We define ourselves through curiosity, risk-taking, and refusing to accept the status quo.

EdPlus+
2021

EdPlus at Arizona State University is committed to expanding access to higher education through innovation and collaboration. With more than 200 degree programs and certificates in high-demand areas, transformational partnerships, and technology development, EdPlus breaks down barriers in higher education to ensure all learners can achieve their dreams regardless of their background.

This year, EdPlus continued to define itself through a culture of curiosity and a determination to find bold solutions to problems. We reached new student populations, launched new online programs, expanded partnerships, advanced adaptive learning technology, and more.

This report highlights our innovative contributions to higher education in 2021 and how we've changed the lives of learners and communities around worldwide.

Table of Contents

ASU Online

+The Learners

Our learners are at the heart of everything we do at EdPlus.

We serve nearly 80,000 students from across the country and around the world. More than 70% of our students are adult learners over the age of 25 who may be returning to school or pursuing their degree while working or raising a family.

Students enrolled

78,838

57,978 Undergraduates and 20,860 Graduate students

Student Enrollment Over the Years

Total
- 🟨 Graduate
- ⬛ Undergraduate

	FY13	FY14	FY15	FY16	FY17	FY18	FY19	FY20	FY21
Total	11,505	15,373	21,941	30,948	38,459	46,797	56,449	67,522	78,838
Graduate	3,518	4,434	5,935	7,981	9,763	11,661	14,092	16,790	20,860
Undergraduate	7,987	10,939	16,006	22,967	28,696	35,136	42,357	50,732	57,978

Students by region

14%
11%
7%
20%
21%
23%
3%

Top states by students

1. **Arizona**
2. **California**
3. **Texas**
4. **Washington**
5. **Florida**

Gender & Ethnicity

62% Female
38% Male
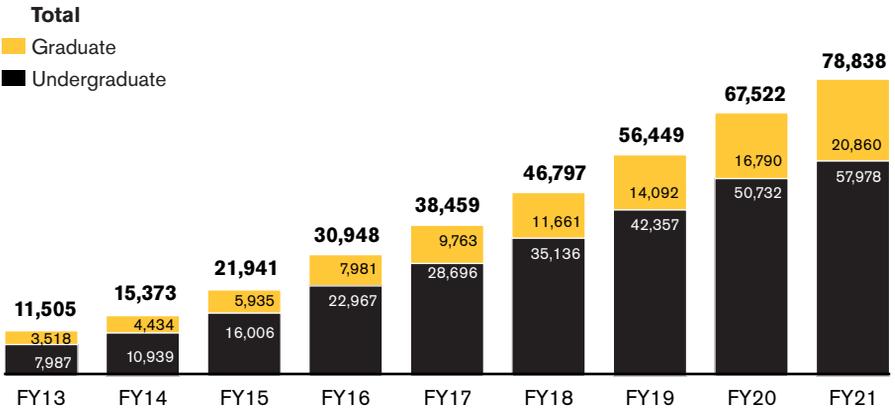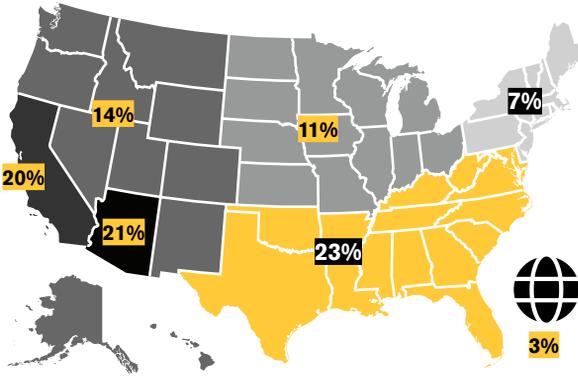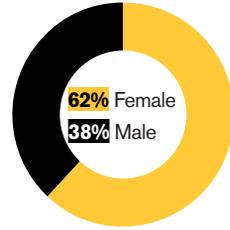
56% White
20% Hispanic/Latino
8% Black/African American
6% Asian
4% Two or More Races
4% Not Available
1% American Indian/ Alaska Native

Military students

10,011

Starbucks students

15,075

Students' Age

<25
25−29
30−39
40−49
50+

4%
10%
31%
29%
26%

Students Graduated

| FY12	FY13	FY14	FY15	FY16	FY17	FY18	FY19	FY20	FY21
1,172	1,712	2,459	3,040	4,003	5,259	6,732	7,867	9,725	11,542
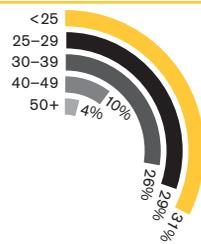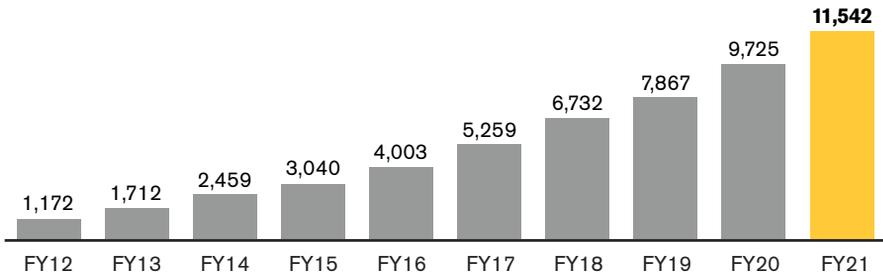
+ Programs

EdPlus teams launched more than 40 new online programs in FY21. This past year, ASU Online was among the first in the nation to launch online degrees in architecture, digital media literacy, pre-veterinary medicine, and neuroscience.

