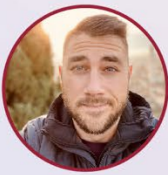




UNIVERSITY OF
ARKANSAS

Global Campus Annual Report 2021-2022

*Expanding educational
opportunities through
innovation*



Global Campus at a Glance

The Global Campus (GC) works with educators and staff across the Fayetteville campus to remove barriers and apply innovative solutions for all learners, particularly online learners. It supports U of A colleges and schools in the development and delivery of online, distance, and workforce education programs and courses. GC provides instructional design services, academic technology services, media production services, consortia management, and assistance with student success initiatives, marketing, recruiting, and strategic academic development.

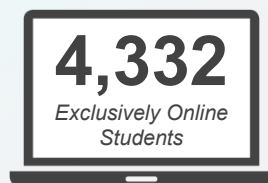
Mission

The Global Campus creates, supports, and provides access to educational opportunities that advance Arkansas, shape the future, and build a better world.

Our Learners

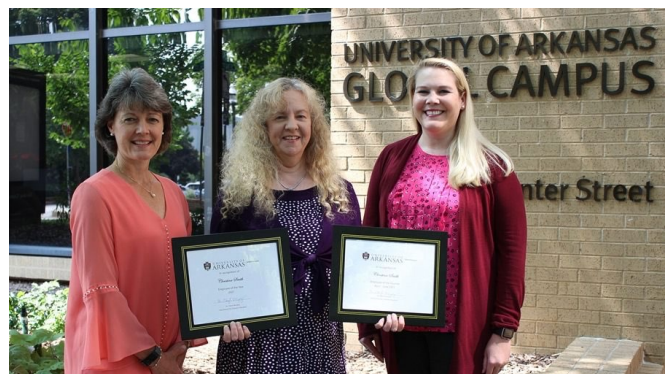
Online Degree Programs

Most of our degree-seeking students are working adults, above age 22, and have family responsibilities. About 51% are from Arkansas.

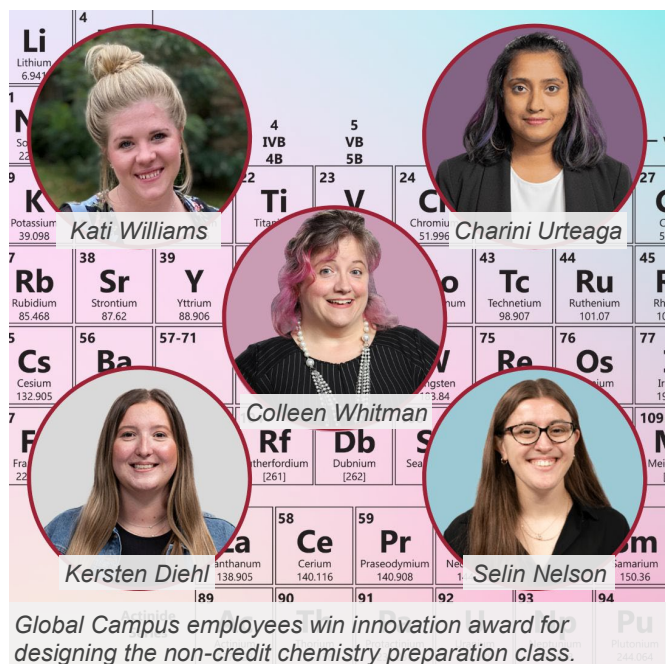


Professional and Workforce Development (PWD) Training

PWD participants use training to enter the workforce or advance their careers.



Christina Smith (middle) receives the GC Employee of the Year Award from Dr. Cheryl Murphy (left) and Jamie Loftin.



Global Campus employees win innovation award for designing the non-credit chemistry preparation class.

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Executive Summary

Cheryl Murphy

Vice Provost for Distance Education

“...we report record-setting achievements and unprecedented support services for our learners.”

– Cheryl Murphy,
Vice Provost for
Distance Education

The Global Campus (GC) kicked off the fiscal year beginning July 1, 2021, with a new strategic plan built on five core values: Excellence, People, Innovation, Empowerment, and Access/Reach. Now, a year later, we report record-setting achievements and unprecedented support services for our learners. The GC also thanks units across campus and industry partners near and far for working with us to develop and deliver education that transforms lives.

GC’s annual report for fiscal year 2021-2022 (FY 2022) conveys two data sets for enrollment: (1) one reflects Academic Year 2021-2022 (AY 2022), which includes enrollment changes across the year’s semesters, and (2) the other is a snapshot of enrollment taken on the 11th day of classes in fall 2021. Both are necessary to see enrollment trends in online learning and to understand how online enrollment fits within institutional enrollment. Online enrollment data do NOT include students studying in classes categorized as “remote.”

In AY 2022, the U of A saw growth in both the number of students studying exclusively online (4,332) and those taking at least one online class (16,407). **The number of U of A students studying exclusively online increased 16% over the previous academic year**, and the number of U of A students taking at least one online class increased 4.6% over the same time. Enrollment growth included gains obtained through the launch of new programs: B.S. in Educational Studies, M.S. in Supply Chain Management, Graduate Certificate in Engineering Management Analytics, Graduate Certificate in Engineering Management, Graduate Certificate in Operations Management, 11 graduate microcertificates, and one undergraduate microcertificate. All FY 2022 data are preliminary.

This year we boosted our support for online students with new initiatives: online orientation, online student coaches, and a chemistry preparation course. We also developed an online student union that brings learners together virtually and partnered with TutorMe to provide 24/7/365 tutoring courses. Most online learners are working adults who cannot access 8 to 5 services.

Professional and Workforce Development – now located at The Collaborative in Bentonville – reached across Arkansas and the region to deliver free and reduced-cost training to thousands of people with the help of grant awards of about \$16 million. By June 30, 2022, the Reimagine Arkansas Workforce Project reached people in all but four counties in Arkansas. We also worked with industry to develop online training courses that will equip workers for modern manufacturing jobs, including jobs that produce airplanes and electric cars.

In June 2022, we announced that the U of A will phase out Self-Paced Online Courses, ending offerings in 2023. The demand for these courses declined significantly over the last decade. This end is bittersweet because the roots of today’s distance education can be traced back to the earliest versions of self-paced courses, including the paper-based correspondence courses that traveled by stamped-mail for more than 100 years.

Online Enrollment Numbers

Academic Year 2021-2022

Data reflect a full academic year, not an 11th-day snapshot. All AY 2022 data are preliminary and are for students who studied in online degree programs.
See Appendix A for enrollment details.

ONLINE ONLY STUDENTS

4,332

14% of all
U of A enrollments



GROWTH

16% year over year

256% over 10 years



Degrees &
certificates
awarded

ONLINE + CAMPUS STUDENTS

Who took at least one online class

16,407

51% of all
U of A enrollments

31,892

students enrolled in
all delivery modes



GROWTH

5% year over year for
students who took at
least one online class

129% over 10 years
for students who took
at least one online class



7,341

Graduates in the
last 10 years



FALL 2021 11th-DAY ENROLLMENT

📷 one-day snapshot

3,196

online only
11% of U of A students

9,995

at least one online class
34% of U of A students

29,068

total U of A students

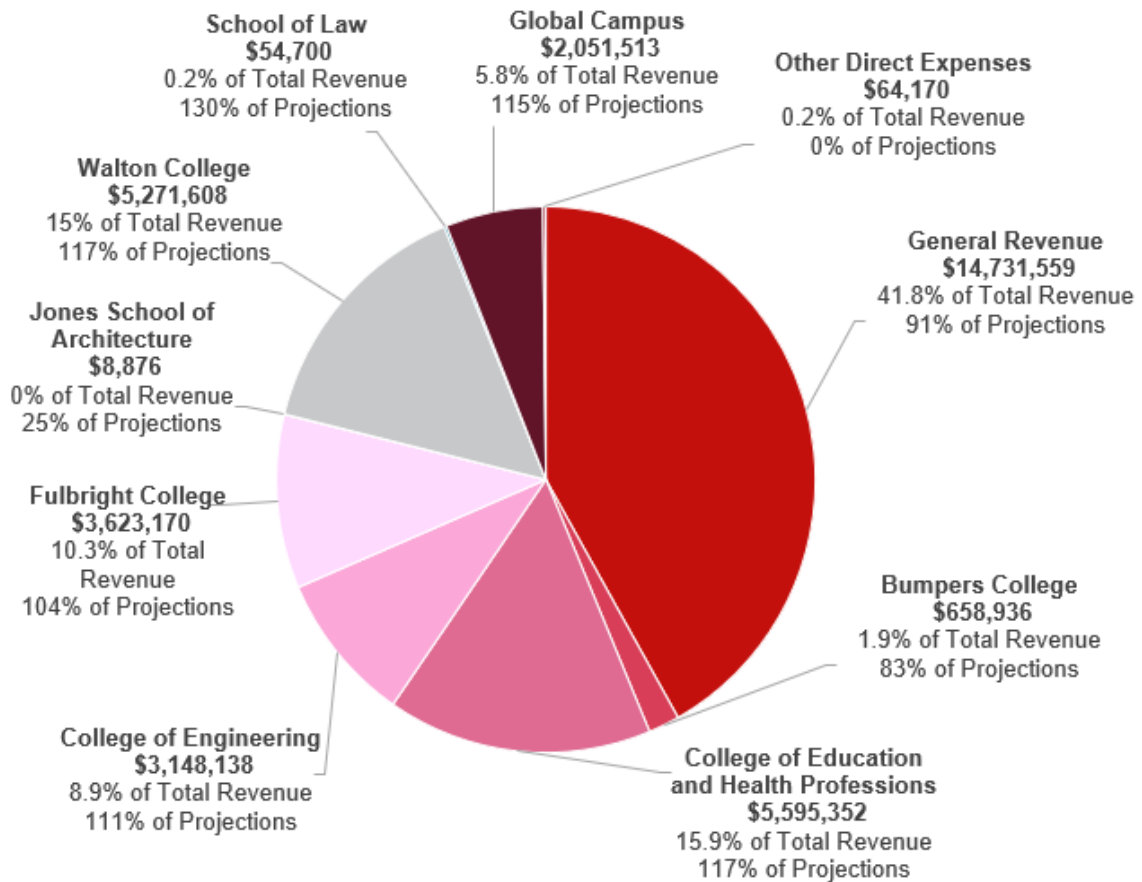


\$35,208,022

Gross Online Revenue

Academic Year 2021-2022

Revenue from online education benefits the entire university, with 41.8% of the direct gross revenue – more than \$14.7 million in AY 2021-2022 – sent to the University's general fund. See Appendix B for details about revenue sharing trends over nine years.



2%
growth year over year

114%
growth over the last
nine years.

Jamie Loftin
Assistant Vice Provost for
Distance Education
Administration

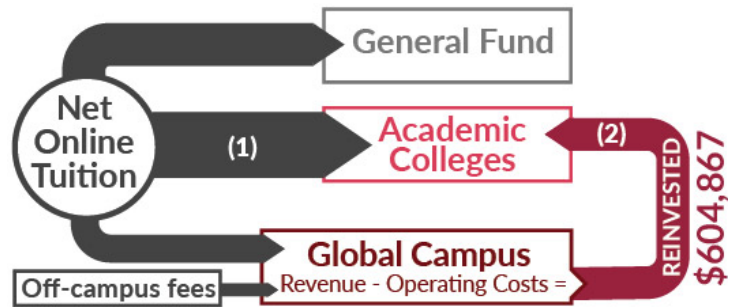


Global Campus Reinvested \$604,867

Across Campus in FY 2022

Online educational revenues directly benefit the university two ways:

- (1) Net online tuition revenue is split between the General Fund, colleges, and GC. This empowers colleges to develop strong programs, adopt innovative initiatives, and optimize resource allocation.
- (2) After defraying its operating costs, **Global Campus reinvests its revenue.**

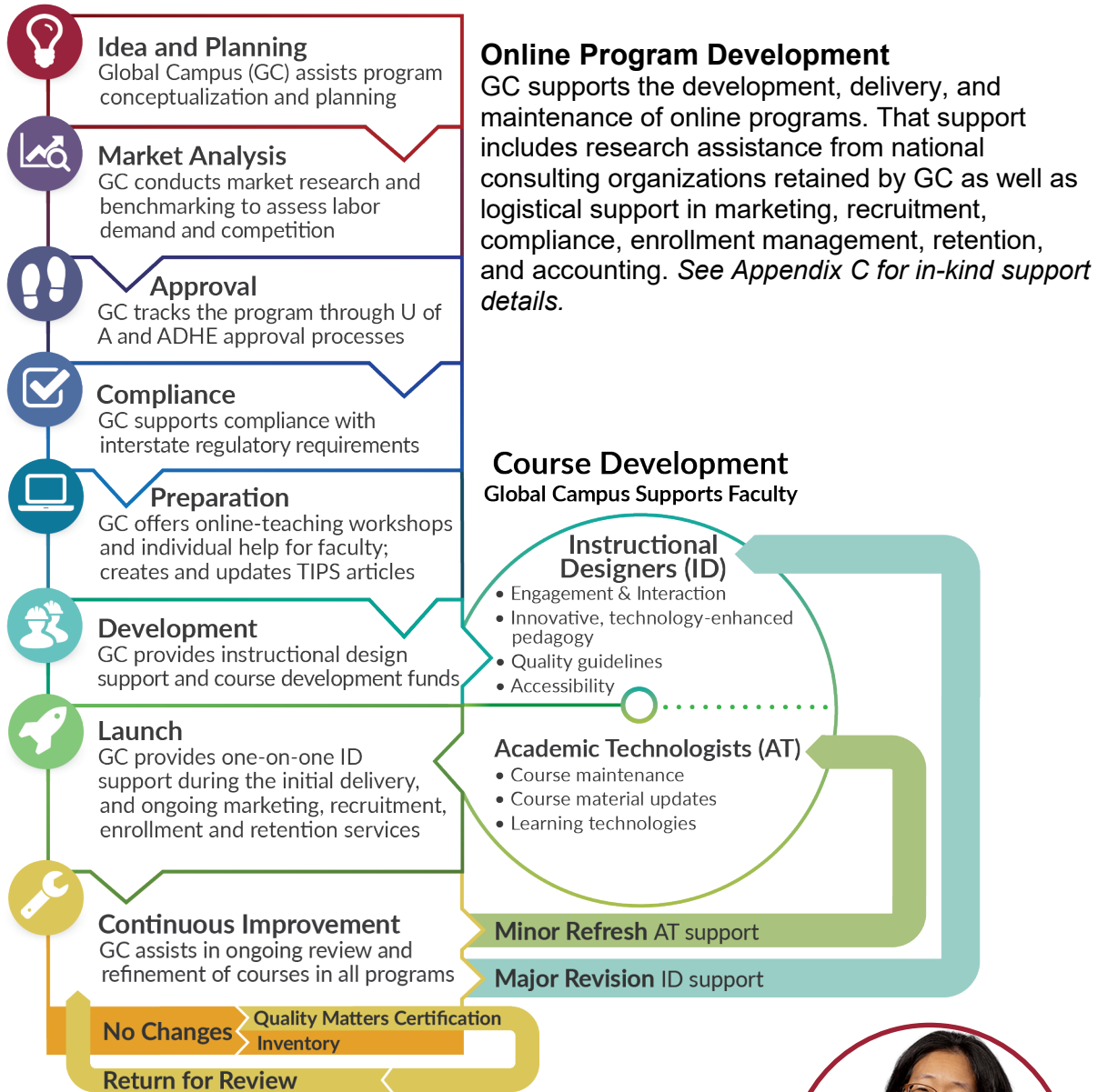


Global Campus **reinvested over \$3 million in the past five years** in academic colleges and student success, student support, and faculty support units.

	FY 2018	FY 2019	FY 2020	FY 2021	FY 2022	Total
Bumpers College	\$34,000	\$2,000	\$22,500	\$64,000	\$51,000	\$173,500
Center for Educational Access	\$12,688	\$5,021	\$0	\$1,143	\$0	\$18,852
Student Success Center	\$15,300	\$39,786	\$19,060	\$16,674	\$5,205	\$96,025
College of Education & HP	\$54,518	\$53,948	\$114,426	\$197,218	\$168,887	\$588,997
College of Engineering	\$0	\$513	\$2,250	\$29,000	\$23,000	\$54,763
Fulbright College	\$363,509	\$411,422	\$329,220	\$332,333	\$99,166	\$1,535,649
Graduate School	\$0	\$0	\$0	\$0	\$32,024	\$32,024
Jones School	\$0	\$0	\$0	\$5,000	\$0	\$5,000
Mullins Library	\$30,000	\$0	\$30,000	\$30,000	\$0	\$90,000
School of Law	\$0	\$8,368	\$10,000	\$4,500	\$2,000	\$24,868
TF Support Center	\$27,427	\$26,361	\$30,000	\$30,000	\$30,277	\$144,066
University IT Services	\$46,753	\$70,804	\$129,036	\$53,900	\$171,481	\$471,974
University Relations	\$26,422	\$8,319	\$8,909	\$8,856	\$3,327	\$55,833
Walton College	\$4,000	\$32,123	\$21,500	\$30,000	\$18,500	\$106,123
Total	\$614,618	\$658,665	\$716,901	\$802,623	\$604,867	\$3,397,674

In-Kind Services to Campus

GC empowers faculty by offering hands-on assistance from instructional designers, videographers, audio engineers, animators and animation producers, and learning technology experts. GC services reach all modes of delivery, including face-to-face courses and remote learning. Learning technology experts work with faculty to assist with pedagogical strategies that enhance learning outcomes.



GC also manages two consortia:



Miran Kang
Director of Instructional
Design and Support
Services



Supporting Learner Success

The Global Campus supports prospective and new learners to remove barriers and clear the path to student success. This investment in learner support takes many forms at the GC and inside support units across campus. GC celebrates learner success by capturing their stories through words, images, and video.

See *Appendix C* for details.

Patty Milner

*Assistant Vice Provost for
Student Outreach and Innovation*



4

Full-time



3

Part-time

ONLINE STUDENTS LIAISONS

Liaisons provide personalized assistance with applications, academic connections, and general questions. They are available by phone, email or “live chat” via online.uark.edu. They are the front-line service for all online students across all colleges.



3

ONLINE STUDENT COACHES

Coaches provide one-on-one case-management support for undergraduate students from matriculation to graduation, focusing on the first two semesters. These proactive problem-solvers form study groups for critical courses and connect students with resources.



ONLINE TRAINING SUPPORT

Online learners who take professional and workforce development classes online receive personalized assistance from program coordinators and an academic records specialist.

NEW

ONLINE ORIENTATION

This non-credit course is tailor-made by GC for U of A online students, connecting them with resources and providing tips and strategies to help them thrive and grow in an online learning environment. It is offered during the intercession prior to each major semester.

EXTENDED TUTORING

Online students have 24/7/365 access to tutoring services through a partnership with TutorMe. This comes in addition to on-campus services provided at a distance by the Student Success Center and other units.

ONLINE STUDENT UNION

A virtual platform that connects online students with peers and staff in a closed social-media-like environment. This community fosters interaction, belonging, and understanding.

Professional and Workforce Development (PWD)

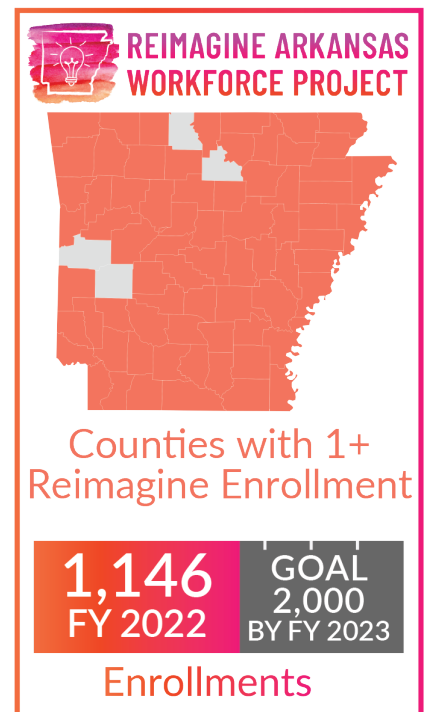
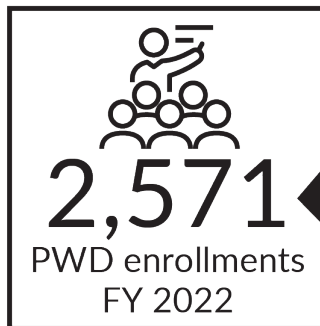
At The Collaborative in Bentonville and Online

The GC PWD team inside The Collaborative in Bentonville provides online and face-to-face training opportunities. See *Appendix C* for details.



