

EdPlus

Annual Report 2022

ASU EdPlus[®]
Arizona State University



+ EdPlus 2022

EdPlus is a foundational support and innovation unit within the ASU Public Enterprise, deriving its charge from the recognition that the enabling technologies that allowed universities to grow and scale over the past centuries have changed fundamentally during the past thirty years, and will continue to do so. ASU's very design recognizes that digital education technologies represent an opportunity to better fulfill its responsibility to the citizens we serve in Arizona, to residents of other states, and increasingly, to global audiences.

The role of EdPlus is to support the creation and application of digital education technologies that make ASU's blend of teaching, learning, and discovery accessible to a broad expanse of society rather than the small minority who have access to an on-campus experience. In this way, we are part of the design of ASU as an institution in which our ability to transform society is limited only by our creativity, dedication, and speed of execution – not by our physical campus space.

This report provides insight into achievements over the past year in EdPlus's and ASU's use of digital education technologies to reach and serve an ever-widening group of learners in the U.S. and globally. By focusing on the expansive use of digital education technologies, we broaden access to a university education and multiply the transformative impact our faculty have on the lives of individuals, their families, and countless future generations.



Philip Regier

University Dean for Educational Initiatives & CEO of EdPlus, EdPlus at ASU



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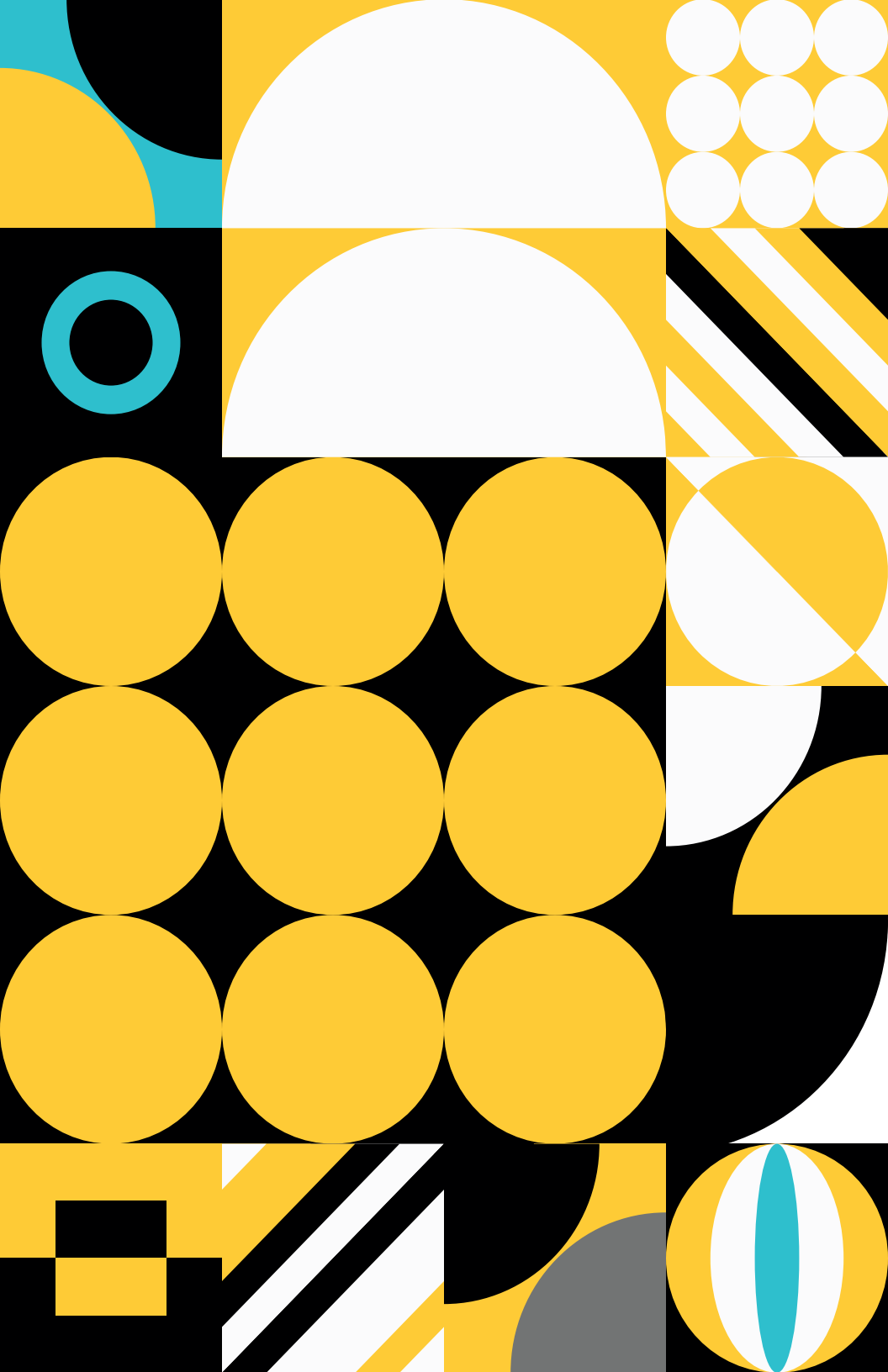
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Innovations for Access and Student Success