Number of Online Programs by Fiscal Year

Fiscal Year	Number
FY13	58
FY14	64
FY15	95
FY16	106
FY17	129
FY18	155
FY19	178
FY20	204
FY21	248
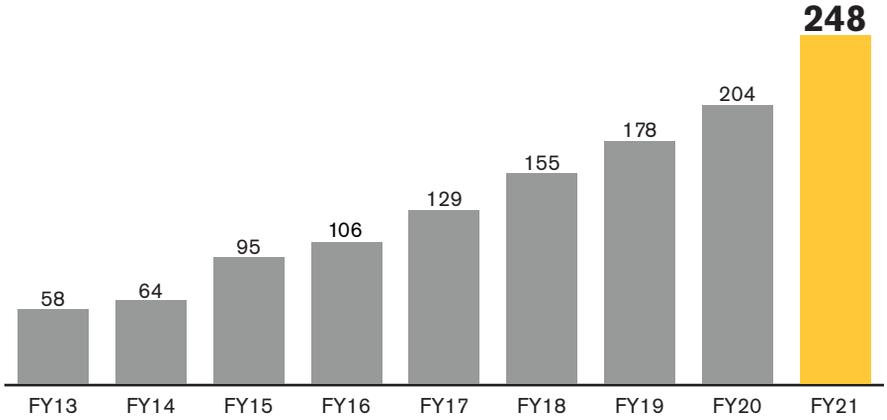
ASU Online Signature Programs

Digital Photography

Electrical Engineering

Physics

Astronomical and Planetary Sciences

Biochemistry

Biological Sciences

Mechanical Engineering

Chemistry
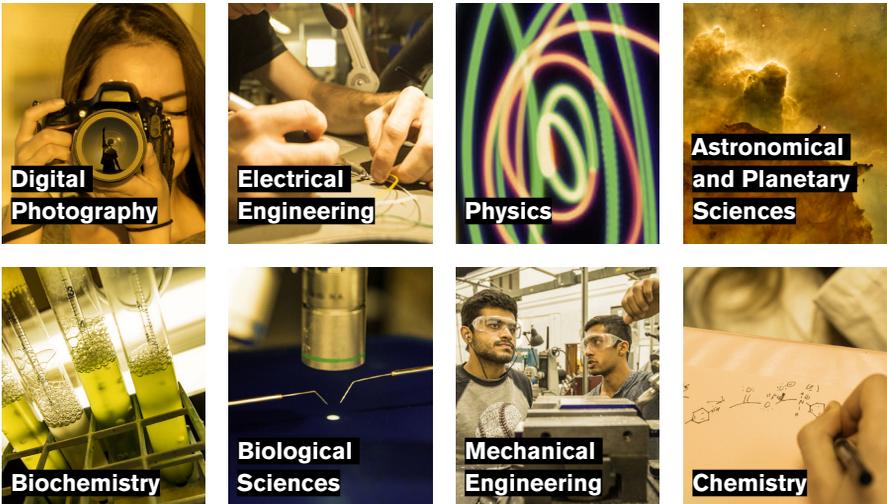
Top Degree Programs

Undergrad
Information Technology
Biological Sciences
Psychology (BA)
Liberal Studies
Electrical Engineering

Graduate
Special Education - Applied
  Behavior Analysis
Social Work
Computer Science (MCS)
Legal Studies
Forensic Psychology
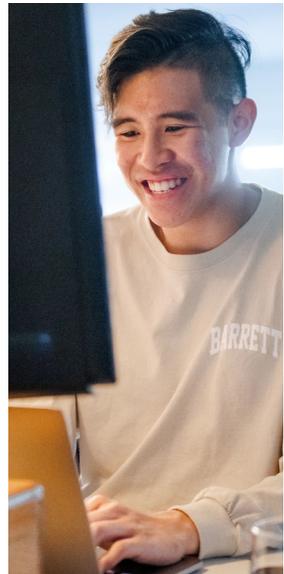
+A Premium Experience

ASU Online provides an exceptional learning experience backed by award-winning faculty and superior support services. Online students follow the same curriculum and learn from the same top-tier faculty as on-campus students. They also have access to free tutoring, counseling, academic advising, career coaching, and more. All of this combines to create a truly unique and engaging online learning experience that empowers students from all backgrounds to succeed.

The data below is from the National Survey of Student Engagement 2020 Frequencies and Statistical Comparisons report.
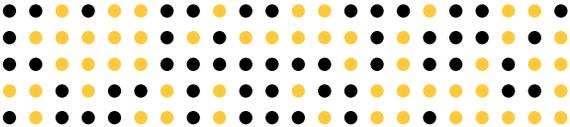
How would you evaluate your educational experience at ASU?

Excellent 54%

Good 35%

If you could start over again, would you still go to ASU?

Definitely Yes 60%

Probably Yes 31%

Effective teaching practices

|	Quite a Bit	Very Much
1. Clearly explained course goals and requirements	39%	42%
2. Taught course sessions in an organized way	37%	40%
3. Used examples or illustrations to explain difficult points	39%	34%
4. Provided prompt/detailed feedback on tests/finished work	24%	39%
5. Provided feedback on a draft or work in progress	35%	28%
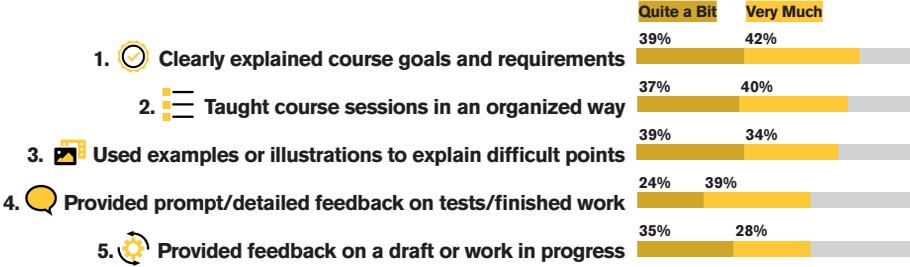
Quality of Interaction

Students rating from Good to Excellent

Advisors

81%

Faculty

82%

Student Services

74%
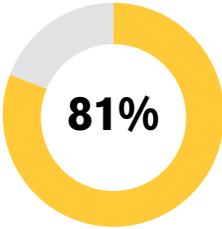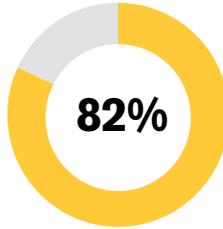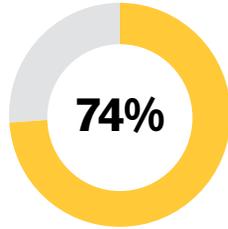
Supportive Environment

	Quite a Bit	Very Much
Significant time studying and on academic work	40%	51%
Providing support to help students succeed academically	35%	41%
Using learning support services (tutoring services, etc.)	34%	40%
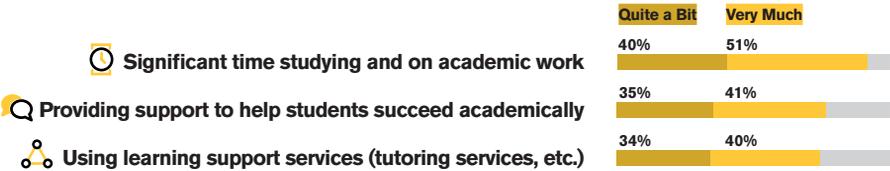
Innovations
Student Suc

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ccess

Success Coaches

Part advisor and part motivator, success coaches are an integral aspect of the online student experience. Success coaches provide one-on-one coaching through virtual meetings, phone calls, and texts. These coaching sessions are focused on empowering students to persevere through challenges, work toward their goals, manage their time, develop good study habits, and more, depending on a student's needs.

