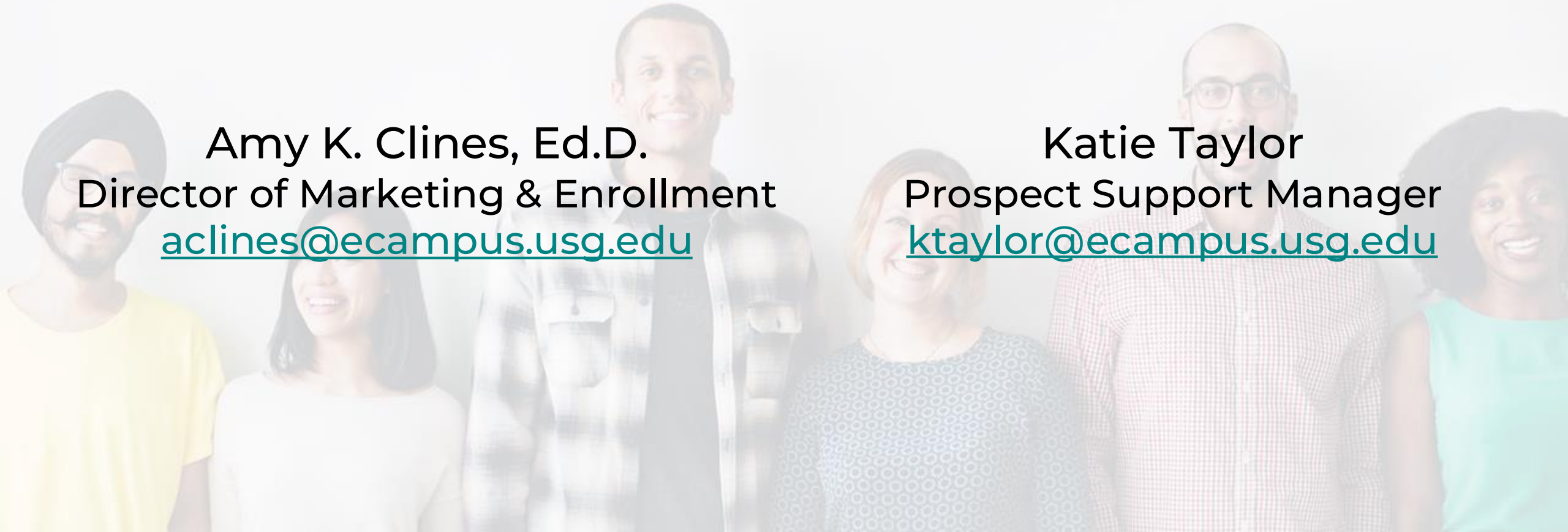
Core IMPACTS is structured across seven areas: **I**nstitutional Priority; **M**athematics and Quantitative Skills; **P**olitical Science and U.S. History; **A**rts, Humanities and Ethics; **C**ommunicating in Writing; **T**echnology, Mathematics and Sciences; **S**ocial Sciences.

More than just a general education checklist, these courses introduce students to different ways of understanding the world and address the big questions that shape their futures. Students will take 42 credit hours (or about 13-14 courses, depending on their institution) in Core IMPACTS, with flexibility in course choices based on interests, course of study, and program recommendations. Courses are also transferable among USG institutions.

Whether a student is exploring career pathways in diverse fields or building a foundation for lifelong learning, the USG's Core IMPACTS will prepare students for the challenges and opportunities ahead!

Discussion

Thank you!



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