Tara Dryer
Senior Managing
Director in Bentonville

\$2,727,012
Gross PWD Revenue
Academic Year 2021-2022



What's New in 2022

CELEBRATING GRADUATES WHO STUDIED ONLINE

Inspiring prospective students by sharing student stories.



FIRST ONLINE GRADUATION EVENT in May 2022 to honor graduates who studied in online degree programs.



Delivered

16

Diplomas



RAZORBUG DIPLOMA TOUR in June, July and August 2022 visited 43 counties.

12

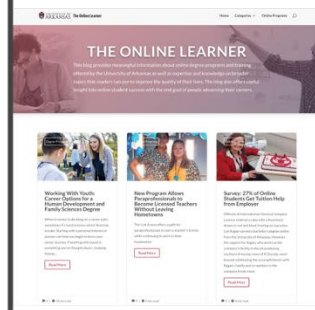
New
Microcertificates

5

New online degree
and certificate
programs



Launched a blog
"The Online
Learner"
to highlight
successful learners
and innovative
educators.



AWARD WINNING 30-SECOND TV COMMERCIAL 🏆

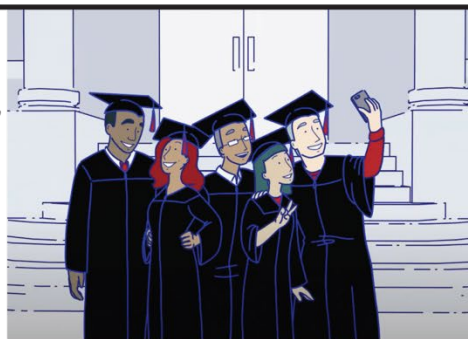
"Whatever You're In It For, We're In It For You."



Bronze Telly Award

Platinum Hermes Award

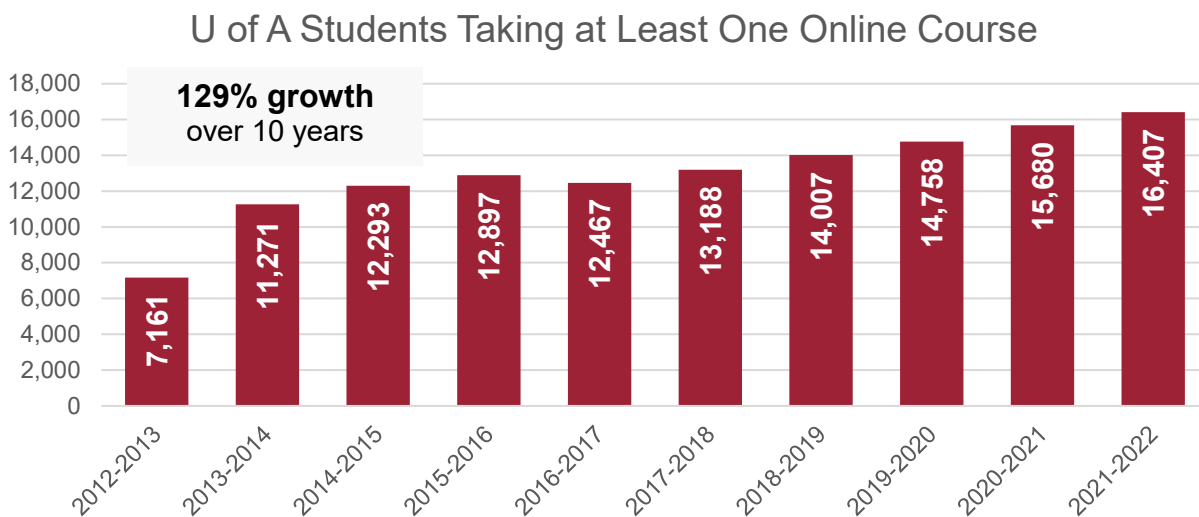
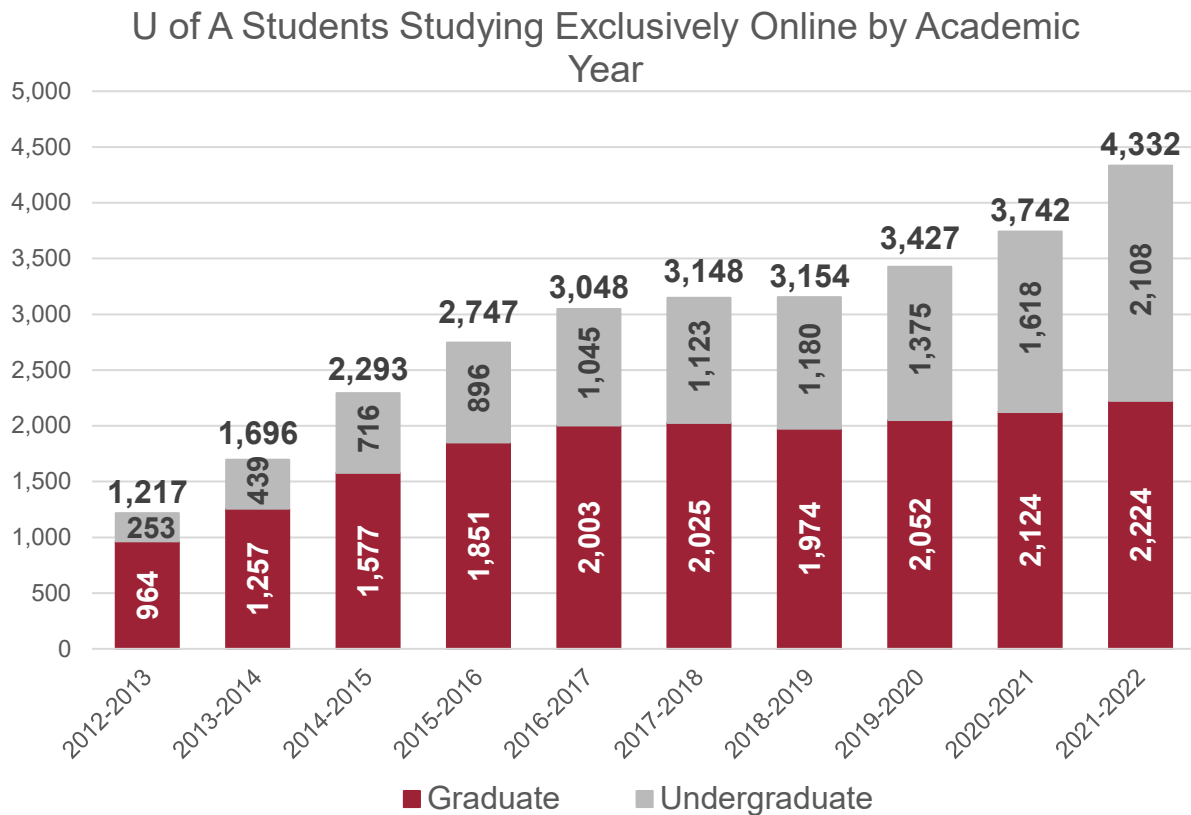
The Media Production team created the TV spot with support from the Marketing and Communications team.



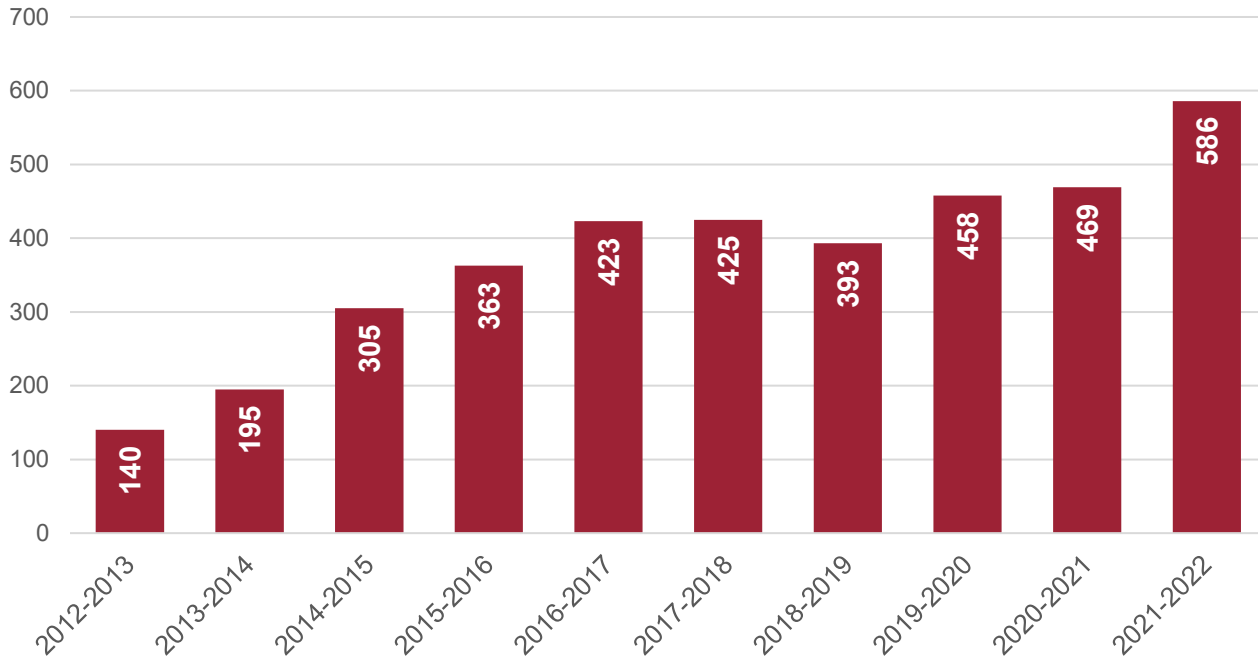
Appendix A - Online Enrollment Charts and Analysis

Online Enrollment for Academic Year 2021 to 2022

All FY 2022 data are preliminary. Data reflect a 16% growth from AY 2021 to AY 2022 and a 256% growth from AY 2013 to AY 2022 (10 years).



First-generation Arkansas U of A Undergraduate Students Who Studied Exclusively Online



2021-2022 Online Footprint at the U of A

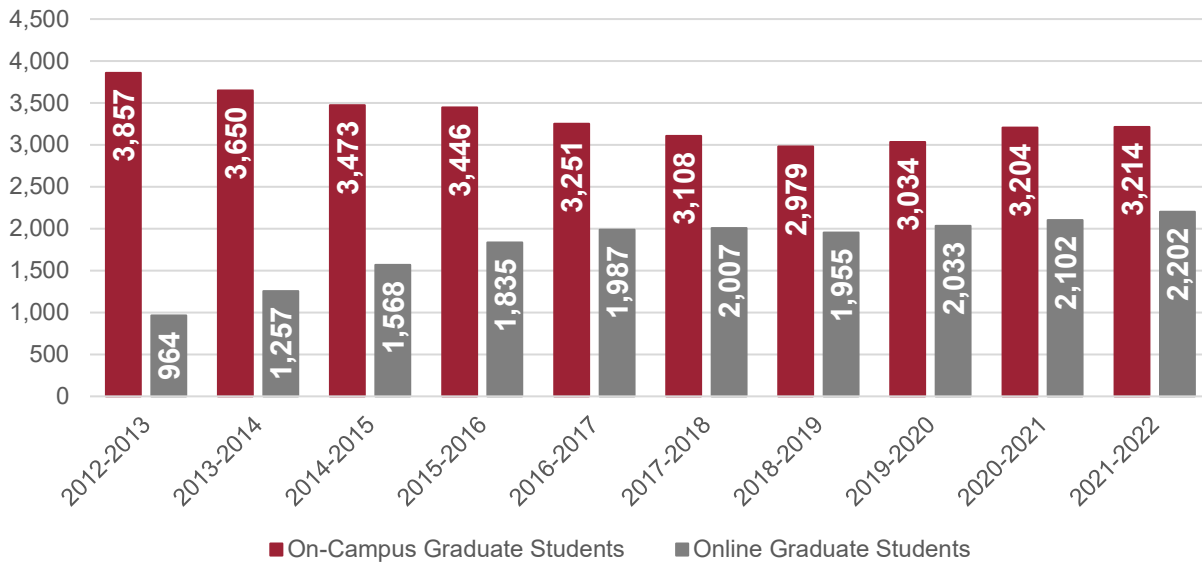
	U of A Enrollment*	Exclusively Online**	Percentage Exclusively Online
Graduate students	5,416	2,202	40.66%
Undergraduate students	26,081	2,108	8.08%
Law	395	22	5.57%
Total	31,892	4,332	13.58%

2021-2022 Online Footprint of Arkansans at the U of A

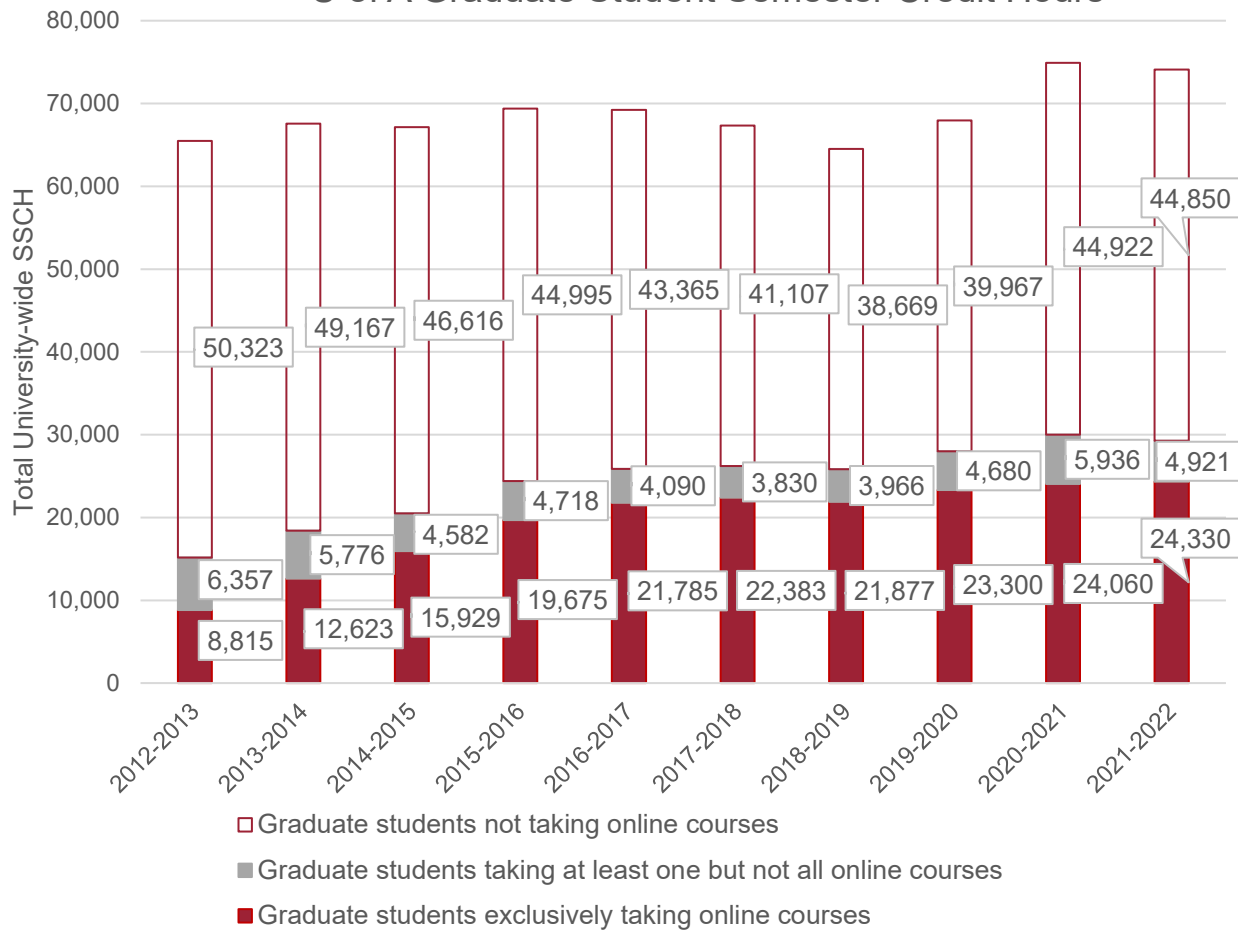
	U of A Enrollment*	Exclusively Online**	Percentage Exclusively Online
Graduate students	2,383	1,111	46.62%
Undergraduate students	13,144	1,078	8.20%
Law	264	3	1.14%
Total	15,791	2,192	13.88%

**Based on AY data, not 11th day numbers for fall. All AY 2021 data are preliminary. **Students who took all online courses for that AY. See definitions in Appendix D.*

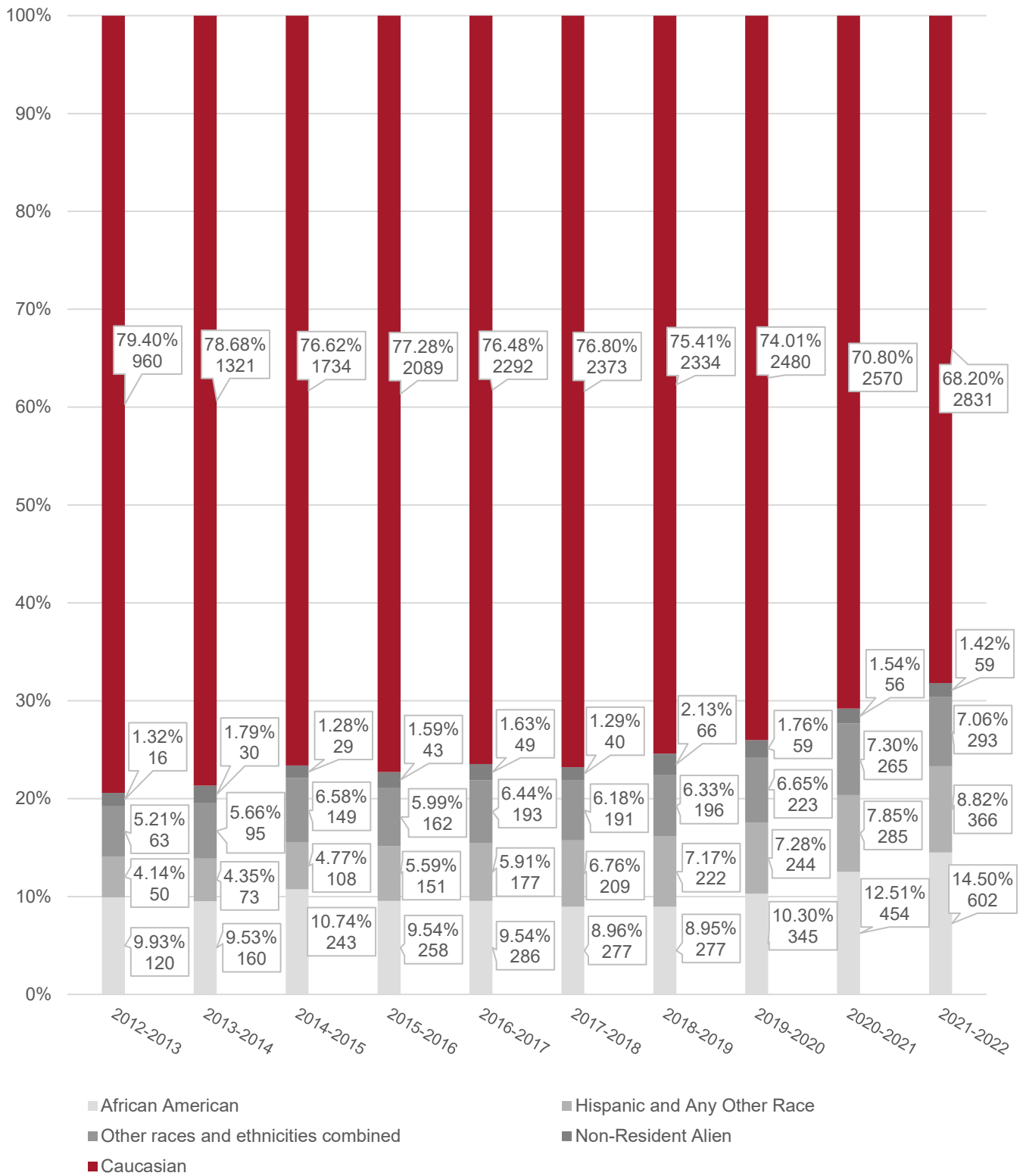
U of A Graduate Enrollment by Academic Year