New Success Coach Cases

491,475
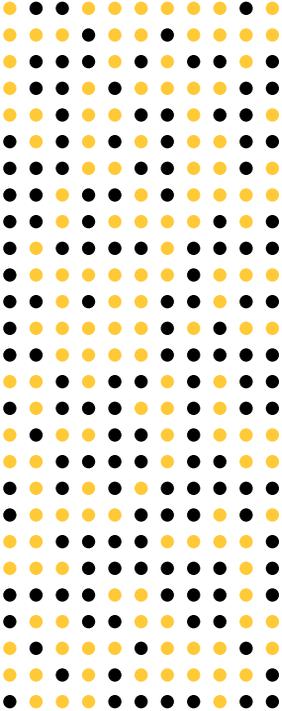
Students Using Coaching

- Core: 51%
- Grad: 75%
- Starbucks: 63%
- Uber: 38%

Connections Made with Learners

539,045

- Slack/Zoom: **0.7%**
- SMS: **22.5%**
- Appointments: **11%**
- Phone Calls: **65.8%**
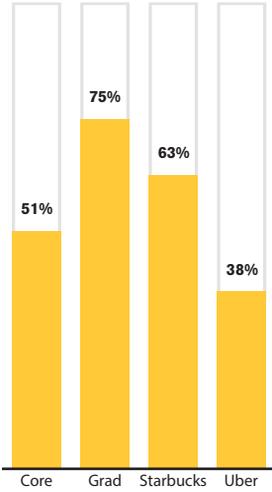
New Student 1-year Retention *(mean over four years)*

86%

"
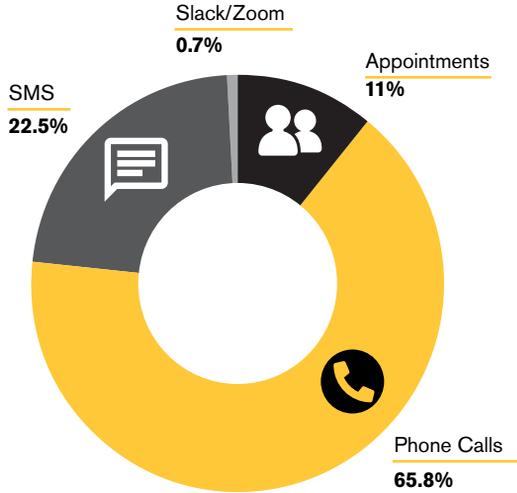
I just wanted to thank you for helping me through my journey through ASU! You have been a big help with the support you have given me when it got tough, especially during the whole COVID situation. Thank you!

Krissa, Masters in Special Ed (ABA)

+Re-entry Team

The re-entry team is responsible for supporting students who left ASU Online to come back and finish their degrees. All re-entry specialists are previous success coaches who are skilled at working with students to empower them to overcome obstacles. These specialists guide students as they work through financial aid issues, change their major, register for classes and set up a realistic success plan to assist students in re-enrolling at ASU.
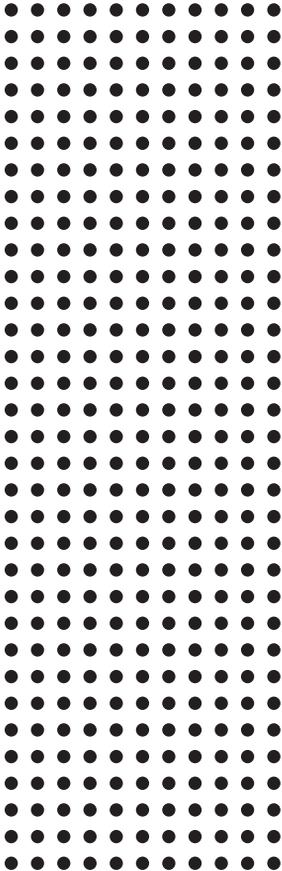
Students re-entering ASU Online

5,406

Approximately 700 students per re-entry coach

Average GPA after re-entry

3.01

Average GPA of 2.91 prior to re-entry

Average credits earned after re-entry

31

Average of 21 credits earned prior to re-entry

+Operation Math

EdPlus designed and deployed a team learning model across six high-enrollment math courses. The program leverages the power of students, faculty, and artificial intelligence learning assistants to create scalable interactions that allow students to collaborate, access supplemental resources, and quickly find answers to their questions.

Pass rate increase in Business Calculus

+17%

Student questions posted to Operation Math

Over 1,300

Supplemental resources accessed

Over 15,000

Course integrations launched

Six

College Algebra
College Mathematics
Precalculus
Brief Calculus
Calculus for Engineers I
Calculus for Engineers II
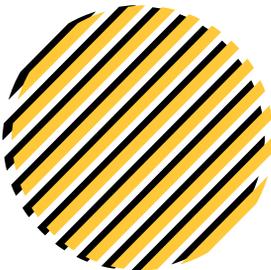
+BioSpine

BioSpine is a project in the School of Life Sciences to develop, implement and evaluate the world's first adaptive learning biology degree. This project leverages adaptive courseware to replace textbooks. Instead of readings, students complete activities and assessments that adjust to their learning and needs in real-time. During lectures, instructors use evidence-based teaching methods to engage students in real-world scenarios and problem-solving, helping students apply biological models in a collaborative setting.