Through ASU Online, we are committed to bringing value to each and every student, and we recognize that affordability and high-quality programs are priorities for higher education access and degree completion. We believe anyone, anywhere should have the opportunity to advance their education and drive their life forward. Using advanced technology and courses developed by experienced instructional designers, we offer an online educational experience that meets the learner where they are and positions them for success.



+ ASU Online

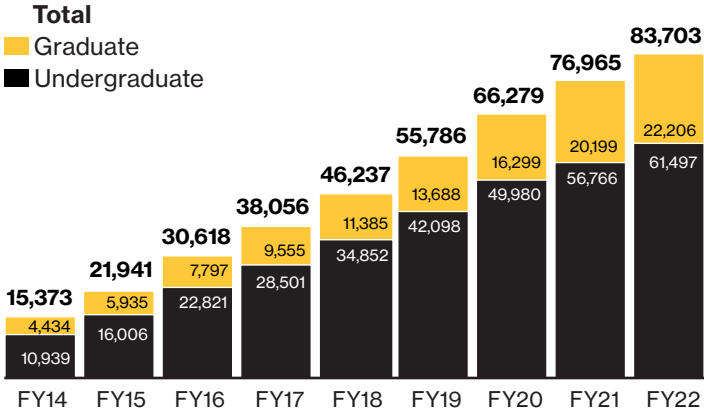
ASU serves more than 80,000 students online from across the country and around the world. More than 50% of our students are transfer students and more than 70% are adult learners over the age of 25 who may be returning to school or pursuing their degree for the first time while working or raising a family.

Students enrolled

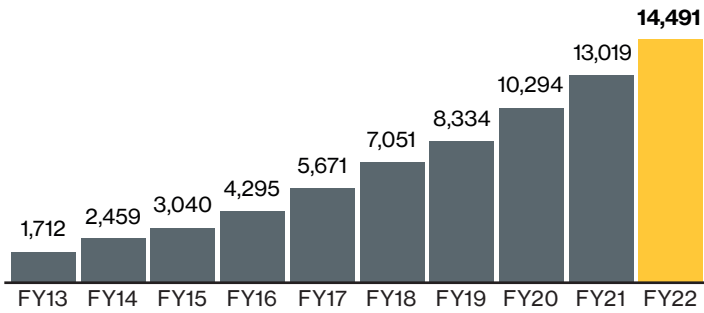
83,703

61,497 Undergraduates and 22,206 Graduate students

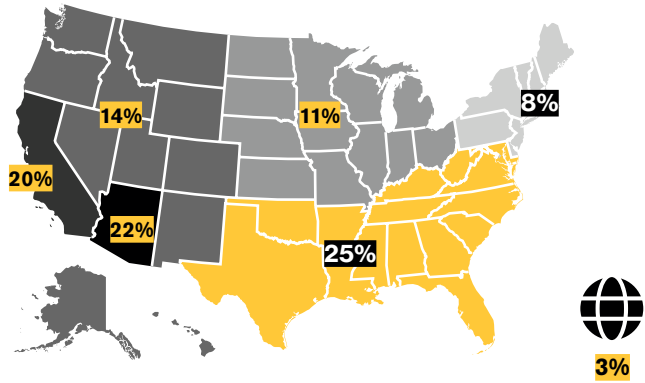
Student enrollment over the years



Students graduated (including certificates)