U of A Graduate Student Semester Credit Hours



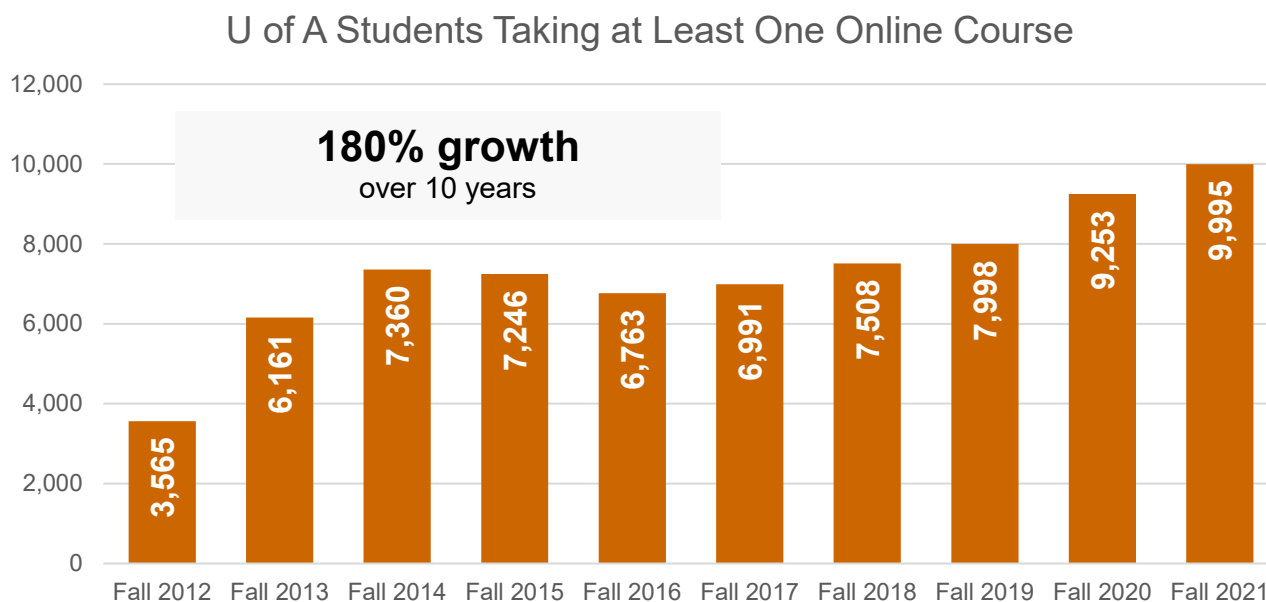
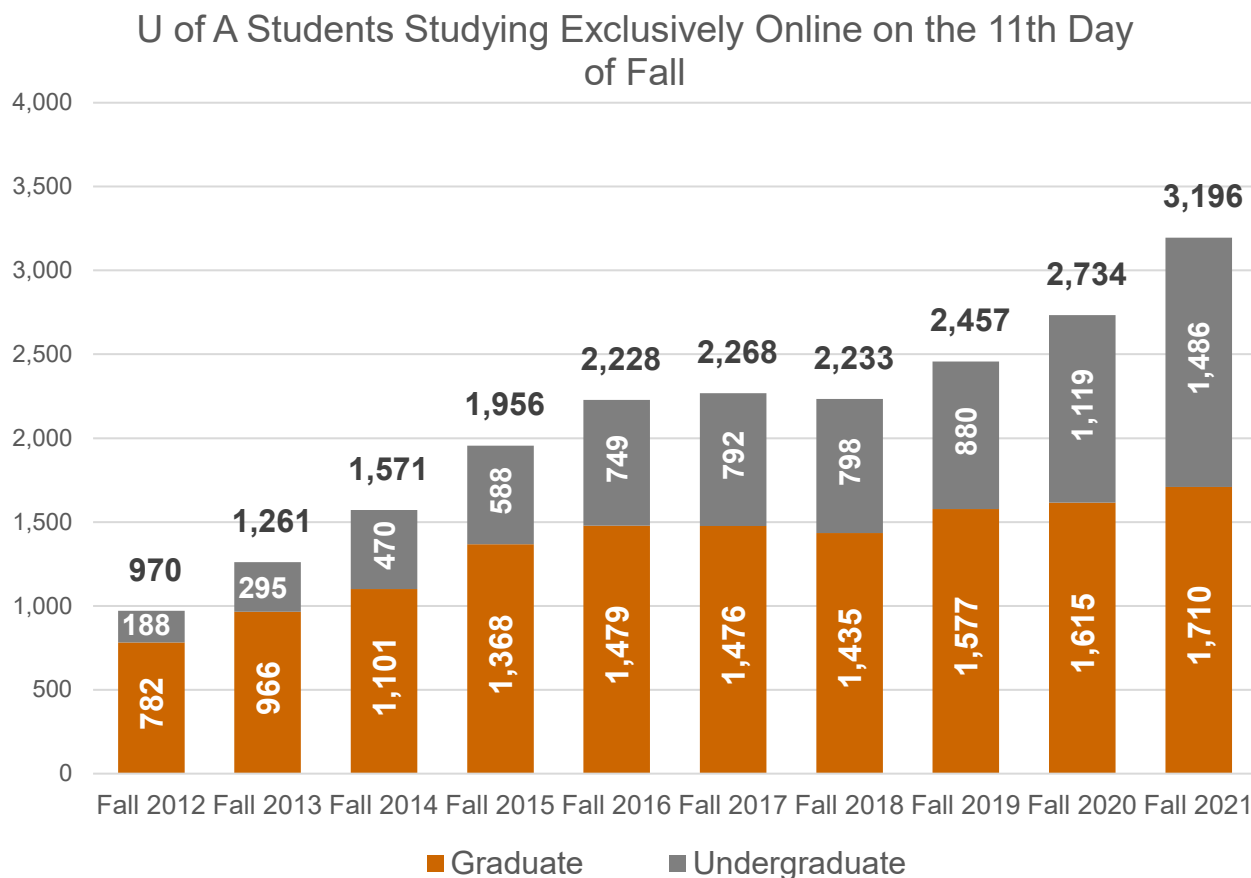
Exclusively Online Students by Race and Ethnicity



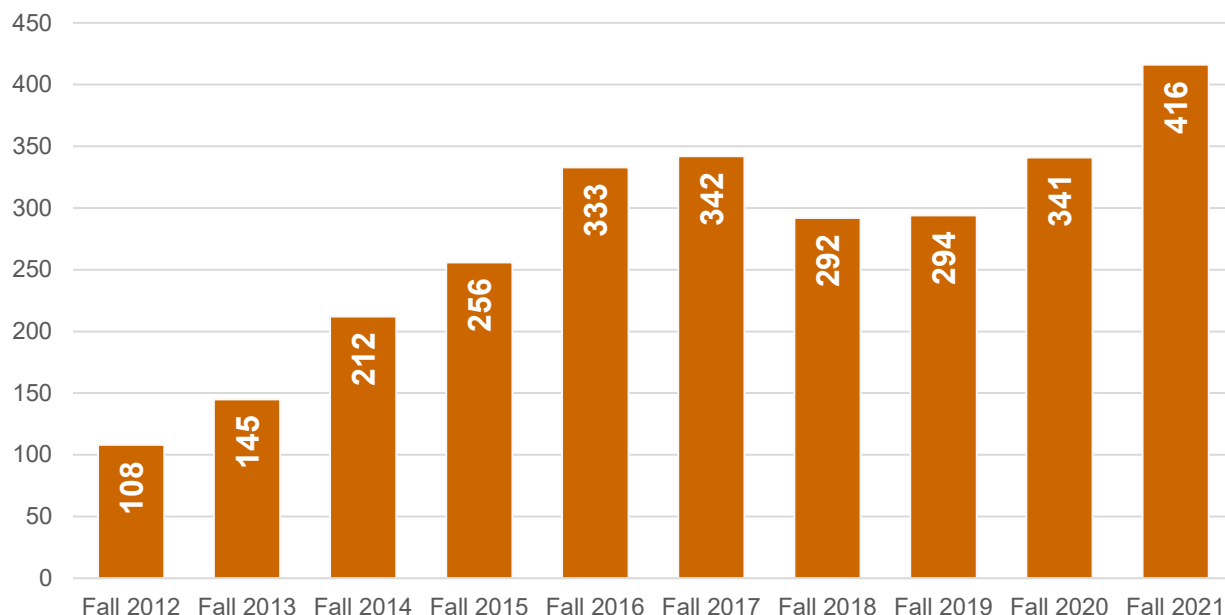
Students whose race and ethnicity were "unknown" in the U of A Data Warehouse are not included in this graphic

U of A Online Enrollment 11th-Day Snapshot – Fall 2021

Data show a 16.9% growth from Fall 2020 to Fall 2021 and a 229% growth from Fall 2012 to Fall 2021 (10 years).



First-generation Arkansas U of A Undergraduate Students Who Studied Exclusively Online



Fall 2021 Online Footprint at the U of A

	U of A Enrollment	Exclusively Online*	Percentage Exclusively Online
Graduate students	4,415	1,693	38.35%
Undergraduate students	24, 265	1,486	6.12%
Law	388	17	4.38%
Total	29,068	3,196	10.99%

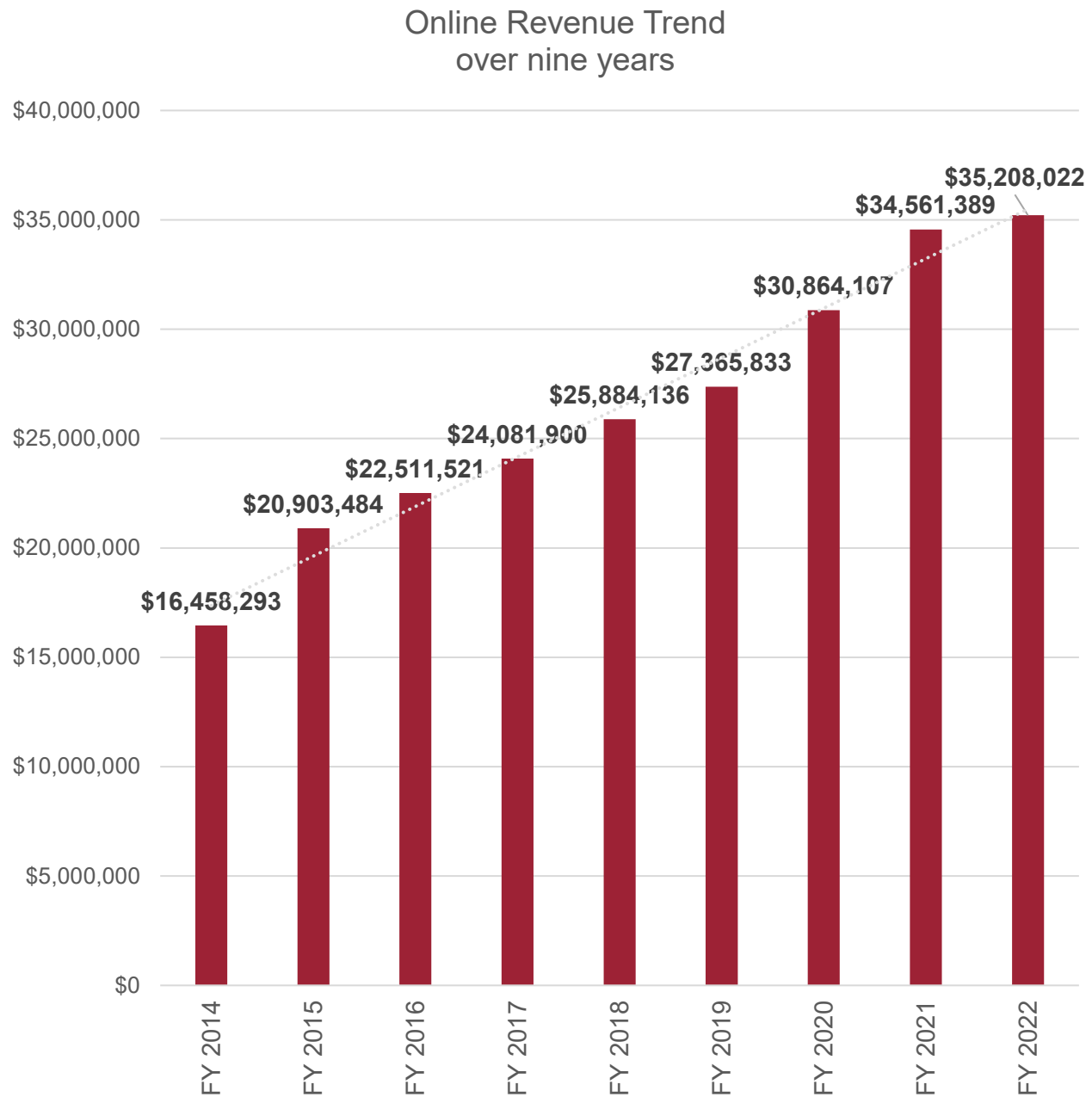
Fall 2021 Online Footprint of Arkansans at the U of A

	U of A Enrollment	Exclusively Online*	Percentage Exclusively Online
Graduate students	1,948	903	46.36%
Undergraduate students	12,160	781	6.42%
Law	262	3	1.15%
Total	14,370	1,687	11.74%

*Students who took all online courses for that AY. See definitions in Appendix D.

Appendix B – Online Revenue by Year

Gross online revenue trend over nine years.



Appendix C – In-Kind Support

Services and Accomplishments by GC Teams

Global Campus (GC) Teams in this Appendix:

- I. Instructional Design and Support Services
- II. Campus Teaching & Learning Technology Support
- III. IDSS Media Production
- IV. Credit Studies and Self-Paced Online Courses
- V. Recruitment and Student Outreach
- VI. Learner Support
- VII. Compliance
- VIII. Marketing and Communications
- IX. Professional and Workforce Development – GC in Bentonville

The Financial Affairs and Human Resources team and the Technology Services team support the work of other GC teams. Learn more at globalcampus.uark.edu

Team Reports

I. Instructional Design and Support Services

The Instructional Design and Support Services (IDSS) unit was the largest GC unit with 36 full-time and four part-time staff members. IDSS was led by the IDSS director, who supervised a project manager, an online program coordinator and an office manager, and oversaw their Instructional Design (ID) team, Learning Technology Support (LTS) team, and Media Production (MP) team. The ID team was led by an instructional design manager, who managed two senior instructional designers and nine instructional designers.

The LTS team was led by an associate director of IDSS, who managed two learning resources developers, two student engagement specialists, a faculty development coordinator, a faculty support specialist, three academic technologists, a Blackboard support coordinator, and three Blackboard support specialists. The MP team was led by a media production manager, who supervised a visual lead of instructional design, a visual information architect, a post-production supervisor, a video project specialist, an animation supervisor, an animation coordinator, a digital media editor, a graphic designer, and a 3D animator.

IDSS provided support and assistance to departments in new program proposal, curriculum planning, and course development. IDSS helped U of A prepare and obtain approval for five new online programs, 12 microcertificates, and one online minor in FY 2022.

The Arkansas Department of Higher Education Approved New Online Programs in AY 2022

- Bachelor of Science in Educational Studies
- Master of Science in Supply Chain Management
- Engineering Management Analytics Graduate Certificate
- Engineering Management Graduate Certificate



- Operations Management Graduate Certificate

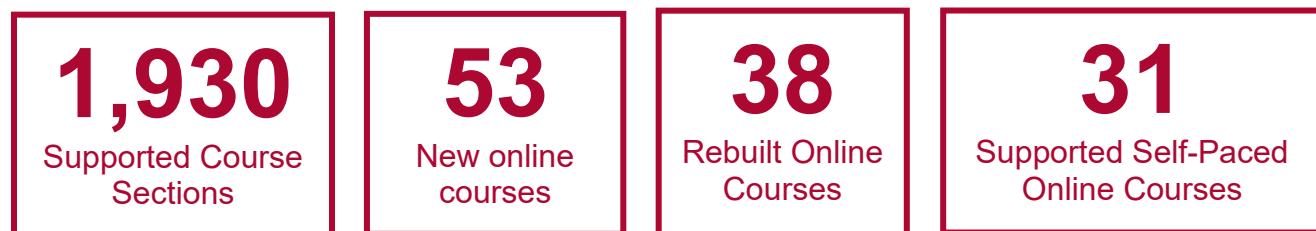
New Online Microcertificates Approved by the U of A in AY 2022

- Equine Management Undergraduate Microcertificate
- Advanced Air Mobility Autonomous Operations Graduate Microcertificate
- Analytics for Operations Managers Graduate Microcertificate
- Autism Spectrum Disorder Graduate Microcertificate
- Blockchain Graduate Microcertificate
- Business Analytics Graduate Microcertificate
- Business Cybersecurity Graduate Microcertificate
- Decision Support for Operations Managers Graduate Microcertificate
- Enterprise Resource Planning Graduate Microcertificate
- Leading Operational Change Graduate Microcertificate
- Systems Engineering Analytics Graduate Microcertificate
- Systems Engineering and Engineering Management Graduate Microcertificate

The U of A also launched a minor in English.

Online Course Development and Support

IDSS supports campus by providing instructional design consultation, technical support, and Blackboard Help Desk.



Faculty Support

- Continuous Improvement: Continuing our commitment to developing quality online courses, each new course developed in FY 2022 went through a formal evaluation step. After the first run of a course, the instructor and the instructional designer met to discuss how the course went and to review data. If necessary, revisions were identified and carried out.
- BOLT Conference: IDSS hosted the Better Online Learning Together virtual one-day conference. We hosted 14 speakers on a variety of topics related to online teaching pedagogy and course management. Over 80 U of A instructors and staff attended. Quotes from the conference feedback: "This conference provided the information I needed to make sure students have a good online learning experience." "Listening to the teams that make everything happen for our online students provided new and important context and data for me."
- New to Online Instructor Workshops: In eight live virtual workshops, instructors new to online were introduced to online pedagogy and discussed strategies to help them be excellent online instructors. Although targeted to those new to online, any instructor could attend. The workshops have an accompanying website with tutorials and best practice online teaching methods that can be referenced anytime.
- New Delivery Methods: IDSS contributed to the discussion and approval of the new online delivery mode definitions as well as the development of a curriculum approval process and support model for the new online delivery methods. IDSS provided technical and compliance support for the offering of temporary synchronous online courses in the interim.

Student Success Initiatives

- IDSS continued support for campuswide initiatives such as Destination Arkansas Blackboard Activities (DABA), Open Educational Resources (OER), TFSC Student Success Grant, and General Education Outcomes Assessment.
- In collaboration with online advisors and online student liaisons, IDSS continued support for the previously developed undergraduate orientation courses and helped develop a graduate orientation course.
- IDSS supported online student success initiatives by revising high DFW online courses, supporting the implementation of additional tutoring services, and helping develop a chemistry preparation course.

Internal Initiatives

- IDSS restructured the unit by assigning a dedicated manager position to the ID team, redefining the associate director position to LTS manager position, and creating a project manager position. The new structure is expected to maximize the unit's productivity while minimizing waste of resources and confusion.
- IDSS implemented job shadowing and internal cross-training within and among the teams to facilitate collaboration and build redundancy.
- IDSS staff met once a month as one team to discuss a topic, share best practices, or explore emerging concepts. The team is committed to continuous development and innovation.