Number of Students

12,000+

⁺Dreamscape

Arizona State University and Dreamscape Immersive teamed up to revolutionize the learning experience through virtual reality. The partnership, Dreamscape Learn, will launch in 2022 and allows students to enter immersive learning activities where they engage in virtual worlds, problem solve, and apply what they've learned with the help of cutting-edge technology and captivative storytelling.
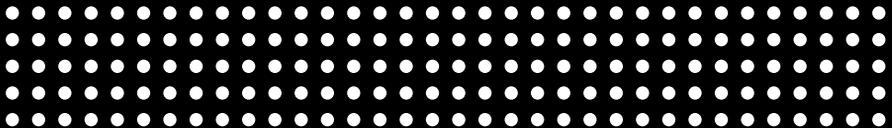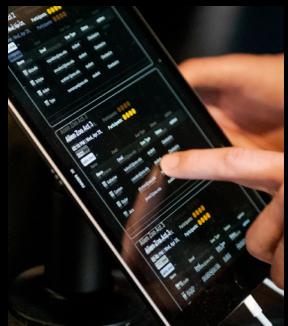
Instructional Design and New Media Data

The instructional design team works with ASU's prominent faculty to design all of our online courses and materials. The team combines instructional design methodologies and adult learning theories with emerging technology to create engaging online courses that promote information retention.

The new media team also assists with online course creation. This team supports faculty in the creation of high-quality, effective media content for online courses. This includes a variety of different video types and presentations that are engaging and exciting for learners. They create videos featuring virtual field trips, lab demonstrations, realistic role-playing scenarios, virtual environments, and more depending on the faculty's needs for their course.

Courses built

272

Course readiness checks

3,772

Videos created

1,796

Slide redesigns

2,641

Project Florence: A special project of the IDNM team
Rapid COVID response 5-course training program developed in collaboration with Edson College of Nursing and Sana Labs – **35 countries**, **2,000 hospitals**, and **70,000 healthcare workers**

+User Experience

Working to advance the learner experience and enable better learner support, the user experience team consists of design, engineering, research, and product management of the online digital student experience. As of 2021, the user experience team has become an enterprise unit that supports the entire digital ecosystem for online learners across the university.

The team focuses on both quantitative and qualitative measures to create high-performing, premium, user-centric experiences. EdPlus gains a competitive advantage because this high-maturity team not only focuses on technology but also gains a deeper understanding of our learner needs through data that aids in continued innovation.

EdPlus digital experience visitors

Over 5.5 million

Students interested in ASU Online from these experiences

3,000+

Products managed

25+

Student research participants

1,800

UX projects accomplished

250+
in 2021

Multi-page sites and portals

18
100+ landing pages

> **It was great! I found exactly what I was looking for! I've never visited a college website that was this helpful!**
>
> *Student website user*

2021 Special UX projects:

ASU Online
According to prospective students, the ASU Online website was rated higher than Penn State World Campus and USC Online for having a premium user experience.

Soft Profile
A personalized toolbar on ASU Online that delivers customized content to students based on their learner persona.

XR
The team created a new workstream that focuses on AR, VR, and gamification design within ASU Online courses.

Leading UX across the university
EdPlus leads the UX Collaborative, which consists of one-hour monthly meetings across the university for both UX professionals, students, and career changers. The team held more than 19 monthly training sessions with 250+ registered attendees as a part of this effort.

Nielsen Norman Group collaboration
The founder of the term user experience and the world's leader in research-based user experience has partnered with the EdPlus user experience team to provide our expertise in case studies, documentation on team processes, and presentations to learners across 102 countries.

Innovations
Access
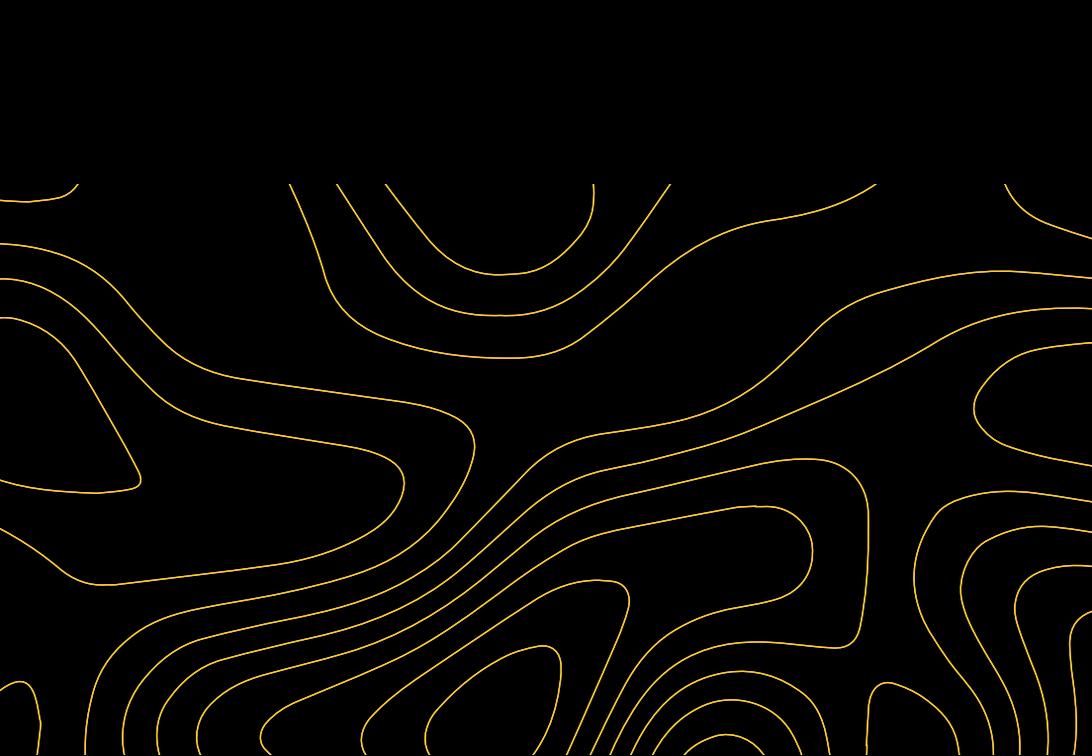
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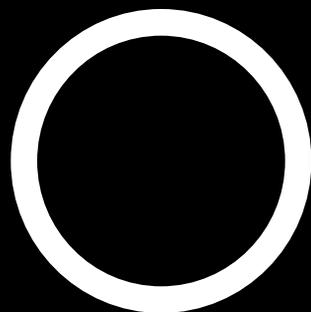
+ Study Hall

Study Hall is a series of YouTube Learning Playlists featuring the subject matter found in select college 101 courses. Developed through a partnership between EdPlus, Crash Course, and YouTube, these videos aim to provide high-quality supplemental education to help all learners master some of the most complex topics taught in introductory college courses. To date, Study Hall hosts 64 episodes covering English composition, algebra, data literacy, and chemistry.

