

Boosting Institutional Enrollment and Supporting Student Success with USG eCampus



Dr. Amy K. Clines, Director of Marketing and Enrollment, eCampus
Katie Taylor, Prospect Support Manager, eCampus

The logo for e core, featuring a stylized 'e' with a green-to-blue gradient and the word 'core' in a dark grey sans-serif font.

The logo for e campus, featuring a stylized 'e' with a red-to-blue gradient and the word 'campus' in a dark grey sans-serif font. Below it, the text 'UNIVERSITY SYSTEM OF GEORGIA' is written in a smaller, dark grey sans-serif font.

The logo for e major, featuring a stylized 'e' with a blue-to-teal gradient and the word 'major' in a dark grey sans-serif font.

Agenda

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

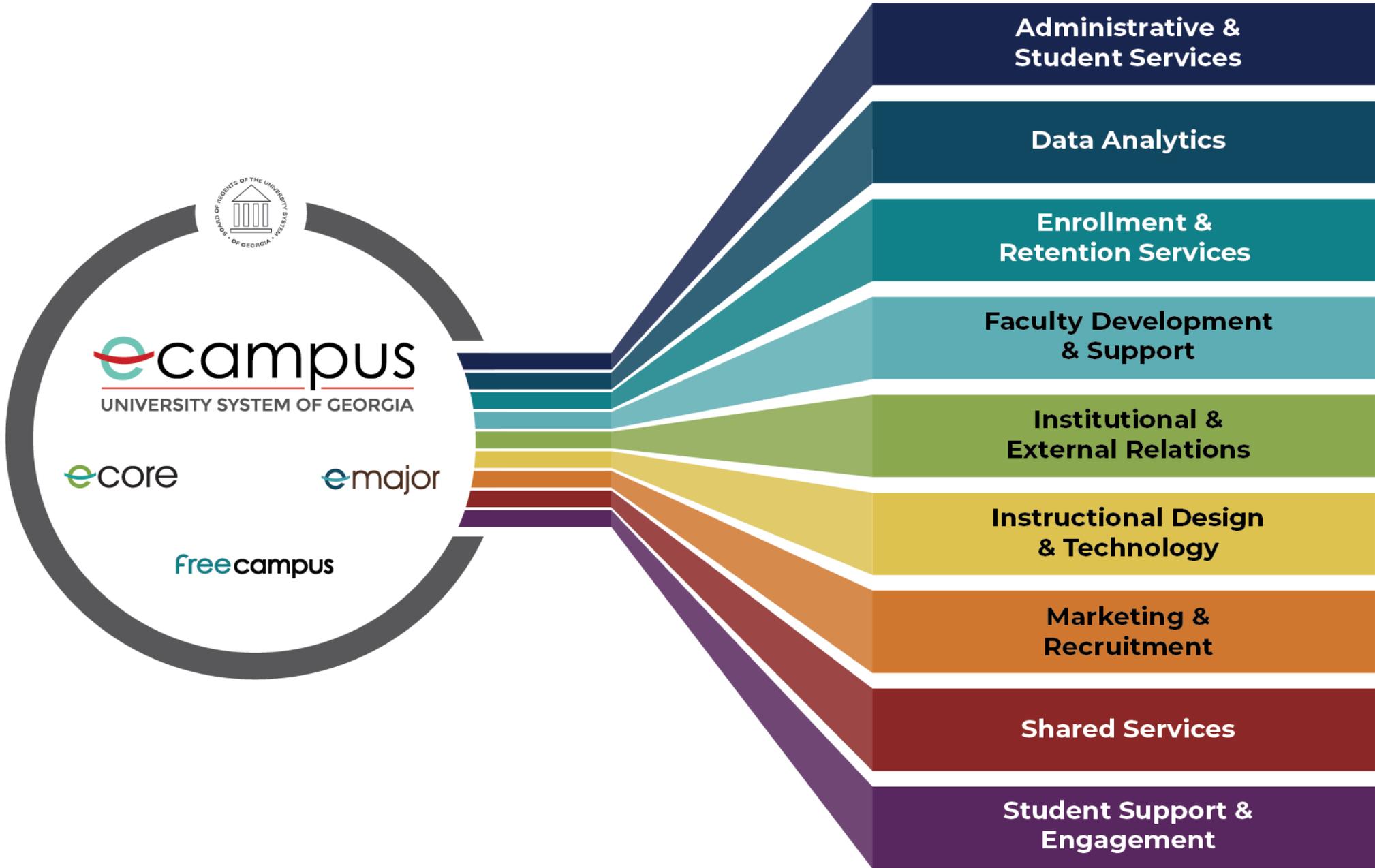
What is eCampus?