II. Campus Teaching & Learning Technology Support

- The Blackboard support team was created within the LTS team with a supervisor and three Blackboard support specialists. The restructuring should help IDSS provide more coherent and efficient learning technology support for the entire campus.
- In addition to the Blackboard support team, IDSS dedicated two staff members to full campus support. They were available for virtual and in-person appointments for all instructors regardless of teaching modalities.
- Under the unified title of TIPS (Teaching Innovation and Pedagogical Support), IDSS, IT Services, and the Wally Cordes Teaching and Faculty Support Center (TFSC) continued to provide teaching and learning support to campus.



Lesley Speller with the Learning Technology Support team sets up a virtual reality experience for a guest attending Come As You Arkansas, a campuswide celebration of the U of A's 150th anniversary in Fall 2021.

III. IDSS Media Production

- Amy Cooper, animator; David Reynolds, animation supervisor; and the Media Production team created and produced a 30-second TV commercial that won a platinum Hermes award and a Bronze Telly award for “Whatever You’re In It For, We’re In It For You.” The Marketing and Communications team contributed. The commercial aired on TV stations across Arkansas and in Memphis, which covers the Arkansas Delta Region. It also aired nationally through internet marketing campaigns.
- IDSS created a wide variety of elements including videos, illustrations, 2D and 3D animations, visualizations, podcasts, gifs, informational graphics, and more. These media assets were incorporated in numerous for-credit and non-credit courses such as math, chemistry, materials science, history, architecture, law, network security, oceanography, horticulture, user experience, etc.
- Media Production also created videos and other content in support of the campus such as online orientation, graduate student orientation, professional and workforce development promos, academic integrity for instructors, proper "Hog Call" technique, the Reimagine Grant newsletter, and the Food Science Reproducibility grant.
- Media Production continued to expand its capabilities by starting the process of upgrading to multicamera systems; developing internal tools and capabilities for work in 3D, 2D, hand-drawn animation; course development software; and cartography.



Luke Gramlich, video project specialist, (right) connects the microphone of Vice Provost Cheryl Murphy during the taping of her welcome video for online orientation.

IV. Credit Studies and Self-Paced Online Courses

Following extensive discussions with campus leaders, the decision was made this year to phase out self-paced online correspondence courses. The final yearlong enrollment cycle will run from July 2022 to July 2023. By December 2023, all students will have completed their courses and all grade rosters will be finalized.

In the July 2021-July 2022 enrollment cycle, there were 587 enrollments in self-paced online courses based on enrollments as of the first day of each session.

Credit Studies continued administratively supporting two academic consortia, Great Plains Interactive Distance Education Alliance and Alliance for Cooperative Course Exchange in the Plant Sciences, facilitating approximately 350 enrollments in courses in 2021-2022.

Team members worked closely with the Registrar’s Office and colleagues in the academic colleges on processes to reserve seats in online classes for students in online degree programs. The system originally developed for use with Fulbright College undergraduate-level online courses was extended to include some online courses in Walton College and Bumpers College.

V. Recruitment and Student Outreach

The Recruitment and Student Outreach team was led by the Assistant Vice Provost for Student Outreach and Innovation and included two full-time recruiters, an admissions counselor shared with undergraduate admissions, an online student outreach manager, a compliance and market research manager, two data analysts, an assistant to the director, a part-time compliance researcher, two full-time and three part-time online student liaisons, a full-time coaching coordinator and two full-time online student coaches, and a part-time online student orientation assistant.

The team collaborated with the Office of Admissions, college recruiters, and units across campus to collect and nurture leads from prospective students across the state and around the nation and support those students as they progress through the university.

As a result of successful marketing efforts in bringing potential students to the online website, the Recruitment and Student Outreach team has increasingly focused its efforts on connecting with those individuals and converting them to enrolled students.

Online Student Recruitment

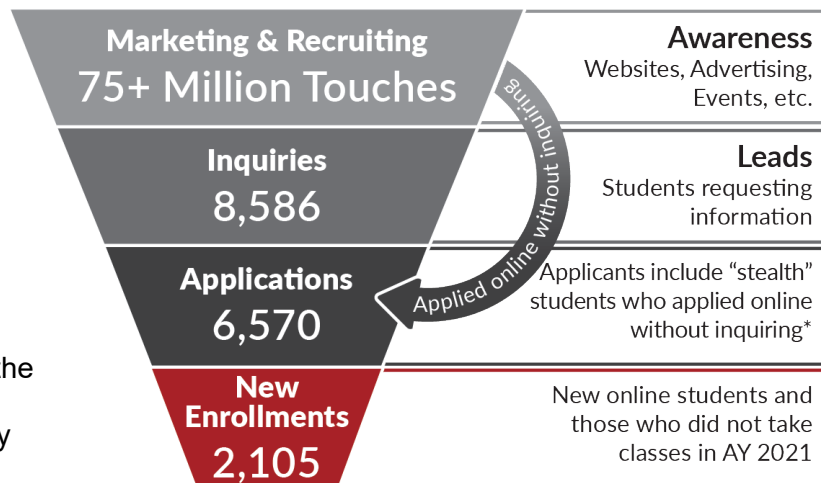
The Recruitment team's implementation of Slate has continued to increase communications with prospective students through email. In FY 2022, more than 78,000 automated emails were sent on behalf of undergraduate and graduate online degree programs, with an average open rate of 54%, which was an increase of 12% over 2021. Content was developed and edited throughout the year in coordination with the Communications team to improve information quality and consumption rates. The team promoted online programs at 99 face-to-face events and 30 webinars in FY 2022.

VI. Learner Support

Online Student Support Services

In addition to the full suite of student support services offered for all students at the University of Arkansas (see success.uark.edu) which include tutoring, academic coaching, Career Studio and Writing Studio, GC provides additional services for students who are in programs offered online.

Recruiting Funnel: Awareness to Enrollment



Chrystal Thomas, recruiter, sets up a recruitment table for teachers who are prospective U of A online students.

New – Online Student Coaching: Supporting Online Student Retention and Success

The Online Student Coaching team introduced in spring 2021 in response to demand for more robust support services for students transitioning into the university expanded in 2022 to include three full time staff members including a coaching coordinator and two full-time coaches. Online student coaches provided case management support for online undergraduate students from matriculation through the completion of degree requirements. Coaches provided one-to-one services, including assisting students in preparing for advising, connecting students to student-success resources and assisting with proactive problem-solving alongside college advising resources, as well as holding small group virtual events to support community building and service access. Currently offered to all online undergraduate majors, coaching services plan to extend to graduate programs in 2023.



Selin Nelson and Kersten Diehl are online student coaches who help students stay on track and support their success.

As an example of specific interventions/supports provided by coaches, in the summer of 2022, the coaching team piloted a non-credit Chemistry Preparation course for students intending to take online chemistry in fall 2022. Collaborating with the Chemistry department and instructional design teams, the coaching team facilitated engagement with students in the self-paced course designed to review math and science skills that instructors have identified as critical to success in the chemistry course. Engagement included building a peer network, facilitating study groups, weekly communication, and an incentive structure to reward persistence. Participant success in chemistry will be evaluated for possible replication in other courses.

New – Online Student Union

The Online Student Union is a virtual platform that provides peer-to-peer and peer-to-staff interaction in a closed social media-like environment. The union is used to host virtual student groups that include academic and personal interest groups. Online student support staff actively participate in the communities to facilitate communication and maintain student conduct standards. Launched in fall 2022, the Online Student Union is a key tool in our commitment to ensure that all students feel valued, respected and connected to the U of A.

New – Online Student Orientation: Establishing Foundations for Student Success

Online Student Orientation was implemented for all online undergraduate students for the first time in 2021. Orientation for online students is a fee-supported non-credit course offered during the intercession prior to each major semester. It is designed to support successful transition to the university and promote student success. In its first full year of implementation, 755 students participated in orientation. Preliminary results indicated the orientation supported student feelings of connectedness, confidence with technology, and comfort with accessing student support services including the library, Writing Studio and tutoring. In fall 2021, students who participated in orientation were 53% more likely to be enrolled in classes at the end of the term. That first-term persistence rate increased 10.67% among students who participated in orientation in spring 2022. In spring 2022, 80% of students who completed at least half of the activities in the orientation course had a first-term GPA above 2.0 in their first semester compared to only 42% of those who completed less than a quarter of the course and 15% of those who failed to participate at all.

New – Extended Tutoring Services

In addition to the tutoring services available at a distance through the Student Success Center, students in online programs have access to 24/7/365 tutoring support through a partnership with TutorMe. Links provided in courses and through Blackboard allow students to access subject-specific tutors at any time through the virtual platform. Students can post questions to a virtual workspace and get immediate support from a live tutor via chat, voice, or video call. Sessions are recorded so students can return to the recording for review and faculty and staff can monitor quality and ensure academic integrity.



Online Student Liaison Office: Supporting Prospective Students

The Office of Recruitment and Student Outreach's Online Student Liaison Office (OSLO) saw continued growth in its third full year of operations. Liaisons help move prospective students through the enrollment funnel by providing personalized assistance with application steps, academic connections, and general questions. The staff includes four full-time liaisons and three part-time liaisons. Services can include guided appointments to support application completion, virtual assistance utilizing planning tools including the Transfer Planning Guide, and assistance with obtaining transcripts from prior institutions. Additionally, the OSLO team maintains detailed self-service guides including video tutorials, FAQ panels, and step-by-step guides.

The OSLO provides support for all undergraduate and graduate online students across all colleges. The office provided services from 7 a.m. to 7 p.m. Mondays through Fridays and from 11 a.m. to 3 p.m. on Saturdays by phone, email, and live chat. During their third full year in operation, liaisons completed more than 11,000 personal interactions with prospective and newly admitted students.

VII. Compliance: GC Leads Distance Education Compliance

GC collaborated with academic and administrative units across campus to promote compliance with university policies, federal mandates, and the regulatory requirements of Arkansas and the other states in which the university conducts regulated educational activities, both online and face to face. Since 2015, Arkansas and the U of A have participated in the State Authorization Reciprocity Agreement.

In FY 2021, the Compliance team completed the implementation of the university-wide response to changes in federal financial aid compliance regulations that require institutions to provide general and individual disclosures. This project provides individual and general disclosures for all (online and on-campus) educational programs linked to professional licensure or certification. This includes more than 70 U of A degree programs that need to meet regulatory requirements in 56 U.S. states and territories. This project requires annual updates as regulatory changes roll forward. In coordination with the Registrar's office, the General Disclosures website is provided at uark.edu/academics/program-compliance. Individual disclosures are sent to students prior to making a financial commitment to the university or when a change of location or major requires a new disclosure.

GC Compliance also supports other regulatory activities related to off-campus academic offerings. This year included support for accreditation and approval of state nursing board applications, as well as completion of state board of higher education reports for the M.S. in Operations Management on-

ground programs in Tennessee and Florida. Support also included research regarding international compliance needed to offer online courses to international students. The compliance team also supported the International Employment Taskforce, researching multiple levels of regulation to support internationally located employees, researchers, and instructors.

The compliance team has broadened its network in the past year, offering training for internship coordinators, presenting at multiple conferences, and supporting all areas of the university in compliance.

VIII. Marketing and Communications

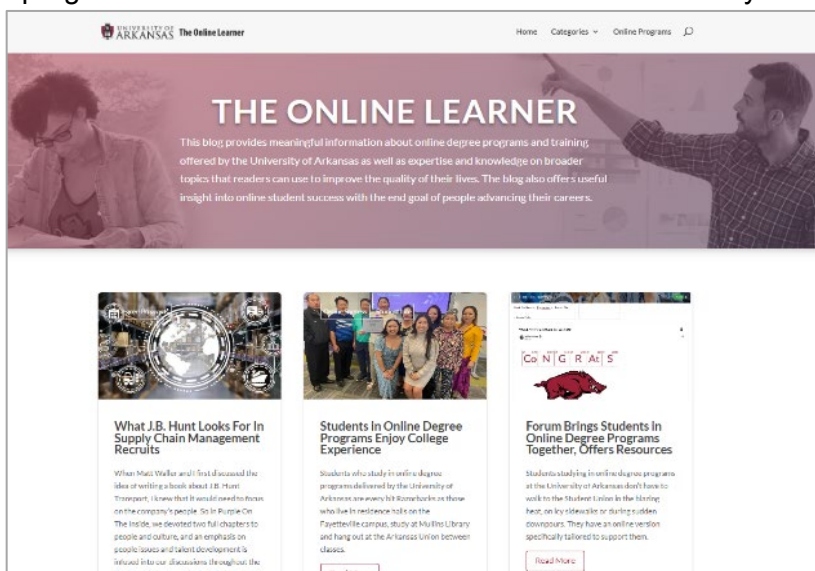
The Marketing and Communications team (MaC) works closely with the Recruitment and Student Outreach team to promote online degree programs and increase enrollments. It also works closely with the Professional and Workforce Development team in Bentonville to promote training programs and classes and increase registrations.

The MaC team developed material for recruiters, maintained the online.uark.edu promotional website, and managed a multimedia marketing campaign to promote online programs. All advertising – Internet, television, radio, print, and digital – directs prospective students to the U of A Online website, allowing students to apply for admission or request information.

The MaC team worked with two vendors: (1) Basis Technologies, formerly known as Centro, which managed a national Internet marketing campaign (Google Search, Google Display, Facebook, Instagram, Video, etc.) to promote U of A online programs and IT Readiness programs for U of A Professional and Workforce Development, and (2) VisionPoint, which provided strategic marketing recommendations, search engine optimization (SEO) advice, and creatives for messaging for FY 2022.

Highlights include:

- Launched [The Online Learner](https://online.uark.edu) blog to pull prospective students to the online.uark.edu website. Blogs highlight successful online students, extraordinary faculty and staff, the online learning experience, and training-related topics.



GC expanded its content marketing efforts by launching a blog that highlights U of A faculty and distance education topics. The blog pulls visitors to the website showcasing online degree programs.



Heidi Wells, content strategist, interviews Austin Kersey, B.S. in Nursing graduate, on the Razorbug Diploma Tour in El Dorado.

- The [Reimagine Arkansas Workforce](#) campaign that reached across the state to provide training at no cost to Arkansans who wanted to join or thrive in the workplace. The MaC team met with business and community groups to develop a grass roots marketing campaign, managed paid campaigns, created a communications [tool kit](#) to help businesses and organizations amplify marketing messages, and supported the PWD team with flyers and other promotional tools.
- The [Razorbug Diploma Tour](#) that attracted “hometown” interest about graduates of online degree programs in rural counties along the state’s perimeter. The Razorbug Tour traveled almost 2,000 miles to promote online degree programs and the U of A’s commitment to its land-grant mission of serving Arkansans.
- Developed multiple [self-help website pages](#) for online students to reach resources and navigate steps in the admissions and enrollment processes.

IX. Professional and Workforce Development – GC in Bentonville

The GC PWD team, located in Bentonville, creates and delivers flexible, innovative training and continuing education options to meet the needs of the workforce, as identified by business and industry. Courses are delivered face to face and online, and self-paced online programs are developed with the help of designated instructional designers.

Registrations for the year totaled 2,571. GC PWD Gross Revenue was \$2,727,012. Of that, \$61,678 was paid to the academic colleges and departments who developed training courses through the GC.

FY 2022 New GC PWD Programs

GC created and launched the following new programs/courses:

- Foundations of User Experience
- History of Football
- Whole Health Series
 - Introduction to Herbal Healing
 - Sound Healing
- Nurse Preceptor Training Series
 - The Preceptor Role
 - Learning Activities and Evaluation
 - Collaboration, Communication, and Socialization
- Palliative Care
- Customer Service Certificate Program
- IT Help Desk Tech
- Explore Careers in IT
- Diversity and Inclusive Leadership Certification (U of A CURRENTS)



Professional and Workforce Development opened its doors at The Collaborative in Bentonville in 2021.

FY 2022 Customized Training Clients

- Quadrivium – New Manager Training
- Ozarks Electric – Excel Training
- Ozarks Electric – Soft Skill Training

- JB Hunt – Product Management
- Bentonville High School – Drone Training

FY 2022 Continuing Campus Partnership Programs

GC continues to work with colleges and departments to facilitate the following programs and generate shared revenue.

- College of Engineering
- Walton College
- Fulbright College
- Bumpers College
- COEHP
- Mullins Library (OESS/Open Education Southern Symposium)
- CURRENTS (Center for the Utilization of Rehabilitation Resources for Education, Networking, Training & Service)

FY 2022 New Business and Industry Partnerships

- The Collaborative
- Canoo
- Game Composites
- Droneup

FY 2022 U of A Reimagine Workforce Project Highlights

- Enrollments through June 30, 2022: 1146
- Completers through June 30, 2022: 156
- All enrollees have the opportunity to create a certified online SmartResume offered by iDatafy.
- Social Media Campaigns
 - Organic – 15 to 20 posts on each platform
 - Paid – Basis Technology Ads (Run 2/18-3/18)
 - Site Visits – 3,047
 - Button Clicks – 477



Cassie Doggett, pictured with her family, took her career to the next level after completing online training in the certified administrative professional program offered through the Reimagine Arkansas Workforce Project.

FY 2022 Grants and/or Other Funding Applied For/Received or In Partnership

- GEER grant
 - 5,000,000; Received in 2020, close in 2022
- Reimagine
 - 10,088,551; Received in 2020, close in 2023
- UX Grant
 - 197,000; Received and closed in 2021
- AR Center for Data Science
 - Reskill Arkansas; partnership with ACDS to help individuals start careers through online training; 295 participants in 2022

FY 2022 Special Projects

- Planning of implementation of Slate to be used for Reimagine applications, enrollments, student/participant engagement, automation, and marketing campaigns.
- The Collaborative
- Staff visited all Arkansas Workforce Centers in the state to promote the Reimagine Project and build working relationships.

FY 2022 Social Media Marketing

- Facebook
 - Page Reach – 412,856
 - Page Visits – 1,979
 - Paid Ads
 - Reach – 112,579
 - Impressions – 269,259
 - Amount Spent – \$1,284.36
- LinkedIn
 - Page Views – 1,274
 - Unique Visitors – 606
- Created an Instagram account in May 2022.
 - Accounts Reached – 31,000
 - Total Followers – 62



Professional and Workforce Development offers training classes inside The Collaborative.

Appendix D – Definitions and Parameters for Data

Data and Demographic Information – This report and its appendices reflect two sets of data: (1) numbers that include the entire academic year, referred to as AY 2022, and (2) numbers taken from a single snapshot of data on the 11th-day of class in fall 2021, referred to as 11th-day numbers. **AY 2022:** university-wide demographics were obtained from the U of A Office of Institutional Research’s (OIR) website on August 10, 2022. All other data (“at least one online course,” “exclusively online,” “first generation,” etc.) were obtained from the U of A data warehouse AHEIS tables in August of 2022. Minor inconsistencies could exist between U of A data and the manual records kept at the departmental level if coding errors were made in U of A records. **11th-day data:** 11th-day numbers are drawn from the AHEIS tables for the fall on-schedule term. When a unique student needed to be categorized into only one career, all efforts were made to use the primary career and primary school listed in the AHEIS tables as of August 2022. Inconsistencies between this year and previous reports may arise from 1) errors corrected in the data source over time; 2) errors inadvertently made due to incomplete information; or 3) changing characterizations of how data is reported at the state and federal level. The state of Arkansas updated its reporting requirements and definitions for the 2019-2020 academic year, which in turn led to a re-examination of internal data methodology.

Online Course – The Arkansas Department of Higher Education previously defined an “online course” as any course that delivers “50% or more of the course content” online. Current distance delivery definitions further separate online courses as 100% online and at least 50% but less than 100% online. The U of A reports each qualifying course as of the 11th day of fall or spring semesters or 5th day of summer semesters. The exact definitions used for this file can be found on page 47 of the AHEIS Reference Manual for the Student Information System, Public Institutions, Arkansas Department of Higher Education.

Online Program – The state defines an “online program” as delivering 50% or more of the course content online. Some programs (e.g., M.Ed. in Educational Technology) are offered only online, with no on-campus option. Other programs (e.g., B.A. in Communication) are delivered both on-campus and online. For the purposes of this report, students enrolled in programs offered through both delivery modes are designated as online students when 50% or more of their coursework for the academic year is delivered online.