Addam Madd 1 month ago
Man i wish I had a teacher as confident and joyful about chemistry as this man.

👍 25 👎 REPLY

Bianca Alexandra Lala 10 months ago
I'm genuinely excited to take this course! She's so nice and I love the way she explains things, it's really clear and concise:) Keep up the good work, I love all the work and effort you put in <3

👍 36 👎 REPLY

Learners reached across all ASU Study Hall episodes

1 million

Hours of watch time

45,000

Viewers outside the U.S.

68%

Schools across the country using Study Hall videos

74

Number of courses

Four

Algebra

Composition

Chemistry

Data Literacy

Number of videos

64

Channel growth this year

166%

⁺me3

me3 is an online quiz high school and college students can take to explore their interests and potential career paths. By researching the different majors and careers aligned with their interests, they're better prepared to select and stick with a degree program. me3 currently has 404,737 users, which is a 29% increase from last year.
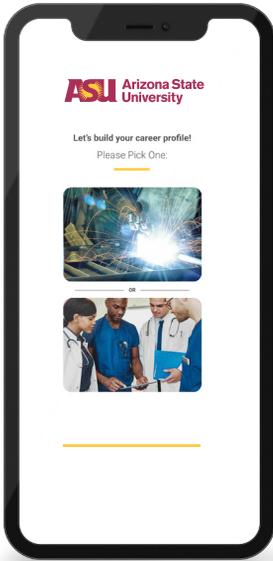
Overall users

404,737

Growth in 2021

+29%

me3 relaunch

Oct. 2020

Institutions using me3

+ Earned Admission Pathways

As part of our commitment to inclusion and access to education for all, we offer two pathways to admission for students who may otherwise be inadmissible to ASU: Earned Admission and Pathway to Admission.

Earned Admission consists of a series of online courses that count toward a degree but only cost a fraction of the price. After a student successfully completes their Earned Admission courses with a 2.75+ GPA, they qualify for general admission to ASU. This year, learners admitted and enrolled through Earned Admission increased by more than 58%.

Pathway to Admission is for Starbucks partners who wish to participate in the Starbucks College Achievement Plan but may not be admissible to ASU. This year, 413 partners earned their admission to ASU through Pathway to Admission.
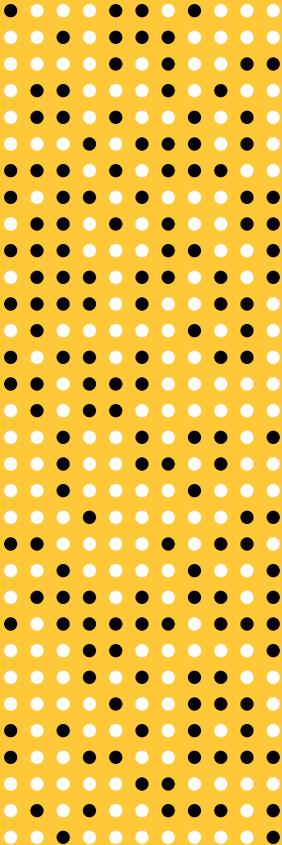
Earned Admission enrollments

970

+58% year-over-year increase in EA enrollments

Connections with learners

48,003

Starbucks Pathway to Admission enrollments

413

Pearson & Courseware

ASU and Pearson formed an innovative new partnership in October 2020 to reduce textbook costs and increase access to affordable, high-quality education. The partnership will provide all ASU students access to Pearson eTexts and premium digital courseware products at no cost. New integrations will also allow students and faculty to access all eTexts and courseware programs without ever having to leave Canvas. The partnership has already impacted thousands of students and helped them save nearly two million dollars.

