

Distribution of Academic Affairs Online Revenue

As many of you may recall, in August 2013 we unfortunately had to make a change to the online revenue distribution model which greatly reduced the revenue returned to colleges and departments offering online courses. We have had two years to review the distribution of online access fee revenue, and I am delighted to inform you that beginning in Fall 2015 the colleges will receive 42% of the online access fee revenue. This doubles the 21% that the colleges receive under the current allocation model and is higher than the 36% the departments received under the previous model.

This change in the allocation of online revenue is intended to specifically address the Strategic Plan initiatives focusing on the development and support of adding or extending online and hybrid course delivery. Recommended investments might include:

- Stipends for course redesign and implementation
- Training costs for faculty to attend programs related to increased / enhanced use of the virtual classroom and innovative learning technologies
- Travel expenses related to ongoing initiatives to support online / hybrid learning
- Approved software or equipment as appropriate for development of programs and courses utilizing the virtual classroom
- Graduate assistants to support the development and implementation of courses, programs, and other initiatives to support course design and implementation related to online and hybrid delivery
- Support for resources and training to increase the accessibility of coursework and programs
- Other initiatives that align with the strategic plan and innovative strategies for the virtual classroom and online and hybrid programming.

During the 2014 – 2015 academic year, the colleges receive a total of \$430,000. Under the new allocation of 42% of online access fee revenue (beginning with the fall semester), the colleges will receive approximately \$860,000—even more as additional online courses are offered and/or more students choose an online course modality.

As an example, History offered History 1010 and 1020 online in Fall 2014 and Spring 2015, producing 528 student credit hours. Under the current model of 21% of the online access fee, CAS received \$6,325.21 in revenue for these three courses. Under the new model of 42% of the online access fee, assuming the same number of student credit hours produced, CAS will receive \$12,650 from these online History courses. Below is a comparison of the dollars generated under the current model of 21% funds distribution and the new model of 42% funds distribution.

Distribution	Amount
21%	\$ 6,325
42%	\$12,650

Distribution of these funds will happen early in each semester with the expectation that these resources will be used to support the development and implementation of online and hybrid courses. We hope this change will encourage and support more faculty and departments to extend their capability in online course delivery.

FY16 Proposed Distribution of Online Access Fee Revenue

Area Receiving Online Access Fee Revenue	Current % Distribution	Proposed % Distribution	Use of Funds
Online Access Support	45%	20%	The current distribution was implemented to support the office of Lifelong Learning. The functions of this office were decentralized, so allocating funds necessary to support the infrastructure of on-line course delivery are sufficient.
Colleges	21.4%	42%	Prior to AY14 the departments and deans received 36% of the on-line access fee revenue. The proposed distribution will allow 5% - 6% to remain with the dean to stimulate the development of additional on-line courses and 36% to return to the departments generating those courses.
WTRC	2.2%	10%	WTRC provides all of the training and compensation for on-line course development and delivery, necessitating the additional distribution.
CAIT	6.6%	6%	CAIT provides equipment and technical support for on-line course delivery.
Provost Online Support	12.7%	10%	Funds centralized with the Provost will be available to seed innovations in on-line course delivery.
Institutional Support	12%	12%	This maintains the contribution to the general fund.