Students Studying Online – Courses delivered online are coded as “01” and “02” in the U of A database. Students who took one or more web-based courses, but not all web-based courses, for the academic year are identified in this report as “taking at least one online course.” Students who took only web-based courses for the academic year are identified as “studying exclusively online,” which is naturally a subset of students “taking at least one online course.”

Unique Students – Student counts in the following tables are unique (counted only once) for each year within each category. The primary career for each term and academic year is calculated following OIR’s methodology: first a student’s highest career for each term is identified, then the on-schedule term is given priority. This is the career reported for the combined on-term and off-term. Then the highest career for all terms is reported, and the

record for the most recent term of the year is considered the primary career for the academic year. The student's career and demographics for those terms are reported as listed in the Data Warehouse AHEIS tables in August 2022.

Simultaneous Academic Careers – For those instances in which a student had simultaneous academic careers during the term of interest, the highest-level career is shown. A student having two graduate careers is counted once as graduate; a student with a graduate and law/agricultural law is counted as graduate; and a student with a law/agricultural law career and an undergraduate career is counted under the category of law/agricultural law. Academic career differs from billing career.

Gender and Ethnicity – Gender and primary ethnicity are reported as indicated by the student for the final term of each academic year.

Age – Age is calculated as of the first day of the academic year, which is July 1 of every year. As an example, for academic year 2013, it was July 1, 2012.

Origin – Geographic origin is defined by the Arkansas Department of Higher Education as “the student's legal residence at the time of admission to the institution.” [SIS Manual, Public Institutions, page 21]

First-Generation Students – Some students provided data indicating whether their parent or guardian was a college graduate. If the response was coded as either “neither” or “no,” the student was shown as “is first generation college student.” Any other response resulted in “is not first generation.” The lack of a response was notated as “not indicated.”

Appendix E – Online Enrollment Data Tables – AY 2022

Academic Year 2022 numbers are preliminary.

Academic Year 2021-2022									
Year-end numbers	University-wide			At least one online course			Exclusively taking online courses		
Total	31,892			16,407			4,332		
Academic Career	GRAD	LAW	UGRD	GRAD	LAW	UGRD	GRAD	LAW	UGRD
Total	5,416	395	26,081	3,020	37	13,350	2,202	22	2,108
Gender									
Female	2,918	199	14,543	1,717	26	7,927	1,180	14	1,548
Male	2,498	196	11,538	1,303	11	5,423	1,022	8	560
Ethnicity									
African American	323	22	1,328	221	3	865	182	0	420
American Indian/Alaskan Native	63	3	206	33	0	116	23	0	18
Asian	144	4	713	81	0	323	70	0	23
Caucasian	3,298	307	18,992	2,005	29	9,705	1,505	18	1,308
Hispanic and Any Other Race	357	29	2,747	213	2	1,372	160	2	204
Native Hawaiian/Pacific Islander	5	0	36	4	0	21	3	0	5
Two or More Races	155	22	1,227	87	1	613	57	1	93
Non-Resident Alien	830	2	535	199	1	197	47	1	11
Unknown	241	6	297	177	1	138	155	0	26
Age Group									
Under 18	0	0	55	0	0	32	0	0	8
18-19	1	0	8,529	0	0	4,295	0	0	80
20-21	87	6	9,540	96	1	4,737	10	0	145
22-24	1,286	205	5,004	626	4	2,295	266	0	396
25-29	1,533	126	1,254	736	10	714	568	3	391
30-34	944	26	574	469	3	422	383	2	328
35-39	587	14	398	361	4	314	311	3	265
40-49	667	15	476	494	12	380	441	11	349
50-64	275	3	206	217	3	148	204	3	136
65 and over	36	0	45	21	0	13	19	0	10
Geographic origin (Legal residence at time of admission)									
In-state student	2,383	264	13,144	1,484	16	6,634	1,111	3	1,078
Out-of-state student	3,033	131	12,937	1,536	21	6,716	1,091	19	1,030

Academic Year 2021-2022									
Year-end numbers	University-wide			At least one online course			Exclusively taking online courses		
Total	31,892			16,407			4,332		
Academic Career	GRAD	LAW	UGRD	GRAD	LAW	UGRD	GRAD	LAW	UGRD
Total	5,416	395	26,081	3,020	37	13,350	2,202	22	2,108
First Generation Student Status									
Is first generation college student	136	45	6,442	55	4	3,668	38	1	1,165
Arkansas only	110	40	4,180	45	3	2,214	32	0	586
Is not first generation	299	175	18,882	83	6	9,400	54	0	905
Arkansas only	211	136	8,772	60	6	4,318	39	0	480
Not indicated	4,981	175	757	2,882	27	282	2,110	21	38
Arkansas only	2,062	88	192	1,379	7	102	1,040	3	12

Appendix F – Online Enrollment Data Tables – AY 2021

Academic Year 2020-2021									
Year-end numbers	University-wide			At least one online course			Exclusively taking online courses		
Total	30,352			15,680			3,742		
Academic Career	GRAD	LAW	UGRD	GRAD	LAW	UGRD	GRAD	LAW	UGRD
Total	5,306	385	24,661	3,014	42	12,624	2,102	22	1,618
Gender									
Female	2,786	178	13,595	1,673	16	7,540	1,045	11	1,149
Male	2,520	207	11,066	1,341	26	5,084	1,057	11	469
Ethnicity									
African American	345	18	1,175	264	2	703	213	0	241
American Indian/Alaskan Native	68	5	189	37	1	101	26	0	18
Asian	142	1	681	86	0	297	74	0	27
Caucasian	3,349	315	18,154	2,090	34	9,313	1,468	17	1,085
Hispanic and Any Other Race	314	25	2,454	188	3	1,238	135	3	147
Native Hawaiian/Pacific Islander	4	0	29	3	0	14	2	0	0
Two or More Races	153	16	1,118	89	0	556	56	0	62
Non-Resident Alien	792	2	574	151	2	256	40	2	14
Unknown	139	3	287	106	0	146	88	0	24
Age Group									
Under 18	0	0	64	0	0	33	0	0	11
18-19	0	0	6,878	0	0	3,499	0	0	51
20-21	48	5	9,712	56	1	4,963	12	0	130
22-24	1,276	192	5,190	657	11	2,329	252	0	307
25-29	1,512	127	1,256	732	3	726	542	2	334
30-34	930	28	582	473	9	371	393	3	233
35-39	576	14	353	368	4	267	302	3	198
40-49	666	11	383	503	7	303	415	7	249
50-64	268	8	184	206	7	117	170	7	93
65 and over	30	0	59	19	0	16	16	0	12
Geographic origin (Legal residence at time of admission)									
In-state student	2,328	270	13,059	1,485	17	6,604	1,022	3	912
Out-of-state student	2,978	115	11,602	1,529	25	6,020	1,080	19	706

Academic Year 2020-2021									
Year-end numbers	University-wide			At least one online course			Exclusively taking online courses		
Total	30,352			15,680			3,742		
Academic Career	GRAD	LAW	UGRD	GRAD	LAW	UGRD	GRAD	LAW	UGRD
Total	5,306	385	24,661	3,014	42	12,624	2,102	22	1,618
First Generation Student Status									
Is first generation college student	305	43	6,052	160	1	3,264	109	0	822
<i>Arkansas only</i>	248	39	4,187	136	1	2,128	93	0	469
Is not first generation	625	183	17,797	277	12	8,991	143	1	739
<i>Arkansas only</i>	423	152	8,646	178	10	4,348	103	1	425
Not indicated	4,376	159	812	2,577	29	369	1,850	21	57
<i>Arkansas only</i>	1,657	79	226	1,171	6	128	826	2	18

Appendix G – Online Enrollment Data Tables – AY 2020

Academic Year 2019-2020									
Year-end numbers	University-wide			At least one online course			Exclusively taking online courses		
Total	30,195			14,758			3,427		
Academic Career	GRAD	LAW	UGRD	GRAD	LAW	UGRD	GRAD	LAW	UGRD
Total	5,067	368	24,760	2,772	130	11,856	2,033	19	1,375
Gender									
Female	2,618	168	13,304	1,482	52	6,960	1,033	7	906
Male	2,449	200	11,456	1,290	78	4,896	1,000	12	469
Ethnicity									
African American	336	15	1,055	253	4	589	217	0	128
American Indian/Alaskan Native	54	8	229	36	3	109	27	2	18
Asian	125	4	649	82	1	258	65	0	24
Caucasian	3,248	308	18,432	1,997	110	8,913	1,489	15	976
Hispanic and Any Other Race	273	17	2,369	152	5	1,081	108	2	134
Native Hawaiian/Pacific Islander	4	0	23	3	0	13	3	0	1
Two or More Races	110	12	1,072	62	7	516	33	0	50
Non-Resident Alien	820	1	739	118	0	290	31	0	28
Unknown	97	3	192	69	0	87	60	0	16
Age Group									
Under 18	0	0	65	0	0	39	0	0	24
18-19	1	0	6,914	0	0	3,304	0	0	58
20-21	40	1	9,913	54	1	4,739	6	0	123
22-24	1,137	186	5,309	554	48	2,318	223	0	311
25-29	1,479	125	1,239	660	48	646	526	4	283
30-34	935	21	514	505	12	274	424	0	177
35-39	579	15	307	361	7	214	299	3	149
40-49	611	16	294	437	11	214	371	9	168
50-64	258	4	143	184	3	93	169	3	72
65 and over	27	0	62	17	0	15	15	0	10
Geographic origin (Legal residence at time of admission)									
In-state student	2,169	253	13,065	1,367	73	6,243	1,010	0	887
Out-of-state student	2,898	115	11,695	1,405	57	5,613	1,023	19	488

Academic Year 2019-2020									
Year-end numbers	University-wide			At least one online course			Exclusively taking online courses		
Total	30,195			14,758			3,427		
Academic Career	GRAD	LAW	UGRD	GRAD	LAW	UGRD	GRAD	LAW	UGRD
Total	5,067	368	24,760	2,772	130	11,856	2,033	19	1,375
First Generation Student Status									
Is first generation college student	455	34	6,062	259	11	3,025	176	0	656
Arkansas only	362	29	4,255	210	8	2,072	145	0	458
Is not first generation	986	179	17,951	517	60	8,606	255	0	650
Arkansas only	680	147	8,628	348	48	4,091	185	0	393
Not indicated	3,626	155	747	1,996	59	225	1,602	19	69
Arkansas only	1,127	77	182	809	17	80	680	0	36

Appendix H – Online Enrollment Data Tables – AY 2019

Academic Year									
2018-2019									
Year-end numbers	University-wide			At least one online course			Exclusively taking online courses		
Total	30,485			14,007			3,154		
Academic Career	GRAD	LAW	UGRD	GRAD	LAW	UGRD	GRAD	LAW	UGRD
Total	4,934	376	25,175	2,648	152	11,207	1,955	19	1,180
Gender									
Female	2,449	170	13,412	1,368	73	6,379	931	11	777
Male	2,485	206	11,763	1,280	79	4,828	1,024	8	403
Ethnicity									
African American	309	17	1,092	233	7	555	189	0	88
American Indian/Alaskan Native	58	10	236	33	3	112	27	1	8
Asian	104	6	640	64	2	227	57	0	22
Caucasian	3,215	303	18,850	1,932	122	8,553	1,444	14	876
Hispanic and Any Other Race	274	20	2,302	172	9	979	121	2	99
Native Hawaiian/Pacific Islander	4	0	23	3	0	7	2	0	0
Two or More Races	99	16	1,023	53	6	452	40	1	38
Non-Resident Alien	798	2	844	105	2	257	31	0	35
Unknown	73	2	165	53	1	65	44	1	14
Age Group									
Under 18	0	0	69	0	0	26	0	0	5
18-19	0	0	7,368	0	0	3,208	0	0	63
20-21	60	4	9,859	51	1	4,465	4	0	122
22-24	1,002	200	5,296	482	69	2,186	182	0	253
25-29	1,513	112	1,284	688	53	600	539	4	261
30-34	906	26	529	492	14	291	398	3	165
35-39	591	12	295	350	4	160	304	2	114
40-49	600	14	277	401	8	177	362	7	130
50-64	232	6	137	171	1	79	155	1	60
65 and over	30	2	61	13	2	15	11	2	7
Geographic origin (Legal residence at time of admission)									
In-state student	2,065	250	13,279	1,279	90	5,908	930	1	789
Out-of-state student	2,869	126	11,896	1,369	62	5,299	1,025	18	391

Academic Year									
2018-2019									
Year-end numbers	University-wide			At least one online course			Exclusively taking online courses		
Total	30,485			14,007			3,154		
Academic Career	GRAD	LAW	UGRD	GRAD	LAW	UGRD	GRAD	LAW	UGRD
Total	4,934	376	25,175	2,648	152	11,207	1,955	19	1,180
First Generation Student Status									
Is first generation college student	464	34	6,161	267	10	2,889	184	0	523
Arkansas only	376	27	4,373	228	7	2,013	160	0	393
Is not first generation	1,023	187	18,087	544	74	8,084	254	1	543
Arkansas only	694	148	8,681	370	55	3,812	189	1	347
Not indicated	3,447	155	927	1,837	68	234	1,517	18	114
Arkansas only	995	75	225	681	28	83	581	0	49

Appendix I – Online Enrollment Data Tables – AY 2018

Academic Year 2017-2018									
Year-end numbers	University-wide			At least one online course			Exclusively taking online courses		
Total	30,416			13,188			3,148		
Academic Career	GRAD	LAW	UGRD	GRAD	LAW	UGRD	GRAD	LAW	UGRD
Total	5,115	367	24,934	2,730	159	10,299	2,007	18	1,123
Gender									
Female	2,524	152	13,157	1,426	79	6,013	979	10	736
Male	2,591	215	11,777	1,304	80	4,286	1,028	8	387
Ethnicity									
African American	306	15	1,153	231	5	590	185	1	91
American Indian/Alaskan Native	70	10	244	40	5	103	31	1	12
Asian	100	6	627	59	2	205	52	0	24
Caucasian	3,405	289	18,689	2,044	126	7,821	1,506	12	855
Hispanic and Any Other Race	251	25	2,195	158	11	841	122	3	84
Native Hawaiian/Pacific Islander	7	1	19	6	1	8	5	1	0
Two or More Races	93	15	905	50	6	370	30	0	35
Non-Resident Alien	806	5	900	91	2	309	29	0	11
Unknown	77	1	202	51	1	52	47	0	11
Age Group									
Under 18	0	0	73	0	0	15	0	0	7
18-19	0	0	7,287	0	0	2,649	0	0	39
20-21	36	0	9,651	47	0	4,301	3	0	96
22-24	1,076	190	5,181	482	52	1,955	177	0	208
25-29	1,499	121	1,306	689	71	598	530	4	259
30-34	970	20	575	528	12	297	445	1	177
35-39	615	10	322	348	4	182	302	2	124
40-49	648	17	336	452	13	208	398	9	148
50-64	244	8	145	171	6	81	141	1	56
65 and over	27	1	58	13	1	13	11	1	9
Geographic origin (Legal residence at time of admission)									
In-state student	2,219	242	13,339	1,400	94	5,634	1,021	2	794
Out-of-state student	2,896	125	11,595	1,330	65	4,665	986	16	329

Academic Year 2017-2018									
Year-end numbers	University-wide			At least one online course			Exclusively taking online courses		
Total	30,416			13,188			3,148		
Academic Career	GRAD	LAW	UGRD	GRAD	LAW	UGRD	GRAD	LAW	UGRD
Total	5,115	367	24,934	2,730	159	10,299	2,007	18	1,123
First Generation Student Status									
Is first generation college student	478	41	6,373	280	21	2,837	183	1	549
Arkansas only	395	34	4,564	244	16	2,027	162	1	425
Is not first generation	1,077	166	17,546	566	56	7,214	268	0	505
Arkansas only	717	130	8,522	381	44	3,527	206	0	328
Not indicated	3,560	160	1,015	1,884	82	248	1,556	17	69
Arkansas only	1,107	78	253	775	34	80	653	1	41

Appendix J – Online Enrollment Data Tables – AY 2017

Academic Year		2016-2017							
Year-end numbers	University-wide			At least one online course			Exclusively taking online courses		
Total	29,983			12,467			3,048		
Academic Career	GRAD	LAW	UGRD	GRAD	LAW	UGRD	GRAD	LAW	UGRD
Total	5,238	377	24,368	2,712	126	9,629	1,987	16	1,045
Gender									
Female	2,575	158	12,709	1,386	57	5,431	947	11	676
Male	2,663	219	11,659	1,326	69	4,198	1,040	5	369
Ethnicity									
African American	309	14	1,211	223	5	595	184	0	102
American Indian/Alaskan Native	78	7	255	44	2	102	32	2	11
Asian	112	7	610	66	2	196	58	0	26
Caucasian	3,516	303	18,418	2,034	100	7,409	1,497	12	783
Hispanic and Any Other Race	253	27	2,001	149	9	711	109	2	66
Native Hawaiian/Pacific Islander	9	1	20	9	1	8	7	0	0
Two or More Races	93	12	821	48	4	344	32	0	25
Non-Resident Alien	795	3	870	89	0	226	24	0	25
Unknown	73	3	162	50	3	38	44	0	7
Age Group									
Under 18	0	0	60	0	0	22	0	0	9
18-19	0	0	7,155	0	0	2,769	0	0	54
20-21	36	4	9,239	32	1	3,747	2	0	82
22-24	1,128	173	5,039	473	40	1,742	156	0	201
25-29	1,558	135	1,403	713	55	583	556	2	234
30-34	974	28	578	515	13	289	438	3	152
35-39	628	9	348	367	3	191	309	2	124
40-49	635	15	328	425	8	191	369	6	127
50-64	257	12	166	178	6	83	148	3	54
65 and over	22	1	52	9	0	12	9	0	8
Geographic origin (Legal residence at time of admission)									
In-state student	2,334	247	13,339	1,394	72	5,470	1,028	2	764
Out-of-state student	2,904	130	11,029	1,318	54	4,159	959	14	281

Academic Year		2016-2017							
Year-end numbers	University-wide			At least one online course			Exclusively taking online courses		
Total	29,983			12,467			3,048		
Academic Career	GRAD	LAW	UGRD	GRAD	LAW	UGRD	GRAD	LAW	UGRD
Total	5,238	377	24,368	2,712	126	9,629	1,987	16	1,045
First Generation Student Status									
Is first generation college student	519	51	6,508	284	18	2,772	158	0	529
<i>Arkansas only</i>	417	44	4,689	224	14	1,998	137	0	423
Is not first generation	1,120	162	16,945	540	40	6,669	267	0	439
<i>Arkansas only</i>	764	127	8,429	380	33	3,394	214	0	291
Not indicated	3,599	164	915	1,888	68	188	1,562	16	77
<i>Arkansas only</i>	1,153	76	221	790	25	78	677	2	50

Appendix K – Online Enrollment Data Tables – AY 2016

Academic Year 2015-2016									
Year-end numbers	University-wide			At least one online course			Exclusively taking online courses		
Total	29,809			12,897			2,747		
Academic Career	GRAD	LAW	UGRD	GRAD	LAW	UGRD	GRAD	LAW	UGRD
Total	5,281	386	24,142	2,635	144	10,118	1,835	16	896
Gender									
Female	2,564	160	12,538	1,344	74	5,780	854	9	596
Male	2,717	226	11,604	1,291	70	4,338	981	7	300
Ethnicity									
African American	320	18	1,213	225	8	604	174	1	83
American Indian/Alaskan Native	73	9	260	33	6	98	20	0	8
Asian	128	7	613	71	4	232	56	0	13
Caucasian	3,526	311	18,209	1,957	111	7,793	1,372	15	702
Hispanic and Any Other Race	258	23	1,799	143	9	671	104	0	47
Native Hawaiian/Pacific Islander	5	1	19	5	1	4	4	0	0
Two or More Races	107	10	792	57	4	338	37	0	24
Non-Resident Alien	805	3	1,124	101	0	345	29	0	14
Unknown	59	4	113	43	1	33	39	0	5
Age Group									
Under 18	0	0	67	0	0	21	0	0	5
18-19	0	0	7,029	0	0	3,319	0	0	48
20-21	69	1	8,851	66	0	3,704	4	0	58
22-24	1,124	184	5,242	426	58	1,757	146	0	159
25-29	1,546	139	1,442	655	59	586	496	7	219
30-34	966	27	619	455	11	279	362	1	143
35-39	619	12	356	384	3	182	308	1	99
40-49	648	16	319	441	10	183	348	5	113
50-64	288	7	174	205	3	83	168	2	52
65 and over	21	0	43	3	0	4	3	0	0
Geographic origin (Legal residence at time of admission)									
In-state student	2,397	241	13,441	1,402	90	5,687	970	1	671
Out-of-state student	2,884	145	10,701	1,233	54	4,431	865	15	225