- ✓ 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.



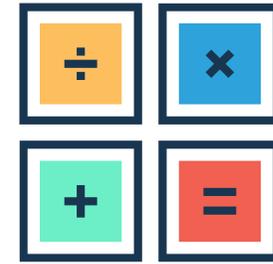


free campus

UNIVERSITY SYSTEM OF GEORGIA

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](#)



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





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

eCore Affiliate Institutions



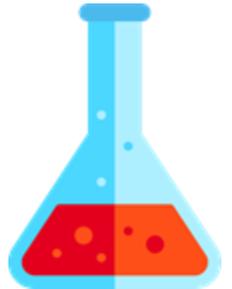
39 eCore Courses

- 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



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



e major

UNIVERSITY SYSTEM OF GEORGIA

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

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

Single Institution eMajor Programs



Bachelor of
Science in Nursing
(RN to BSN)



Bachelor of
Information Technology
(BIT)



Bachelor of
Business Administration
(BBA)

Criminal Justice eMajor Institutions



UNIVERSITY OF
WEST GEORGIA

Organizational Leadership eMajor Institutions



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

Resources for eMajor Students

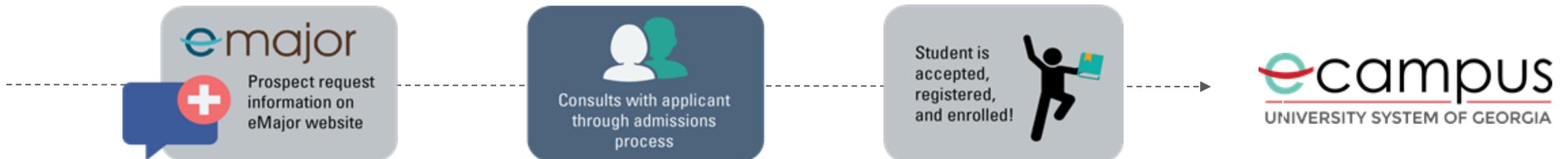
- ✓ Customized enrollment support (*next slide*)
- ✓ Accelerated 8-week sessions
- ✓ Free embedded digital textbooks
- ✓ Student success team support
- ✓ Free online tutoring (Tutor.com and eCampus Librarians & English Tutors)
- ✓ FY25 Free Proctored Exams*

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



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:

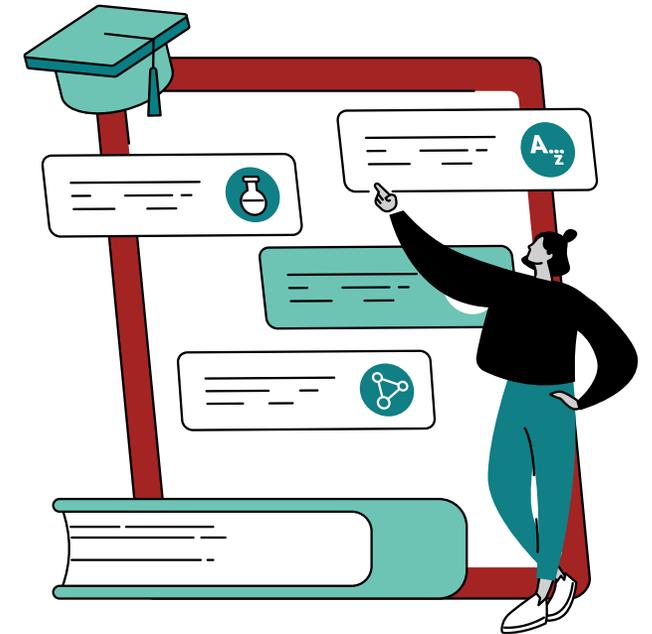
- Initial applied phone call
- Monthly outreach to incomplete applicants of your institutional eMajor program(s) via email, text, and call