Students by region



Top states by students



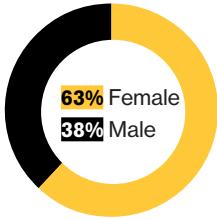
Military students

11,485

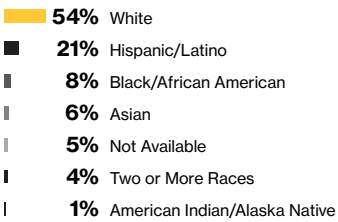
Corporate partner students

24,492

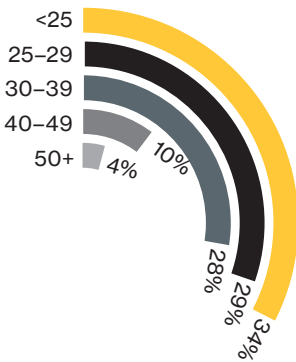
Gender



Ethnicity



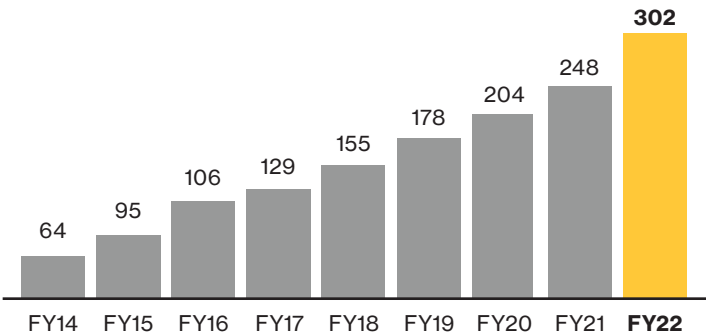
Students' age



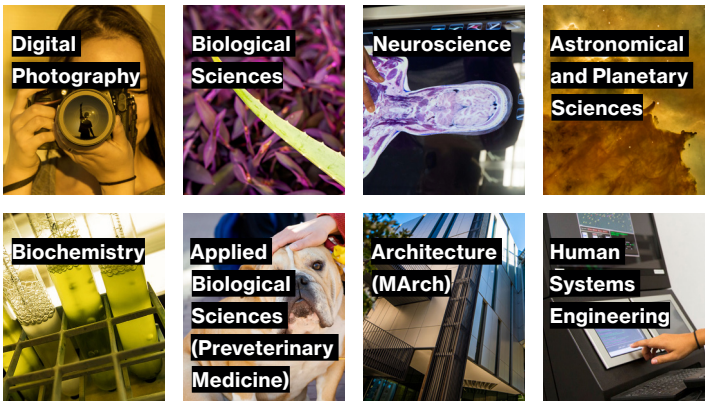
+ Programs

EdPlus teams launched more than 44 new programs and 7 minors in FY22. In the past year, ASU launched programs in architecture, neuroscience, human systems engineering, forensic science, addiction psychology, and health care administration and policy.

Number of online programs by fiscal year



ASU Online signature programs



Top degree programs

Undergraduate programs



Graduate programs

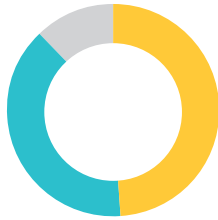


+ A Premium Experience

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.

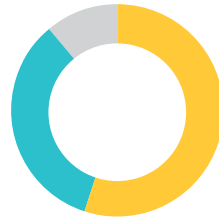
This data is from the National Survey of Student Engagement 2022 Frequencies and Statistical Comparisons report.

How was your educational experience at ASU?



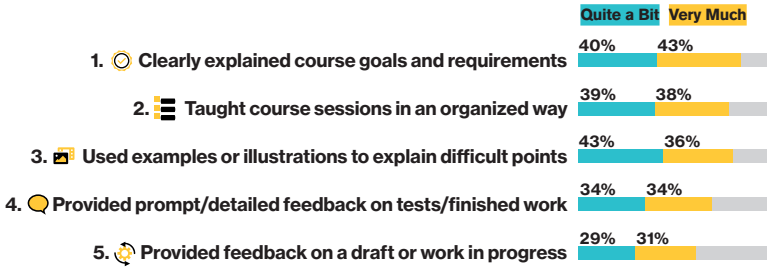
| | |
|------------------|-----|
| Excellent | 49% |
| Good | 39% |