Academic Year 2015-2016									
Year-end numbers	University-wide			At least one online course			Exclusively taking online courses		
Total	29,809			12,897			2,747		
Academic Career	GRAD	LAW	UGRD	GRAD	LAW	UGRD	GRAD	LAW	UGRD
Total	5,281	386	24,142	2,635	144	10,118	1,835	16	896
First Generation Student Status									
Is first generation college student	541	45	6,625	257	18	2,956	126	0	460
<i>Arkansas only</i>	430	38	4,786	214	17	2,125	108	0	363
Is not first generation	1,121	150	16,517	511	51	6,896	231	1	385
<i>Arkansas only</i>	764	114	8,474	364	38	3,491	183	1	268
Not indicated	3,619	191	1,000	1,867	75	266	1,478	15	51
<i>Arkansas only</i>	1,203	89	181	824	35	71	679	0	40

Appendix L – Online Enrollment Data Tables – AY 2015

Academic Year 2014-2015									
Year-end numbers	University-wide			At least one online course			Exclusively taking online courses		
Total	29,056			12,293			2,293		
Academic Career	GRAD	LAW	UGRD	GRAD	LAW	UGRD	GRAD	LAW	UGRD
Total	5,041	384	23,631	2,328	22	9,943	1,568	9	716
Gender									
Female	2,400	151	12,082	1,135	10	5,748	659	2	455
Male	2,641	233	11,549	1,193	12	4,195	909	7	261
Ethnicity									
African American	308	23	1,207	204	3	595	154	1	88
American Indian/Alaskan Native	68	7	287	30	2	113	20	0	10
Asian	130	6	594	65	0	214	49	0	18
Caucasian	3,377	305	18,043	1,734	16	7,851	1,187	8	539
Hispanic and Any Other Race	200	23	1,608	106	1	607	74	0	34
Native Hawaiian/Pacific Islander	4	1	21	4	0	9	3	0	0
Two or More Races	102	12	740	56	0	299	32	0	17
Non-Resident Alien	800	1	1,035	100	0	220	25	0	4
Unknown	52	6	96	29	0	35	24	0	6
Age Group									
Under 18	0	0	70	0	0	16	0	0	2
18-19	0	0	6,594	0	0	3,118	0	0	32
20-21	46	3	8,667	55	0	3,768	1	0	58
22-24	1,093	182	5,254	388	10	1,780	115	1	124
25-29	1,480	139	1,513	589	2	559	413	0	158
30-34	968	32	619	441	3	255	357	1	98
35-39	542	9	340	310	2	171	254	2	96
40-49	627	12	334	386	2	176	295	2	93
50-64	262	7	197	154	3	97	130	3	55
65 and over	23	0	43	5	0	3	3	0	0
Geographic origin (Legal residence at time of admission)									
In-state student	2,343	254	13,570	1,271	10	5,793	830	2	548
Out-of-state student	2,698	130	10,061	1,057	12	4,150	738	7	168

Academic Year 2014-2015									
Year-end numbers	University-wide			At least one online course			Exclusively taking online courses		
Total	29,056			12,293			2,293		
Academic Career	GRAD	LAW	UGRD	GRAD	LAW	UGRD	GRAD	LAW	UGRD
Total	5,041	384	23,631	2,328	22	9,943	1,568	9	716
First Generation Student Status									
Is first generation college student	499	37	6,729	261	1	2,990	120	0	372
<i>Arkansas only</i>	400	33	4,955	210	1	2,207	98	0	305
Is not first generation	1,058	152	15,995	444	5	6,816	180	2	313
<i>Arkansas only</i>	771	119	8,481	334	5	3,538	155	2	222
Not indicated	3,484	195	907	1,623	16	137	1,268	7	31
<i>Arkansas only</i>	1,172	102	134	727	4	48	577	0	21

Appendix M – Online Enrollment Data Tables – AY 2014

Academic Year 2013-2014									
Year-end numbers	University-wide			At least one online course			Exclusively taking online courses		
Total	28,054			11,271			1,696		
Academic Career	GRAD	LAW	UGRD	GRAD	LAW	UGRD	GRAD	LAW	UGRD
Total	4,907	396	22,751	2,139	1	9,131	1,257	0	439
Gender									
Female	2,384	156	11,443	1,061	1	5,405	547	0	307
Male	2,523	240	11,308	1,078	0	3,726	710	0	132
Ethnicity									
African American	327	24	1,160	178	0	513	108	0	52
American Indian/Alaskan Native	68	12	293	27	0	119	14	0	8
Asian	108	5	542	46	0	169	30	0	5
Caucasian	3,318	313	17,655	1,656	1	7,263	979	0	342
Hispanic and Any Other Race	181	21	1,457	88	0	555	56	0	17
Native Hawaiian/Pacific Islander	4	1	18	4	0	8	4	0	1
Two or More Races	83	11	715	38	0	306	25	0	8
Non-Resident Alien	775	4	840	79	0	173	25	0	5
Unknown	43	5	71	23	0	25	16	0	1
Age Group									
Under 18	0	0	70	0	0	18	0	0	6
18-19	1	0	6,322	0	0	2,941	0	0	12
20-21	35	3	8,451	42	0	3,549	0	0	33
22-24	1,081	198	4,909	360	1	1,566	113	0	73
25-29	1,469	139	1,489	544	0	469	357	0	84
30-34	904	32	617	413	0	238	262	0	66
35-39	508	7	328	254	0	131	181	0	59
40-49	600	12	317	355	0	138	229	0	65
50-64	289	4	200	168	0	76	113	0	41
65 and over	20	1	48	3	0	5	2	0	0
Geographic origin (Legal residence at time of admission)									
In-state student	2,419	272	13,558	1,241	0	5,426	717	0	346
Out-of-state student	2,488	124	9,193	898	1	3,705	540	0	93

Academic Year 2013-2014									
Year-end numbers	University-wide			At least one online course			Exclusively taking online courses		
Total	28,054			11,271			1,696		
Academic Career	GRAD	LAW	UGRD	GRAD	LAW	UGRD	GRAD	LAW	UGRD
Total	4,907	396	22,751	2,139	1	9,131	1,257	0	439
First Generation Student Status									
Is first generation college student	482	39	6,862	229	0	2,801	105	0	240
<i>Arkansas only</i>	407	35	5,115	201	0	2,067	96	0	195
Is not first generation	1,015	143	15,216	402	0	6,227	150	0	182
<i>Arkansas only</i>	778	116	8,325	307	0	3,321	119	0	140
Not indicated	3,410	214	673	1,508	1	103	1,002	0	17
<i>Arkansas only</i>	1,234	121	118	733	0	38	502	0	11

Appendix N – Online Enrollment Data Tables – AY 2013

Academic Year 2012-2013									
Year-end numbers	University-wide			At least one online course			Exclusively taking online courses		
Total	27,610			7,161			1,217		
Academic Career	GRAD	LAW	UGRD	GRAD	LAW	UGRD	GRAD	LAW	UGRD
Total	4,821	414	22,375	1,982	0	5,179	964	0	253
Gender									
Female	2,331	166	11,157	997	0	3,344	476	0	183
Male	2,490	248	11,218	985	0	1,835	488	0	70
Ethnicity									
African American	323	29	1,200	186	0	276	85	0	35
American Indian/Alaskan Native	65	6	303	26	0	66	14	0	5
Asian	87	9	563	36	0	88	16	0	3
Caucasian	3,309	331	17,479	1,530	0	4,251	767	0	193
Hispanic and Any Other Race	159	23	1,291	75	0	268	37	0	13
Native Hawaiian/Pacific Islander	4	1	24	4	0	5	1	0	1
Two or More Races	92	9	661	38	0	137	20	0	3
Non-Resident Alien	744	3	774	69	0	79	16	0	0
Unknown	38	3	80	18	0	9	8	0	0
Age Group									
Under 18	0	0	73	0	0	6	0	0	0
18-19	0	0	6,704	0	0	1,413	0	0	3
20-21	38	4	7,656	20	0	2,088	2	0	12
22-24	1,014	197	4,773	263	0	914	78	0	30
25-29	1,447	160	1,535	558	0	304	272	0	43
30-34	863	30	699	374	0	168	187	0	45
35-39	514	8	333	246	0	91	139	0	24
40-49	635	11	371	361	0	128	191	0	61
50-64	293	4	192	158	0	61	94	0	32
65 and over	17	0	39	2	0	6	1	0	3
Geographic origin (Legal residence at time of admission)									
In-state student	2,448	278	13,869	1,237	0	3,384	648	0	210
Out-of-state student	2,373	136	8,506	745	0	1,795	316	0	43

Academic Year 2012-2013									
Year-end numbers	University-wide			At least one online course			Exclusively taking online courses		
Total	27,610			7,161			1,217		
Academic Career	GRAD	LAW	UGRD	GRAD	LAW	UGRD	GRAD	LAW	UGRD
Total	4,821	414	22,375	1,982	0	5,179	964	0	253
First Generation Student Status									
Is first generation college student	465	37	6,941	208	0	1,752	84	0	162
<i>Arkansas only</i>	385	34	5,303	180	0	1,377	75	0	140
Is not first generation	964	146	14,528	352	0	3,370	158	0	84
<i>Arkansas only</i>	733	125	8,377	278	0	1,986	128	0	64
Not indicated	3,392	231	906	1,422	0	57	722	0	7
<i>Arkansas only</i>	1,330	119	189	779	0	21	445	0	6

Appendix O – Student Semester Credit Hours – Academic Years

Student Semester Credit Hours by Academic Year and Primary Career								
Academic Career	GRAD	% of all GRAD	LAW	% of all LAW	UGRD	% of all UGRD	Total units	% of all UA
2012-2013								
University-wide	65,495		11,499		588,320		665,314	
At least one online course	15,172	23.17%	0	0.00%	25,113	4.27%	40,285	6.06%
Exclusively taking online courses	8,815	13.46%	0	0.00%	2,856	0.49%	11,671	1.75%
2013-2014								
University-wide	67,566		10,838		608,337		686,741	
At least one online course	18,399	27.23%	3	0.03%	47,785	7.86%	66,187	9.64%
Exclusively taking online courses	12,623	18.68%	0	0.00%	4,698	0.77%	17,321	2.52%
2014-2015								
University-wide	67,127		11,762		625,583		704,472	
At least one online course	20,511	30.56%	84	0.71%	51,745	8.27%	72,340	10.27%
Exclusively taking online courses	15,929	23.73%	54	0.46%	7,259	1.16%	23,242	3.30%
2015-2016								
University-wide	69,388		11,686		634,994		716,068	
At least one online course	24,393	35.15%	423	3.62%	51,442	8.10%	76,258	10.65%
Exclusively taking online courses	19,675	28.36%	96	0.82%	9,885	1.56%	29,656	4.14%
2016-2017								
University-wide	69,240		12,183		640,850		722,273	
At least one online course	25,875	37.37%	370	3.04%	51,737	8.07%	77,982	10.80%
Exclusively taking online courses	21,785	31.46%	116	0.95%	11,806	1.84%	33,707	4.67%
2017-2018								
University-wide	67,320		11,771		658,267		737,358	
At least one online course	26,213	38.94%	444	3.77%	57,264	8.70%	83,921	11.38%
Exclusively taking online courses	22,383	33.25%	108	0.92%	12,732	1.93%	35,206	4.77%
2018-2019								
University-wide	64,512		11,846		670,354		746,712	
At least one online course	25,843	40.06%	526	4.44%	63,273	9.44%	89,642	12.00%
Exclusively taking online courses	21,877	33.91%	108	0.91%	13,750	2.05%	35,735	4.79%
2019-2020								
University-wide	67,947		11,105		657,386		736,438	
At least one online course	27,980	41.18%	414	3.73%	69,549	10.58%	97,943	13.30%
Exclusively taking online courses	23,300	34.29%	161	1.45%	16,201	2.46%	39,662	5.39%
2020-2021								
University-wide	74,918		11,607		651,379		737,904	
At least one online course	29,996	40.04%	243	2.09%	81,602	12.53%	111,841	15.16%
Exclusively taking online courses	24,060	32.12%	200	1.72%	21,901	3.36%	46,161	6.26%
2021-2022								
University-wide	74,101		11,590		681,285		766,976	
At least one online course	29,251	39.47%	261	2.25%	88,443	12.98%	117,955	15.38%
Exclusively taking online courses	24,330	32.83%	230	1.98%	28,920	4.24%	53,480	6.97%

Appendix P – Online Enrollment Data Tables – Fall 2021

Fall on term 11 th -Day Snapshot Fall 2021									
	University-wide			At least one online course			Exclusively taking online courses		
Total	29,068			9,995			3,196		
Academic Career	GRAD	LAW	UGRD	GRAD	LAW	UGRD	GRAD	LAW	UGRD
Total	4,415	388	24,265	1,988	17	7,990	1,693	17	1,486
Gender									
Female	2,372	194	13,576	1,112	11	4,773	923	11	1,103
Male	2,043	194	10,689	876	6	3,217	770	6	383
Ethnicity									
African American	264	22	1,085	148	0	527	140	0	282
American Indian/Alaskan Native	56	3	188	26	0	68	21	0	16
Asian	119	4	678	57	0	185	54	0	25
Caucasian	2,713	301	17,890	1,366	14	5,836	1,182	14	931
Hispanic and Any Other Race	278	29	2,515	134	2	805	120	2	130
Native Hawaiian/Pacific Islander	3	0	30	3	0	13	2	0	4
Two or More Races	134	21	1,133	62	0	369	49	0	67
Non-Resident Alien	702	2	475	96	1	103	37	1	10
Unknown	146	6	271	96	0	84	88	0	21
Age Group									
Under 18	0	0	164	0	0	13	0	0	1
18-19	1	0	10,150	0	0	2,673	0	0	35
20-21	61	8	8,972	9	0	2,613	4	0	111
22-24	1,155	238	2,914	357	0	1,359	198	0	276
25-29	1,224	90	905	485	3	451	428	3	265
30-34	745	25	404	327	0	282	298	0	242
35-39	446	13	280	253	3	225	236	3	202
40-49	545	11	319	377	8	267	354	8	250
50-64	218	3	127	167	3	101	163	3	98
65 and over	20	0	30	13	0	6	12	0	6
Geographic origin (Legal residence at time of admission)									
In-state student	1,948	262	12,160	1,018	3	3,944	903	3	781
Out-of-state student	2,467	126	12,105	970	14	4,046	790	14	705

Fall on term Fall 2021									
	University-wide			At least one online course			Exclusively taking online courses		
Total	29,068			9,995			3,196		
Academic Career	GRAD	LAW	UGRD	GRAD	LAW	UGRD	GRAD	LAW	UGRD
Total	4,415	388	24,265	1,988	17	7,990	1,693	17	1,486
First Generation Student Status									
Is first generation college student	143	45	5,744	50	1	2,229	42	1	805
<i>Arkansas only</i>	118	40	3,754	41	0	1,311	35	0	416
Is not first generation	294	177	18,005	67	0	5,590	54	0	646
<i>Arkansas only</i>	206	138	8,260	48	0	2,564	39	0	353
Not indicated	3,978	166	516	1,871	16	171	1,597	16	35
<i>Arkansas only</i>	1,624	84	146	929	3	69	829	3	12

Appendix Q – Online Enrollment Data Tables – Fall 2020

Fall on term 11 th -Day Snapshot Fall 2020									
	University-wide			At least one online course			Exclusively taking online courses		
Total	27,562			9,253			2,734		
Academic Career	GRAD	LAW	UGRD	GRAD	LAW	UGRD	GRAD	LAW	UGRD
Total	4,354	383	22,825	1,952	24	7,277	1,594	21	1,119
Gender									
Female	2,282	177	12,553	1,052	11	4,450	809	10	797
Male	2,072	206	10,272	900	13	2,827	785	11	322
Ethnicity									
African American	279	19	953	186	0	382	172	0	145
American Indian/Alaskan Native	57	5	167	26	1	53	23	0	10
Asian	117	1	619	64	0	141	60	0	16
Caucasian	2,757	313	17,009	1,364	18	5,470	1,134	16	771
Hispanic and Any Other Race	243	24	2,264	111	3	692	87	3	100
Native Hawaiian/Pacific Islander	3	0	27	2	0	7	1	0	0
Two or More Races	109	16	1,022	43	0	336	30	0	47
Non-Resident Alien	700	2	509	94	2	111	35	2	11
Unknown	89	3	255	62	0	85	52	0	19
Age Group									
Under 18	0	0	156	0	0	7	0	0	3
18-19	0	0	8,530	0	0	2,117	0	0	26
20-21	53	11	9,236	8	0	2,739	6	0	94
22-24	1,164	220	2,974	338	0	1,330	200	0	212
25-29	1,245	96	868	482	2	387	399	2	208
30-34	719	23	399	336	4	238	303	2	180
35-39	445	14	244	256	4	171	227	3	148
40-49	512	11	259	364	7	200	317	7	176
50-64	198	8	115	155	7	78	130	7	64
65 and over	18	0	44	13	0	10	12	0	8
Geographic origin (Legal residence at time of admission)									
In-state student	1,928	269	12,038	1,012	5	3,762	820	3	649
Out-of-state student	2,426	114	10,787	940	19	3,515	774	18	470

Fall on term Fall 2020									
	University-wide			At least one online course			Exclusively taking online courses		
Total	27,562			9,253			2,734		
Academic Career	GRAD	LAW	UGRD	GRAD	LAW	UGRD	GRAD	LAW	UGRD
Total	4,354	383	22,825	1,952	24	7,277	1,594	21	1,119
First Generation Student Status									
Is first generation college student	286	43	5,439	121	0	1,947	100	0	572
<i>Arkansas only</i>	231	39	3,790	99	0	1,273	83	0	341
Is not first generation	604	182	17,036	191	3	5,225	147	1	500
<i>Arkansas only</i>	409	151	8,180	131	3	2,466	106	1	296
Not indicated	3,464	158	350	1,640	21	105	1,347	20	47
<i>Arkansas only</i>	1,288	79	68	782	2	23	631	2	12

Appendix R – Online Enrollment Data Tables – Fall 2019

Fall on term			11 th -Day Snapshot Fall 2019						
	University-wide			At least one online course			Exclusively taking online courses		
Total	27,559			7,998			2,457		
Academic Career	GRAD	LAW	UGRD	GRAD	LAW	UGRD	GRAD	LAW	UGRD
Total	4,170	364	23,025	1,837	18	6,143	1,559	18	880
Gender									
Female	2,161	166	12,392	987	7	3,674	810	7	582
Male	2,009	198	10,633	850	11	2,469	749	11	298
Ethnicity									
African American	275	14	913	191	0	310	178	0	72
American Indian/Alaskan Native	39	8	212	17	2	60	16	2	14
Asian	91	4	587	49	0	112	46	0	15
Caucasian	2,649	306	17,356	1,339	15	4,718	1,153	15	662
Hispanic and Any Other Race	220	16	2,133	100	1	538	81	1	75
Native Hawaiian/Pacific Islander	3	0	18	2	0	8	2	0	0
Two or More Races	87	12	989	37	0	247	25	0	26
Non-Resident Alien	745	1	662	66	0	105	24	0	8
Unknown	61	3	155	36	0	45	34	0	8
Age Group									
Under 18	0	0	126	0	0	4	0	0	1
18-19	0	0	8,713	0	0	1,832	0	0	12
20-21	50	7	9,275	6	0	2,218	3	0	72
22-24	1,022	228	3,095	291	0	1,213	157	0	187
25-29	1,234	77	895	485	4	348	419	4	194
30-34	738	20	362	349	0	172	318	0	126
35-39	459	15	220	256	3	133	235	3	104
40-49	459	14	191	311	9	148	294	9	121
50-64	188	3	104	130	2	64	124	2	53
65 and over	20	0	44	9	0	11	9	0	10
Geographic origin (Legal residence at time of admission)									
In-state student	1,801	251	11,991	960	1	3,277	840	1	585
Out-of-state student	2,369	113	11,034	877	17	2,866	719	17	295