Students impacted by this initiative

25,815

Number of courses using Pearson Courseware

206

Total estimated student savings

$1,714,146
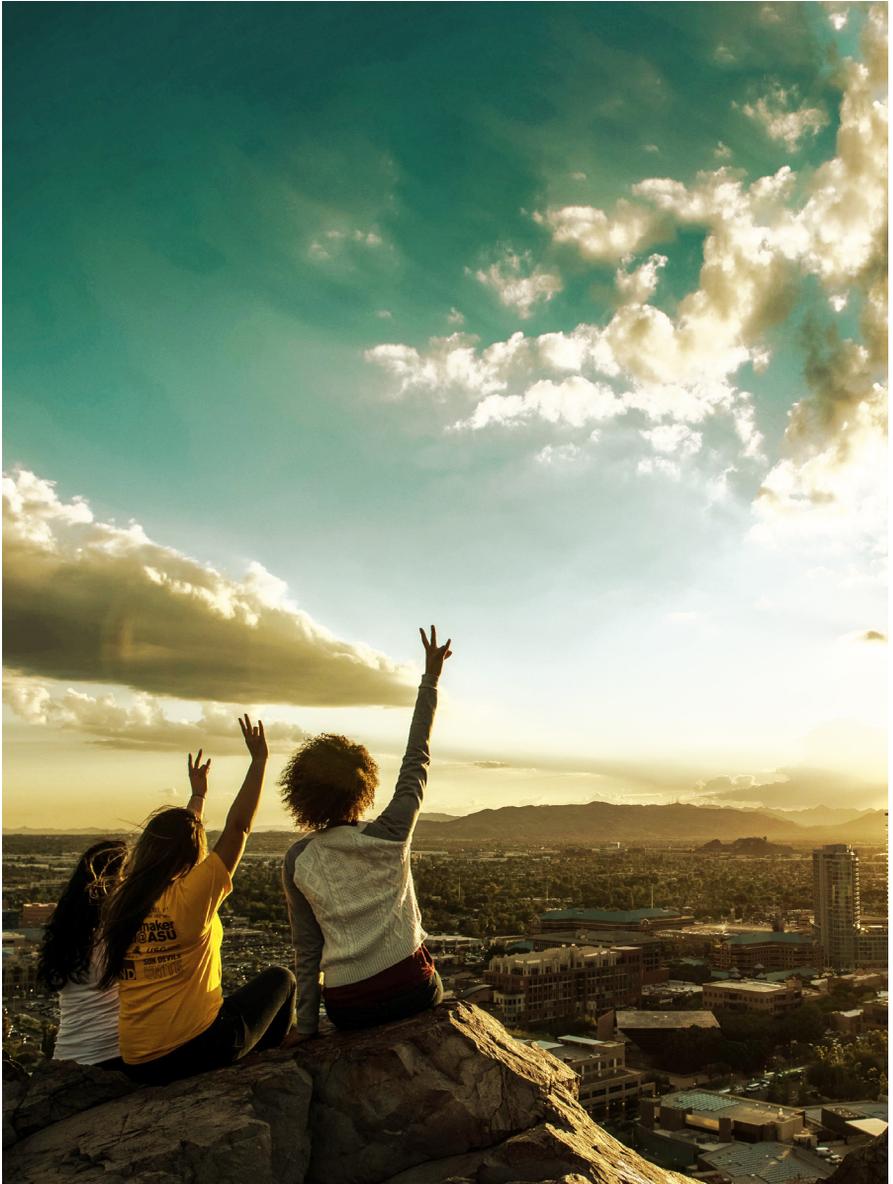
+Baobab

Baobab is a social learning network developed by ASU. With a unique one-to-many mentorship model, Baobab connects students to tools and resources that support them, achieving impact across sub-Saharan Africa. Baobab currently has over 550 matched mentorships and 25 Digital Innovation Scholars.

English and French courses	Course enrollments
50	**9,807**

Course completions

4,414

⁺eLearning MCF

The goal of the eLearning Mastercard Foundation is to train and scale 10 universities across eight nations in online instructional design and teaching. To accomplish this, EdPlus is partnering with Global Academic Initiatives. Together, we will train 100 eLearning experts, deploy a new graduate certificate in instructional design, provide technical consultations, and more.

Partner Universities

American University of Beirut
Lebanon

Gondar University
Ethiopia

KNUST Ashesi
Ghana

University of Abomey-Calavi
Benin

Earth University
Costa Rica

Makerere University
Uganda

AIMS University of Rwanda
Rwanda

United States International University–Africa
Kenya
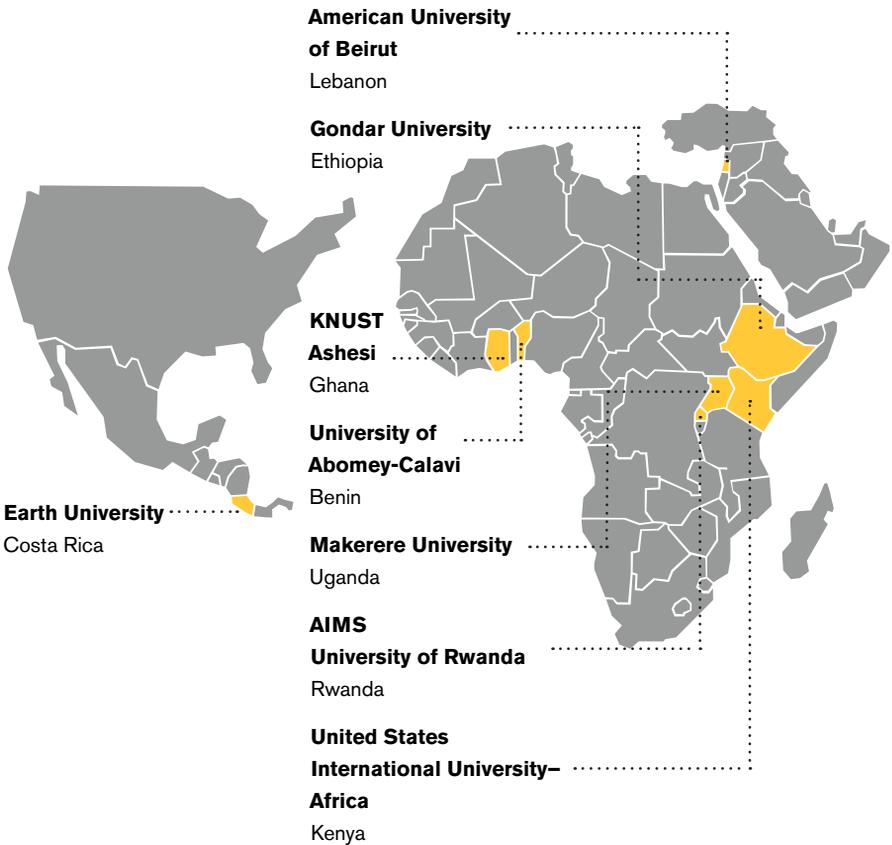
+Young Thinkers Program

Young Thinkers Program is a bilingual (Arabic-English) and fully customized college and career readiness platform. Endorsed by the Ministry of Human Resources and Emiratisation (MOHRE), this program currently has more than 35,000 registered users, a 70% increase from July 2020.

Registered users

35,000+

Growth since July 2020

+70%

43K+ course enrollments

+Cintana

Cintana is a public benefit company that connects universities to the resources and expertise to accomplish their goals. Cintana provides best practices, leadership, strategy, and investment, allowing universities worldwide to create new, innovative online offerings.

Universities that work with Cintana can take advantage of ASU's world-class resources, including:

- Collaborative curriculum, credential development, and online delivery.
- Direct enrollment in ASU Online courses and coordinated degree programs.
- International exchange programs for students and faculty.
- Research collaboration opportunities for students and faculty.

Cintana partnerships

İstanbul Bilgi University — 25 years

Istanbul, Turkey

UAG — Universidad Autónoma de Guadalajara — Powered by Arizona State University

Guadalajara, Mexico

UNIVERSIDAD LATINA DE COSTA RICA — POWERED BY Arizona State University

San Jose, Costa Rica

THE NORTHCAP UNIVERSITY — POWERED BY Arizona State University

Gurugram/New Delhi, India

UIDE — Powered by Arizona State University

Quito, Ecuador

American University Kyiv

Kyiv, Ukraine

ALMA — ALMATY MANAGEMENT UNIVERSITY

Almaty, Kazakhstan

+ASU
Zai Xian

ASU Zai Xian is a Cintana partnership created to support five fully online Mandarin degree offerings.