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



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*

FINISH YOUR DEGREE ONLINE THROUGH GEORGIA HIGHLANDS COLLEGE.

eMajor degrees are offered fully online through SACSCOC accredited institutions of the University System of Georgia (USG) with functional and student support provided by USG eCampus. eMajor programs bring together the power and academic expertise of multiple USG institutions to provide online degrees that prepare students for workforce demands in Georgia and beyond.

The Bachelor of Science in Organizational Leadership (ORGL) eMajor degree is specifically designed to accelerate your path to graduation through a combination of transfer credit, prior learning credit, and accelerated online classes. The ORGL degree is a perfect option for transfer students, working professionals, military members, or anyone who is seeking a faster, alternative route to earning a degree from Georgia Highlands College.

WHAT IS ORGANIZATIONAL LEADERSHIP?

Organizational leadership involves the practices, theories, issues, and ramifications of leading an organization or business. Students in the organizational leadership program learn about management, administration, human resources, and technology related to today's complex organizations in the public, private, and nonprofit sectors. Courses include Public Finance, Project Management in the Public Sector, Public Human Resource Management, Professional Writing, and more.

Graduates of ORGL may find employment in various areas:

- Training and Development
- Higher Education Administration
- Inside and Outside Sales
- Human Resources
- Management Administration
- Hospital Health Administration
- Government Administration
- Public Management

BENEFITS OF A ORGL eMAJOR DEGREE

- Affordable Tuition**
eMajor tuition is just \$100/credit hour and is the same for students at all participating institutions, regardless of in- or out-of-state residency.
- Accelerated and Flexible**
eMajor courses are offered completely online in an asynchronous format, meaning you can complete your work on lunch breaks, on the weekends, or after the kids have gone to bed—whenever the kids have gone to bed. The accelerated 8-week format enables students to progress through the program quicker than on a traditional semester schedule.
- Free Online Tutoring**
Students in eMajor courses have free access to Tutor.com. Students also have access to an embedded librarian who can assist with citation, research, or any library-related questions.
- Credit for Prior Learning**
The BS in Organizational Leadership degree is structured to allow students to earn as much academic credit as possible for prior learning. CPL, eligible courses and competency checklists are available to ease the process for students.
- Job Market Alignment**
eMajor programs are established based on feedback from Georgia's top employers. You can feel confident that eMajor degrees are directly aligned with job market needs.
- Personal Success Coach**
eMajor courses have the additional support of USG eCampus Student Success Teams to provide encouragement and connect students to available support services throughout the semester.

GET A FREE TRANSCRIPT EVALUATION

Upload your unofficial transcripts for a FREE unofficial transfer evaluation from the experts at eCampus!

Select as many programs and/or institutions as you'd like, and an eMajor Enrollment Navigator will review each potential transfer option with you and help you take the first step toward official admission once you've made your choice.

ONLINE BACHELOR OF SCIENCE IN ORGANIZATIONAL LEADERSHIP

eMajor

GHC
GEORGIA HIGHLANDS COLLEGE
University System of Georgia

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!

Amy K. Clines, Ed.D.

Director of Marketing & Enrollment

aclines@ecampus.usg.edu

Katie Taylor

Prospect Support Manager

ktaylor@ecampus.usg.edu