Fall on term			Fall 2019						
	University-wide			At least one online course			Exclusively taking online courses		
Total	27,559			7,998			2,457		
Academic Career	GRAD	LAW	UGRD	GRAD	LAW	UGRD	GRAD	LAW	UGRD
Total	4,170	364	23,025	1,837	18	6,143	1,559	18	880
First Generation Student Status									
Is first generation college student	394	34	5,417	192	0	1,584	156	0	416
<i>Arkansas only</i>	320	29	3,750	163	0	1,093	136	0	294
Is not first generation	882	178	17,110	348	0	4,457	235	0	419
<i>Arkansas only</i>	615	146	8,092	242	0	2,124	177	0	257
Not indicated	2,894	152	498	1,297	18	102	1,168	18	45
<i>Arkansas only</i>	866	76	149	555	1	60	527	1	34

Appendix S – Online Enrollment Data Tables – Fall 2018

Fall on term				11th-Day Snapshot Fall 2018					
	University-wide			At least one online course			Exclusively taking online courses		
Total	27,778			7,508			2,233		
Academic Career	GRAD	LAW	UGRD	GRAD	LAW	UGRD	GRAD	LAW	UGRD
Total	4,024	368	23,386	1,649	22	5,837	1,421	14	798
Gender									
Female	2,025	165	12,502	862	13	3,355	718	7	534
Male	1,999	203	10,884	787	9	2,482	703	7	264
Ethnicity									
African American	239	17	961	156	0	274	142	0	56
American Indian/Alaskan Native	47	10	206	20	1	50	20	1	5
Asian	75	6	582	39	0	114	39	0	15
Caucasian	2,588	297	17,719	1,195	18	4,535	1,044	11	617
Hispanic and Any Other Race	210	19	2,089	105	1	494	85	1	62
Native Hawaiian/Pacific Islander	3	0	20	2	0	3	1	0	0
Two or More Races	82	15	957	36	0	248	31	0	27
Non-Resident Alien	717	2	714	59	1	90	23	0	9
Unknown	63	2	138	37	1	29	36	1	7
Age Group									
Under 18	0	0	156	0	0	11	0	0	2
18-19	0	0	9,200	0	0	1,739	0	0	19
20-21	45	12	9,050	3	0	2,122	1	0	69
22-24	922	229	3,126	233	2	1,133	114	0	161
25-29	1,231	77	912	444	8	354	394	4	185
30-34	718	22	390	319	3	185	299	2	119
35-39	469	9	228	244	0	113	232	0	96
40-49	461	12	185	288	6	120	269	5	97
50-64	159	5	92	111	1	52	105	1	42
65 and over	19	2	47	7	2	8	7	2	8
Geographic origin (Legal residence at time of admission)									
In-state student	1,695	248	12,246	848	3	3,135	742	1	557
Out-of-state student	2,329	120	11,140	801	19	2,702	679	13	241

Fall on term				Fall 2018					
	University-wide			At least one online course			Exclusively taking online courses		
Total	27,778			7,508			2,233		
Academic Career	GRAD	LAW	UGRD	GRAD	LAW	UGRD	GRAD	LAW	UGRD
Total	4,024	368	23,386	1,649	22	5,837	1,421	14	798
First Generation Student Status									
Is first generation college student	387	34	5,587	172	1	1,583	147	0	382
<i>Arkansas only</i>	314	27	3,938	150	0	1,138	131	0	292
Is not first generation	850	186	17,263	301	3	4,164	207	1	380
<i>Arkansas only</i>	575	147	8,177	213	2	1,959	158	1	245
Not indicated	2,787	148	536	1,176	18	90	1,067	13	36
<i>Arkansas only</i>	806	74	131	485	1	38	453	0	20

Appendix T – Online Enrollment Data Tables – Fall 2017

Fall on term 11 th -Day Snapshot Fall 2017									
	University-wide			At least one online course			Exclusively taking online courses		
Total	27,558			6,991			2,268		
Academic Career	GRAD	LAW	UGRD	GRAD	LAW	UGRD	GRAD	LAW	UGRD
Total	4,161	353	23,044	1,704	14	5,273	1,467	9	792
Gender									
Female	2,085	145	12,239	919	9	3,090	765	6	519
Male	2,076	208	10,805	785	5	2,183	702	3	273
Ethnicity									
African American	227	13	1,028	146	0	310	127	0	64
American Indian/Alaskan Native	54	10	211	23	1	53	21	1	5
Asian	74	6	572	37	0	113	35	0	13
Caucasian	2,748	280	17,487	1,280	9	4,025	1,113	7	609
Hispanic and Any Other Race	189	23	2,013	99	2	436	88	1	61
Native Hawaiian/Pacific Islander	5	0	16	3	0	5	3	0	1
Two or More Races	78	15	831	27	1	191	24	0	25
Non-Resident Alien	726	5	730	54	1	111	23	0	8
Unknown	60	1	156	35	0	29	33	0	6
Age Group									
Under 18	0	0	171	0	0	4	0	0	2
18-19	0	0	9,076	0	0	1,220	0	0	13
20-21	32	3	8,798	1	0	2,132	0	0	53
22-24	995	218	3,022	230	1	1,054	119	0	141
25-29	1,217	87	937	440	2	332	379	1	178
30-34	751	19	420	361	3	198	335	1	140
35-39	478	5	235	240	1	116	227	1	93
40-49	497	13	240	316	4	146	300	4	118
50-64	173	8	105	110	2	62	101	1	47
65 and over	18	0	40	6	1	9	6	1	7
Geographic origin (Legal residence at time of admission)									
In-state student	1,837	238	12,248	947	0	3,032	822	0	581
Out-of-state student	2,324	115	10,796	757	14	2,241	645	9	211

Fall on term Fall 2017									
	University-wide			At least one online course			Exclusively taking online courses		
Total	27,558			6,991			2,268		
Academic Career	GRAD	LAW	UGRD	GRAD	LAW	UGRD	GRAD	LAW	UGRD
Total	4,161	353	23,044	1,704	14	5,273	1,467	9	792
First Generation Student Status									
Is first generation college student	391	40	5,809	175	0	1,558	141	0	428
<i>Arkansas only</i>	320	33	4,126	150	0	1,157	121	0	342
Is not first generation	879	165	16,693	313	0	3,632	212	0	332
<i>Arkansas only</i>	599	130	7,976	230	0	1,838	167	0	218
Not indicated	2,891	148	542	1,216	14	83	1,114	9	32
<i>Arkansas only</i>	918	75	146	567	0	37	534	0	21

Appendix U – Online Enrollment Data Tables – Fall 2016

Fall on term 11 th -Day Snapshot Fall 2016									
	University-wide			At least one online course			Exclusively taking online courses		
Total	27,194			6,763			2,228		
Academic Career	GRAD	LAW	UGRD	GRAD	LAW	UGRD	GRAD	LAW	UGRD
Total	4,275	371	22,548	1,743	36	4,984	1,466	13	749
Gender									
Female	2,140	155	11,847	921	17	2,900	759	9	507
Male	2,135	216	10,701	822	19	2,084	707	4	242
Ethnicity									
African American	219	15	1,074	132	3	295	117	0	69
American Indian/Alaskan Native	64	7	243	26	2	64	24	2	11
Asian	89	7	551	45	0	106	41	0	16
Caucasian	2,851	297	17,205	1,317	27	3,866	1,124	9	565
Hispanic and Any Other Race	208	27	1,831	103	3	357	81	2	47
Native Hawaiian/Pacific Islander	8	0	19	7	0	4	6	0	0
Two or More Races	77	12	751	29	0	172	25	0	18
Non-Resident Alien	706	3	757	50	0	104	16	0	19
Unknown	53	3	117	34	1	16	32	0	4
Age Group									
Under 18	0	0	164	0	0	3	0	0	2
18-19	0	0	8,884	0	0	1,372	0	0	21
20-21	38	6	8,287	1	1	1,808	1	0	60
22-24	1,016	205	3,089	189	9	939	92	0	136
25-29	1,253	106	1,038	472	11	351	400	1	177
30-34	773	22	430	365	5	179	321	2	108
35-39	494	7	262	266	2	138	240	2	97
40-49	483	14	234	312	6	127	283	6	96
50-64	202	11	119	132	2	59	123	2	44
65 and over	16	0	41	6	0	8	6	0	8
Geographic origin (Legal residence at time of admission)									
In-state student	1,932	245	12,254	988	18	2,913	851	2	560
Out-of-state student	2,343	126	10,294	755	18	2,071	615	11	189

Fall on term Fall 2016									
	University-wide			At least one online course			Exclusively taking online courses		
Total	27,194			6,763			2,228		
Academic Career	GRAD	LAW	UGRD	GRAD	LAW	UGRD	GRAD	LAW	UGRD
Total	4,275	371	22,548	1,743	36	4,984	1,466	13	749
First Generation Student Status									
Is first generation college student	430	49	5,933	175	5	1,514	126	0	409
<i>Arkansas only</i>	342	42	4,253	142	4	1,112	107	0	333
Is not first generation	928	162	16,083	315	9	3,383	224	0	295
<i>Arkansas only</i>	635	127	7,878	243	8	1,761	182	0	199
Not indicated	2,917	160	532	1,253	22	87	1,116	13	45
<i>Arkansas only</i>	955	76	123	603	6	40	562	2	28

Appendix V – Online Enrollment Data Tables – Fall 2015

Fall on term 11 th -Day Snapshot Fall 2015									
	University-wide			At least one online course			Exclusively taking online courses		
Total	26,754			7,246			1,956		
Academic Career	GRAD	LAW	UGRD	GRAD	LAW	UGRD	GRAD	LAW	UGRD
Total	4,220	375	22,159	1,674	33	5,539	1,358	10	588
Gender									
Female	2,076	152	11,571	869	13	3,275	689	4	399
Male	2,144	223	10,588	805	20	2,264	669	6	189
Ethnicity									
African American	264	18	1,052	166	3	320	141	1	52
American Indian/Alaskan Native	60	10	245	19	3	57	15	1	6
Asian	87	7	551	36	0	119	29	0	7
Caucasian	2,774	301	16,988	1,248	26	4,346	1,033	8	472
Hispanic and Any Other Race	193	21	1,660	85	1	372	69	0	32
Native Hawaiian/Pacific Islander	1	1	18	1	0	3	1	0	0
Two or More Races	87	10	721	35	0	193	27	0	14
Non-Resident Alien	713	3	829	58	0	113	18	0	2
Unknown	41	4	95	26	0	16	25	0	3
Age Group									
Under 18	0	0	172	0	0	5	0	0	1
18-19	0	1	8,581	0	0	1,819	0	0	15
20-21	42	4	8,076	3	0	1,964	0	0	32
22-24	987	215	3,198	201	11	962	100	0	99
25-29	1,257	100	1,068	425	11	335	358	2	148
30-34	749	25	428	307	4	152	254	2	91
35-39	468	11	260	279	2	120	239	2	73
40-49	497	12	225	309	3	121	271	2	86
50-64	206	7	127	149	2	59	135	2	43
65 and over	14	0	24	1	0	2	1	0	0
Geographic origin (Legal residence at time of admission)									
In-state student	1,950	238	12,284	959	14	3,186	800	1	445
Out-of-state student	2,270	137	9,875	715	19	2,353	558	9	143

Fall on term Fall 2015									
	University-wide			At least one online course			Exclusively taking online courses		
Total	26,754			7,246			1,956		
Academic Career	GRAD	LAW	UGRD	GRAD	LAW	UGRD	GRAD	LAW	UGRD
Total	4,220	375	22,159	1,674	33	5,539	1,358	10	588
First Generation Student Status									
Is first generation college student	433	45	5,967	148	3	1,705	102	0	327
<i>Arkansas only</i>	348	38	4,304	123	3	1,222	89	0	256
Is not first generation	897	149	15,623	293	11	3,749	199	1	245
<i>Arkansas only</i>	625	113	7,887	227	6	1,931	165	1	177
Not indicated	2,890	181	569	1,233	19	85	1,057	9	16
<i>Arkansas only</i>	977	87	93	609	5	33	546	0	12

Appendix W – Online Enrollment Data Tables – Fall 2014

Fall on term				11 th -Day Snapshot Fall 2014					
	University-wide			At least one online course			Exclusively taking online courses		
Total	26,237			7,360			1,571		
Academic Career	GRAD	LAW	UGRD	GRAD	LAW	UGRD	GRAD	LAW	UGRD
Total	4,022	379	21,836	1,389	9	5,962	1,093	8	470
Gender									
Female	1,958	149	11,288	704	2	3,677	519	1	330
Male	2,064	230	10,548	685	7	2,285	574	7	140
Ethnicity									
African American	227	23	1,080	126	1	370	102	1	63
American Indian/Alaskan Native	62	7	254	21	0	71	18	0	6
Asian	97	6	546	43	0	122	38	0	12
Caucasian	2,650	300	16,863	1,031	8	4,714	829	7	338
Hispanic and Any Other Race	148	22	1,496	58	0	376	49	0	30
Native Hawaiian/Pacific Islander	2	1	19	2	0	6	2	0	2
Two or More Races	83	13	682	32	0	183	23	0	12
Non-Resident Alien	714	1	810	58	0	95	17	0	3
Unknown	39	6	86	18	0	25	15	0	4
Age Group									
Under 18	0	0	148	0	0	9	0	0	1
18-19	0	0	8,121	0	0	1,858	0	0	8
20-21	46	7	8,085	3	0	2,239	1	0	42
22-24	974	217	3,264	186	1	1,069	77	0	78
25-29	1,173	102	1,104	345	0	329	265	0	107
30-34	755	26	456	290	1	165	248	1	69
35-39	410	11	240	211	2	103	192	2	56
40-49	449	10	243	234	2	119	204	2	64
50-64	200	6	148	119	3	69	105	3	45
65 and over	15	0	27	1	0	2	1	0	0
Geographic origin (Legal residence at time of admission)									
In-state student	1,888	249	12,492	808	2	3,558	653	1	364
Out-of-state student	2,134	130	9,344	581	7	2,404	440	7	106

Fall on term				Fall 2014					
	University-wide			At least one online course			Exclusively taking online courses		
Total	26,237			7,360			1,571		
Academic Career	GRAD	LAW	UGRD	GRAD	LAW	UGRD	GRAD	LAW	UGRD
Total	4,022	379	21,836	1,389	9	5,962	1,093	8	470
First Generation Student Status									
Is first generation college student	394	36	6,142	143	1	1,874	90	0	258
<i>Arkansas only</i>	317	32	4,498	117	1	1,394	76	0	212
Is not first generation	840	149	15,144	225	1	4,019	139	1	186
<i>Arkansas only</i>	620	116	7,902	176	1	2,131	121	1	133
Not indicated	2,788	194	550	1,021	7	69	864	7	26
<i>Arkansas only</i>	951	101	92	515	0	33	456	0	19

Appendix X – Online Enrollment Data Tables – Fall 2013

Fall on term 11 th -Day Snapshot Fall 2013									
	University-wide			At least one online course			Exclusively taking online courses		
Total	25,341			6,161			1,261		
Academic Career	GRAD	LAW	UGRD	GRAD	LAW	UGRD	GRAD	LAW	UGRD
Total	3,942	390	21,009	1,313	0	4,848	966	0	295
Gender									
Female	1,926	152	10,662	656	0	2,979	448	0	214
Male	2,016	238	10,347	657	0	1,869	518	0	81
Ethnicity									
African American	237	23	1,024	97	0	252	71	0	35
American Indian/Alaskan Native	61	12	254	19	0	71	16	0	6
Asian	91	5	496	35	0	89	28	0	4
Caucasian	2,603	308	16,464	1,018	0	3,874	757	0	226
Hispanic and Any Other Race	141	21	1,345	52	0	317	41	0	12
Native Hawaiian/Pacific Islander	2	1	15	2	0	6	2	0	2
Two or More Races	67	11	673	25	0	168	18	0	9
Non-Resident Alien	705	4	678	52	0	62	23	0	1
Unknown	35	5	60	13	0	9	10	0	0
Age Group									
Under 18	0	0	161	0	0	4	0	0	0
18-19	1	0	8,012	0	0	1,473	0	0	3
20-21	36	8	7,576	1	0	1,928	0	0	21
22-24	972	221	3,067	192	0	835	72	0	43
25-29	1,177	110	1,083	354	0	256	277	0	58
30-34	691	27	457	253	0	127	200	0	46
35-39	391	9	238	173	0	82	144	0	40
40-49	442	10	238	225	0	92	179	0	55
50-64	218	4	144	113	0	50	93	0	29
65 and over	14	1	33	2	0	1	1	0	0
Geographic origin (Legal residence at time of admission)									
In-state student	1,931	265	12,436	821	0	2,949	615	0	237
Out-of-state student	2,011	125	8,573	492	0	1,899	351	0	58

Fall on term Fall 2013									
	University-wide			At least one online course			Exclusively taking online courses		
Total	25,341			6,161			1,261		
Academic Career	GRAD	LAW	UGRD	GRAD	LAW	UGRD	GRAD	LAW	UGRD
Total	3,942	390	21,009	1,313	0	4,848	966	0	295
First Generation Student Status									
Is first generation college student	379	38	6,233	136	0	1,576	81	0	173
Arkansas only	319	34	4,616	122	0	1,169	73	0	145
Is not first generation	807	139	14,365	233	0	3,227	128	0	108
Arkansas only	622	113	7,755	184	0	1,757	103	0	82
Not indicated	2,756	213	411	944	0	45	757	0	14
Arkansas only	990	118	65	515	0	23	439	0	10

Appendix Y – Online Enrollment Data Tables – Fall 2012

Fall on term 11 th -Day Snapshot Fall 2012									
	University-wide			At least one online course			Exclusively taking online courses		
Total	24,537			3,565			970		
Academic Career	GRAD	LAW	UGRD	GRAD	LAW	UGRD	GRAD	LAW	UGRD
Total	3,777	410	20,350	1,188	0	2,377	782	0	188
Gender									
Female	1,847	163	10,186	607	0	1,589	378	0	143
Male	1,930	247	10,164	581	0	788	404	0	45
Ethnicity									
African American	221	26	1,031	93	0	136	47	0	27
American Indian/Alaskan Native	52	6	269	12	0	37	8	0	6
Asian	63	9	524	22	0	45	12	0	2
Caucasian	2,592	330	16,063	939	0	1,933	648	0	141
Hispanic and Any Other Race	119	24	1,158	40	0	129	26	0	8
Native Hawaiian/Pacific Islander	2	1	17	2	0	1	1	0	0
Two or More Races	74	8	612	25	0	68	18	0	4
Non-Resident Alien	623	3	611	43	0	22	15	0	0
Unknown	31	3	65	12	0	6	7	0	0
Age Group									
Under 18	0	0	192	0	0	3	0	0	0
18-19	0	0	8,175	0	0	549	0	0	1
20-21	44	11	6,673	2	0	935	1	0	6
22-24	913	226	3,068	133	0	454	52	0	21
25-29	1,118	128	1,100	335	0	156	233	0	28
30-34	643	25	493	234	0	99	159	0	36
35-39	374	6	237	147	0	60	100	0	22
40-49	478	10	258	232	0	79	164	0	46
50-64	194	4	128	104	0	41	72	0	27
65 and over	13	0	26	1	0	1	1	0	1
Geographic origin (Legal residence at time of admission)									
In-state student	1,899	271	12,604	779	0	1,683	552	0	161
Out-of-state student	1,878	139	7,746	409	0	694	230	0	27

Fall on term Fall 2012									
	University-wide			At least one online course			Exclusively taking online courses		
Total	24,537			3,565			970		
Academic Career	GRAD	LAW	UGRD	GRAD	LAW	UGRD	GRAD	LAW	UGRD
Total	3,777	410	20,350	1,188	0	2,377	782	0	188
First Generation Student Status									
Is first generation college student	358	37	6,263	123	0	908	65	0	123
<i>Arkansas only</i>	290	34	4,762	107	0	745	59	0	108
Is not first generation	783	143	13,634	216	0	1,448	134	0	62
<i>Arkansas only</i>	593	122	7,766	173	0	926	114	0	50
Not indicated	2,636	230	453	849	0	21	583	0	3
<i>Arkansas only</i>	1,016	115	76	499	0	12	379	0	3