ASU Zai Xian enrollment

247

**Largest program is MS Psych with 128 learners**

Mandarin degree offerings for ASU Zai Xian

Five

- MS Aging
- Master of Applied Leadership and Management
- Masters of Engineering emphasis in Computing and Technology
- MA Education
- MS Psychology

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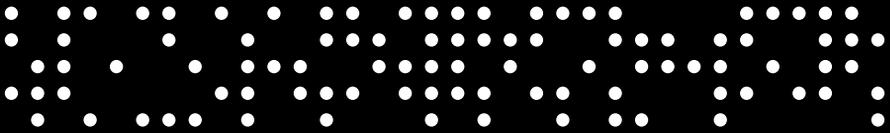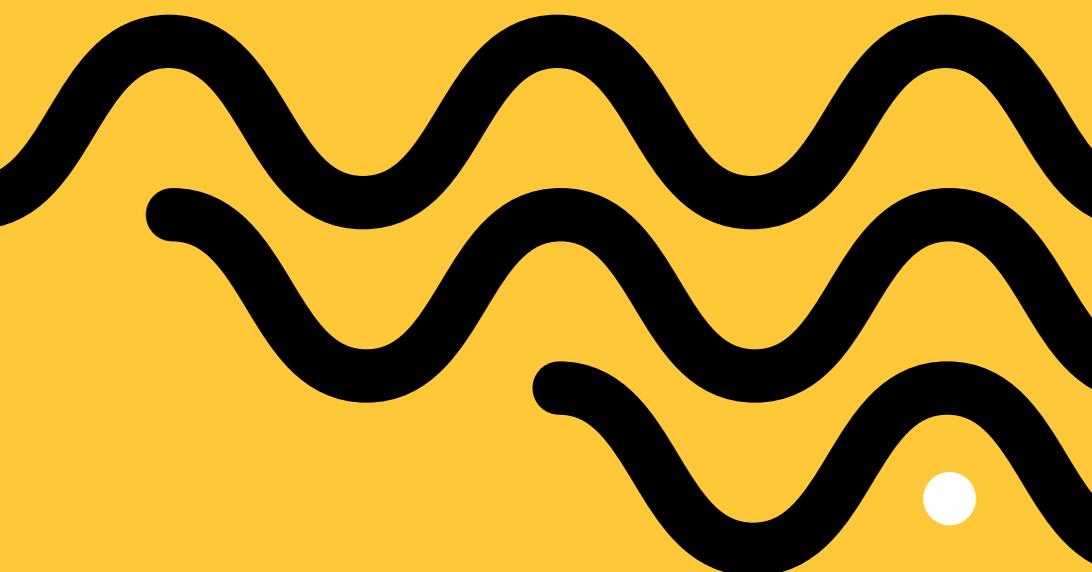
Transformative Partnerships
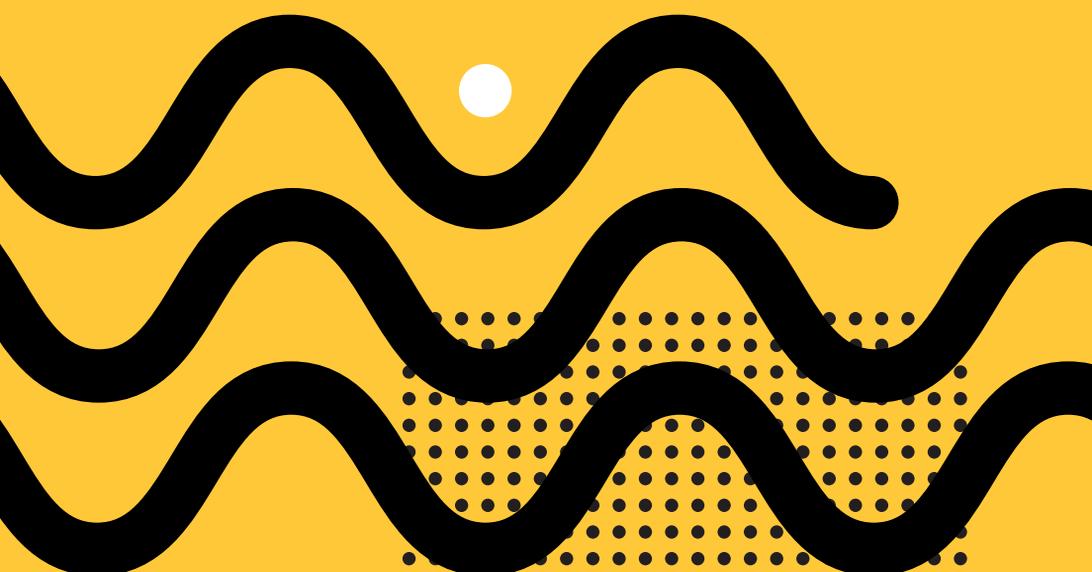
tional
os

⁺InStride

EdPlus works closely with InStride, a public benefit company, to develop the workforce of the future by helping large organizations provide career-boosting opportunities to their employees while strengthening their competitive advantage. InStride's strategic education programs aim to improve business growth, productivity, employee retention, and company culture.

InStride academic partners

ASU Arizona State University

CUNY THE CITY UNIVERSITY OF NEW YORK | School of Professional Studies

Universidad Tecmilenio

UNSW SYDNEY

UNIVERSITY of VIRGINIA

WISCONSIN UNIVERSITY OF WISCONSIN–MADISON

UofM GLOBAL THE UNIVERSITY OF MEMPHIS

InStride corporate partners

Accolade

adidas

aramark

Banfield
PET HOSPITAL

CARVANA

desert
FINANCIAL
CREDIT UNION


DISCOUNT
TIRE

FOOD STORES
fry's

labcorp

PRIME

Technology Partnerships

More than 200 third-party tools and services are used by faculty and students in ASU Online courses. In many instances, collaborative partnerships are formed to explore ways to use the technology to improve online teaching and learning experiences. In some cases, ASU Online instructional designers and technologists are actively working with our partners to guide product development.