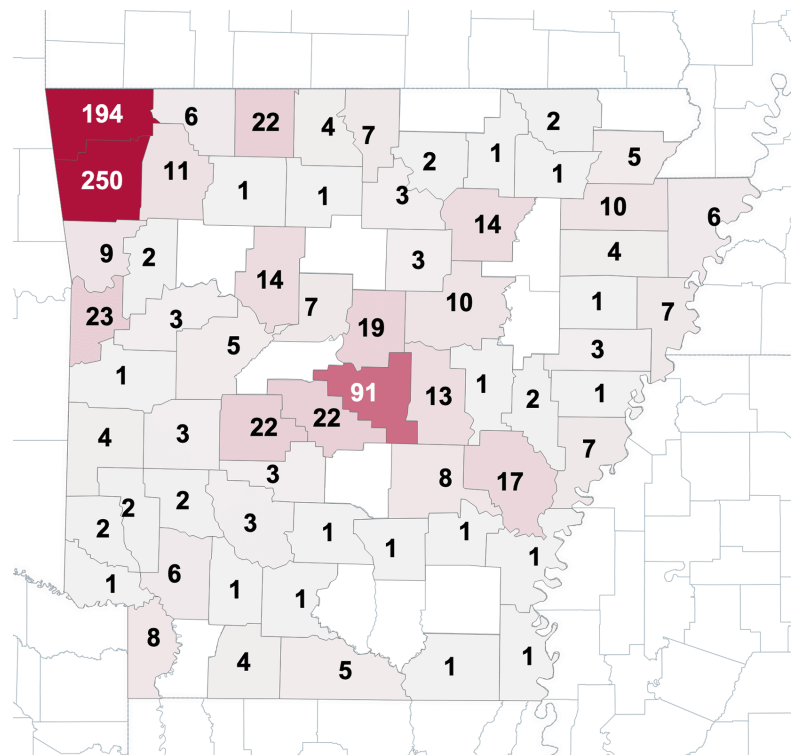
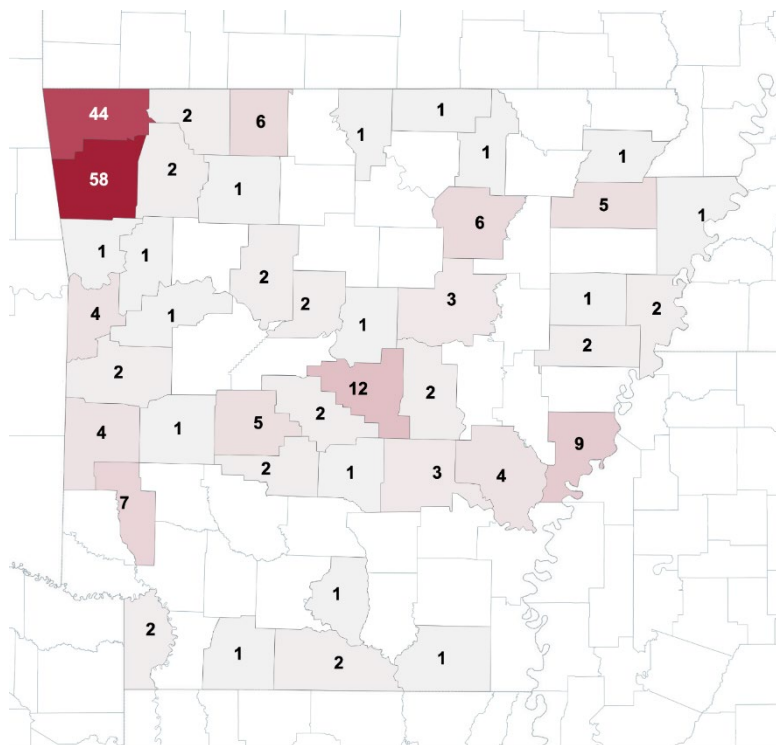
Maps Showing 10-Year Change in Online Students' Origin, Categorized by Highest Career

Maps Showing 10-Year Change in Online Students' Origin, Categorized by Highest Career

UNDERGRADUATE

AY 2013

AY 2022

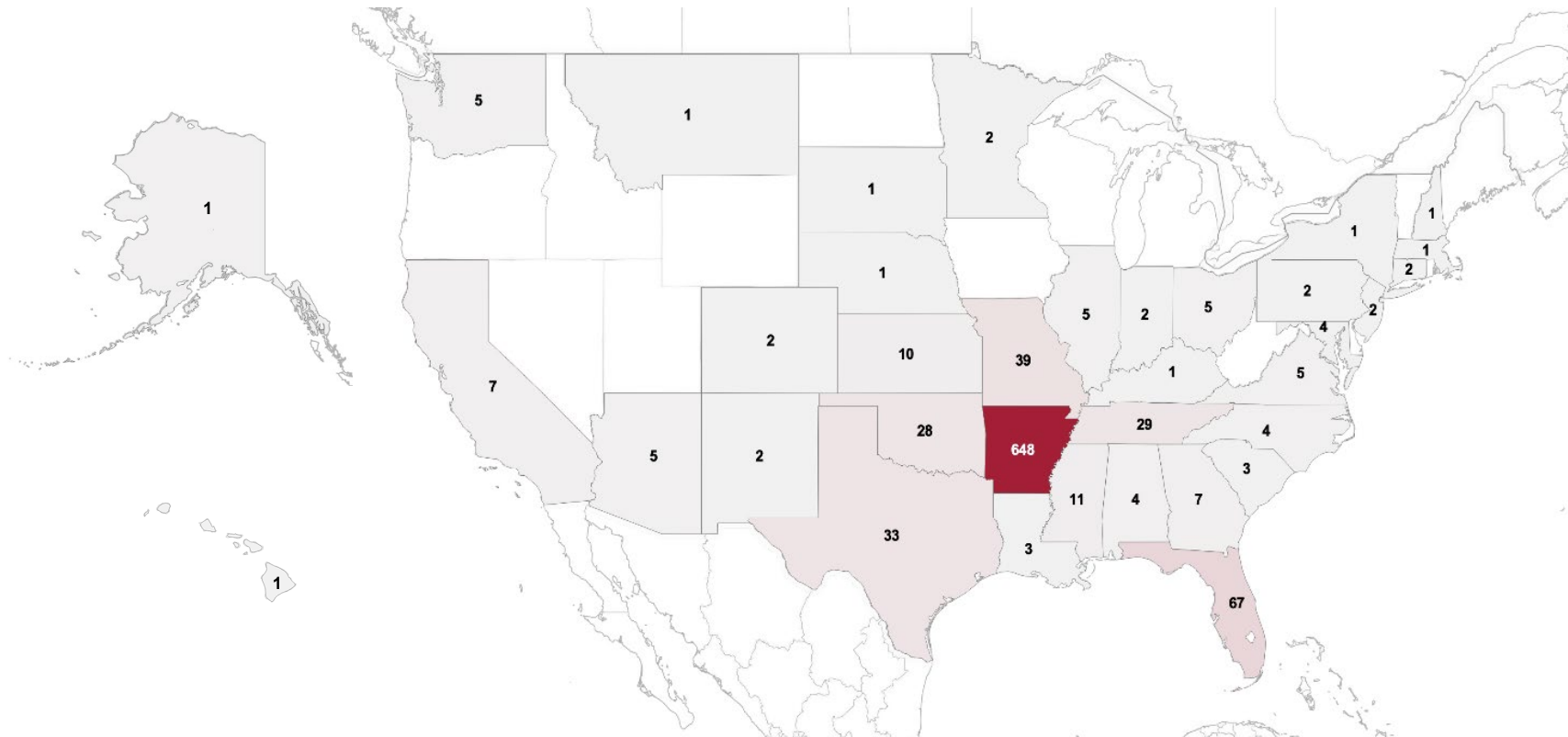


Note: Law and agriculture-law students are counted in graduate numbers for these maps to avoid possible individual identification. Location data for the maps was generated from students' legal residences at the time of admission and shown for the highest academic career being pursued during the students' final terms for each academic year.

Nation – Graduate Students Studying Exclusively Online

Maps Showing 10-Year Change in Online Students' Origin, Identified by Highest Academic Career

GRADUATE AY 2013

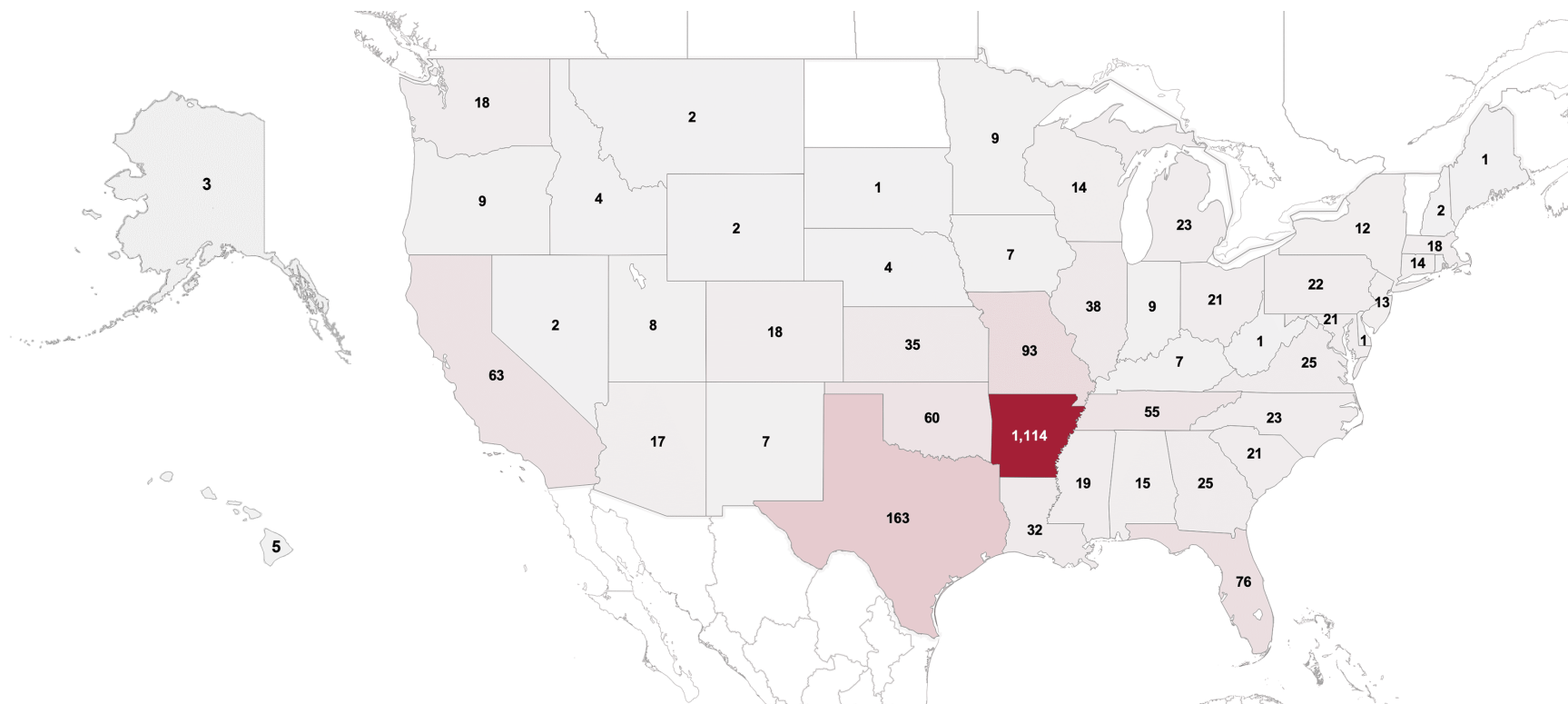


Note: Law and agriculture-law students are counted in graduate numbers for these maps to avoid possible individual identification. Location data for the maps was generated from students' legal residences at the time of admission and shown for the highest academic career being pursued during the students' final terms for each academic year.

Nation – Graduate Students Studying Exclusively Online (continued)

Maps Showing 10-Year Change in Online Students' Origin, Identified by Highest Academic Career

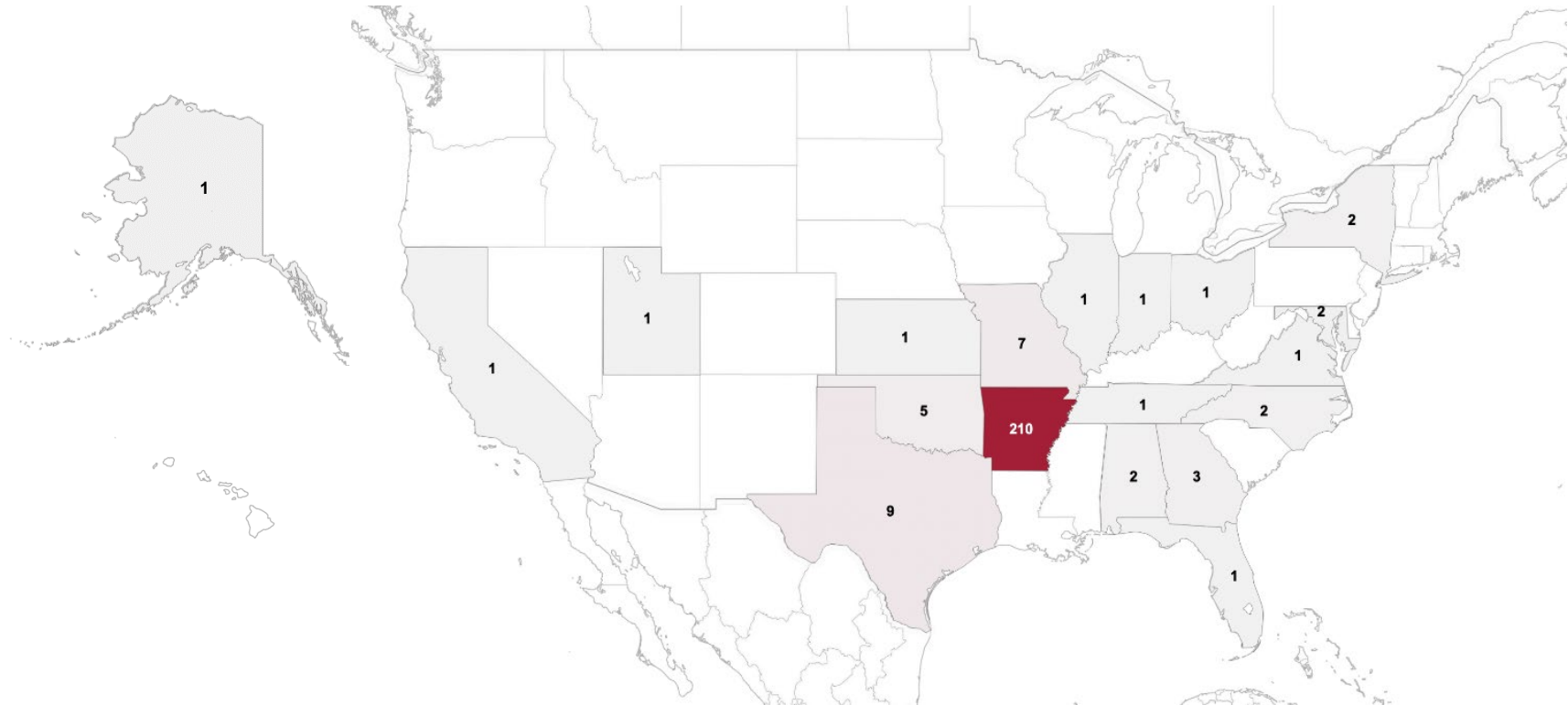
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Note: Law and agriculture-law students are counted in graduate numbers for these maps to avoid possible individual identification. Location data for the maps was generated from students' legal residences at the time of admission and shown for the highest academic career being pursued during the students' final terms for each academic year.

Nation – Undergraduate Students Studying Exclusively Online
Maps Showing 10-Year Change in Online Students' Origin

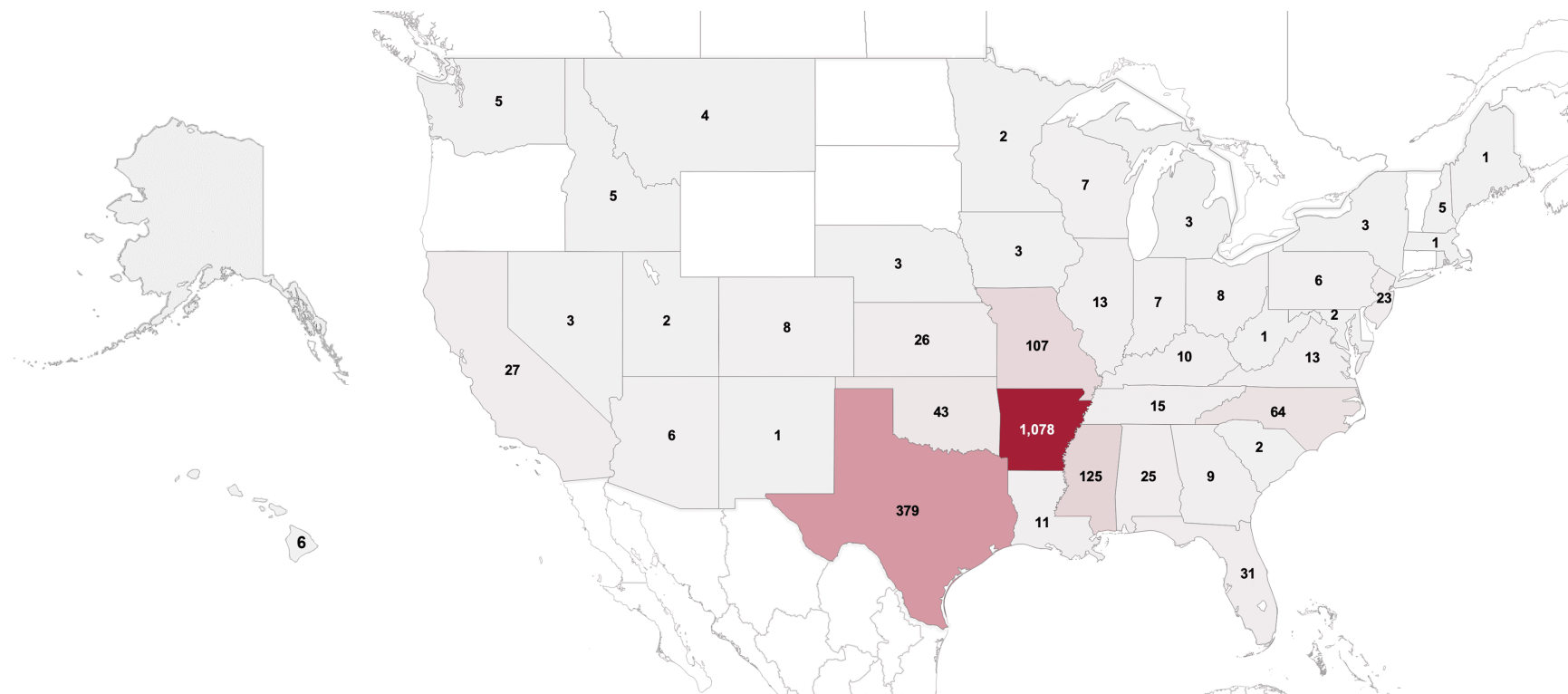
UNDERGRADUATE AY 2013



Note: Law and agriculture-law students are counted in graduate numbers for these maps to avoid possible individual identification. Location data for the maps was generated from students' legal residences at the time of admission and shown for the highest academic career being pursued during the students' final terms for each academic year.

Nation – Undergraduate Students Studying Exclusively Online (continued)
Maps Showing 10-Year Change in Online Students' Origin

UNDERGRADUATE AY 2022



Note: Law and agriculture-law students are counted in graduate numbers for these maps to avoid possible individual identification. Location data for the maps was generated from students' legal residences at the time of admission and shown for the highest academic career being pursued during the students' final terms for each academic year.