Technology partners

200+
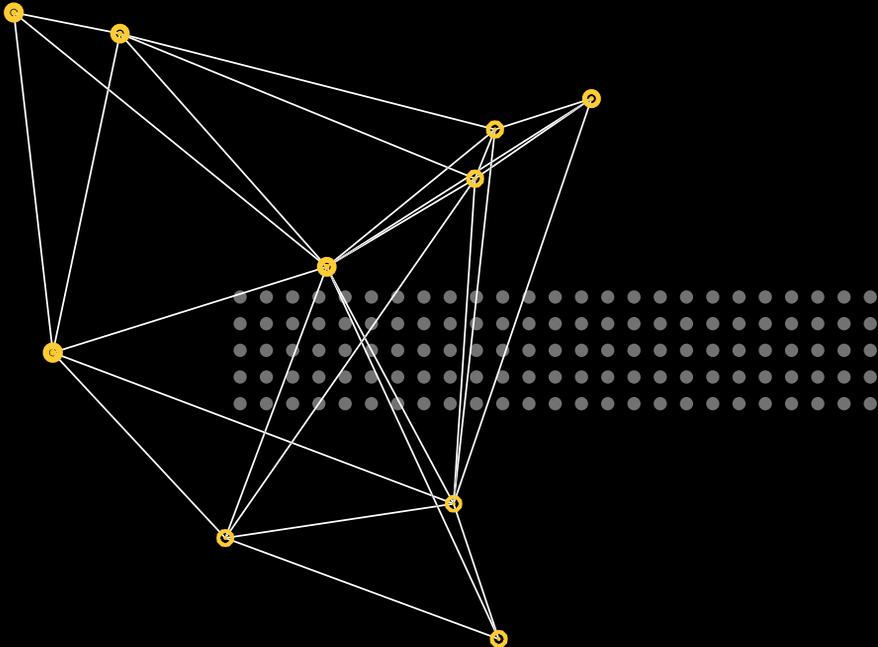
Content tools

95

Including:

Cerego

Gradarius

Late Night Labs

Interaction tools

32

Including:

CRIT VIZ

playposit

Yellowdig

Assessment tools

26

Including:

DIGI[cation]™

Peerceptiv®

turnitin

Collaboration tools

35

Including:

Perusall®

slack

voicethread

ID Verification tools

7

Including:

Honorlock

MEASURE LEARNING proctoru

Respondus®

Analytic tools

6

Including:

Google

hotjar

qualtrics XM

Personalized tools

15

Including:

McGraw Hill ALEKS®

CogBooks

Sana™

Accessibility tools

5

Including:

3PLAYMEDIA

Blackboard ALLY

WISTIA

+Uber

With the goal of increasing access to education, ASU and Uber formed a unique partnership. Qualifying Uber drivers or eligible family members can complete online courses at ASU with 100% tuition coverage. This benefit can be used to pursue an undergraduate degree at ASU Online or to take upskilling courses in entrepreneurship or English language learning.

Graduates projected for spring/summer 2021

60+

Total number of program graduates is now more than 100

Uber enrollments in 2021

2,749

+36.6% over last year

Among the May 2021 graduating class is **Emily Kuckleman** of Denver, Colorado.

Emily earned her BS in graphic information technology and was featured in Uber's Take Your Seat Campaign during the nationwide launch of Uber Pro in 2019. The former teacher turned Uber driver has now enrolled in the MS in graphic information technology through ASU's 4 + 1 program.

We wish Emily the best as she extends her studies at ASU and looks to the future.
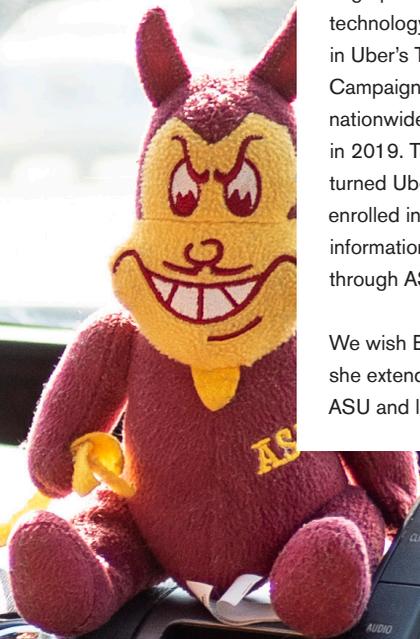
+Starbucks
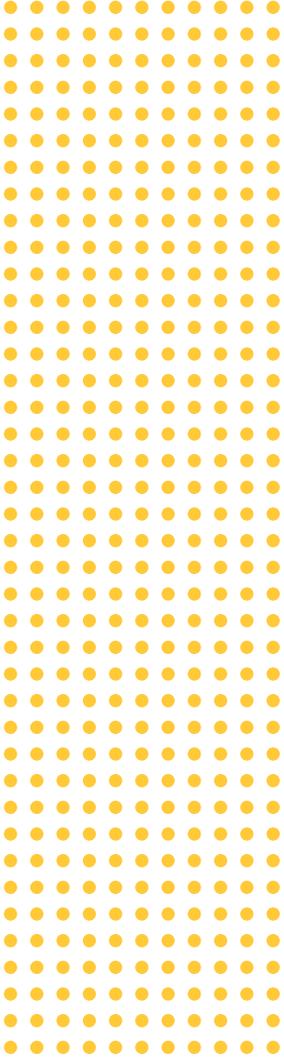
ASU and Starbucks partnered to create the Starbucks College Achievement Plan. Eligible U.S. partners can complete a bachelor's degree program with 100% tuition coverage. Once accepted into this plan, students receive a College Achievement Plan Scholarship, which is applied toward undergraduate tuition every semester. The remaining tuition and fees are then covered by the Starbucks Tuition Benefit and applied before the start of the semester.

Starbucks enrollment

16,304
+17% over last year

Graduates in 2021

1,550
6,409 total Starbucks graduates

⁺Air U

In 2020, Air University partnered with ASU to transform Air Force officers' online learning experiences. This partnership transitioned the Air University eSchool of Graduate Professional Military Education programs and curriculum to ASU's innovative learning environment, marking the first time a U.S. military service utilized a civilian university partner to deliver these programs.

Air U active students

19,498

22,609 students enrolled

Courses completed

67,995

Graduations requested

3,223

"

It's worked flawlessly for me. Frankly, best military related website I've ever used.

Air University Student

Programs launched

Four

Squadron Officer School (SOS) for Captains
Air Command and Staff College (ACSC) for Majors
Online Masters Degree Program (OLMP)
Air War College (AWC) for Lt Cols

Number of Air U courses

80

Academic Partnerships:

Institutional Online Readiness Assessments

ASU is partnering with academic institutions from all over the world to conduct readiness and needs assessments. These assessments cover nine dimensions considered to be the foundational enablers for the design and development of online programs. These dimensions include topics such as instructional design, recruitment, student support, learning management tools, and more. The focus is to launch a pipeline of online and blended learning programs to increase access to education and skills development.

Hours spent per assessment

250

Assessment questions

238

Academic institutions met

50

From all over the world

FY21 assessments completed

Five

3 readiness assessments
2 faculty masterclasses

ASU EdPlus

Arizona State University

⁺Education at scale + speed
for everyone, everywhere

edplus.asu.edu