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



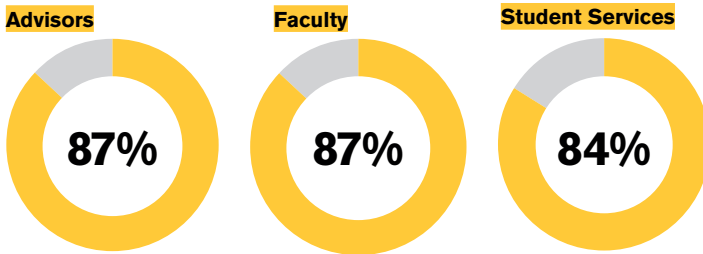
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|-----------------------|-----|
| Definitely Yes | 55% |
| Probably Yes | 34% |

Effective teaching practices

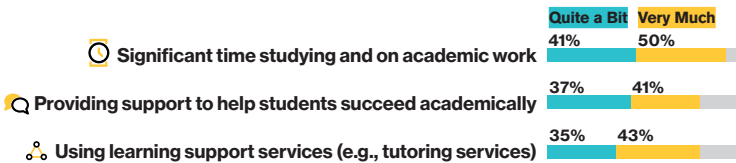


Quality of Interaction

Students rating from Good to Excellent



Supportive Environment





+ Enrollment Center

Supporting learners as they begin their journey at ASU Online, enrollment coaches guide students through the application and enrollment process. Enrollment coaches solve problems, motivate, connect students to resources, troubleshoot, identify trends, serve as an advocate for students, and help students take a step that will change their life.

Interactions with learners

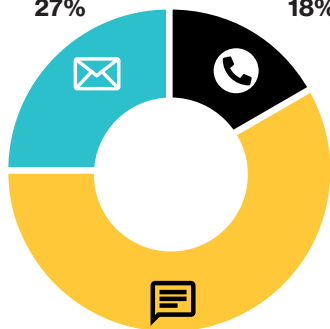
1,307,630

Emails

27%

Calls

18%



SMS

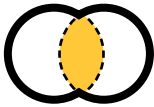
55%



The Pathway to Admission team celebrated one year of coaching support in March 2022.

Culture Crew was created in March 2022 with goals of:

1. Representing cultures/causes that make up the Enrollment Center department;
2. Acknowledging and celebrating one another;
3. Connecting students to what is happening at ASU broadly and events in their area.



13 new Corporate Partnerships were added and are supported by the Enrollment Center.



13 promotions within the Enrollment Center and **13 promotions** to other teams in EdPlus/ASU.



The Future Digital Devils

Facebook page was created in January of 2022 and has over 1,000 members.



Enrollment coaches provided chat support in over **40 webinars**.



Over 500 badges earned from staff in the Enrollment Center.



+ **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.

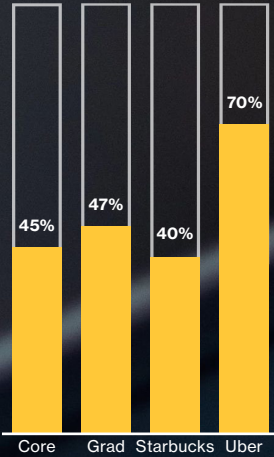
Cases created

848,024

New Student 1-year retention

87%

Students using Coaching



Connections made with students

2,329,287

+ 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.

Total students re-enrolled in degree programs by the re-entry team

7,689

Students per re-entry coach

333

Average credits earned after re-entry

31.2

20.5 average credits earned prior

Average GPA after re-entry

2.99

2.87 average GPA prior

+ Instructional Design and New Media

The instructional design team works with ASU's prominent faculty to design all 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 students. 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.

New course developments

293

Readiness checks performed

4,468

Total videos

2,006

New programs launched

43

Slide designs + graphics

2,747

Study Hall videos created

67

+ me3

me3 is an online quiz which 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.

In addition to bachelor's degrees, **Universal Learner me3** now provides pathway options for learners at any step of their educational journey by incorporating minors, undergrad and grad certificates, and advanced degrees.

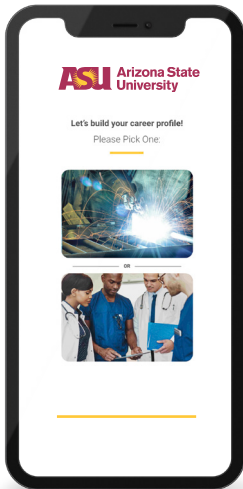
Overall users

539,834

Growth in 2021

+28%

Institutions using me3



NSHE

SANTA MONICA COLLEGE



University of Pittsburgh

+ Cintana

Cintana is a public benefit company that connects universities to the resources and expertise needed 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.

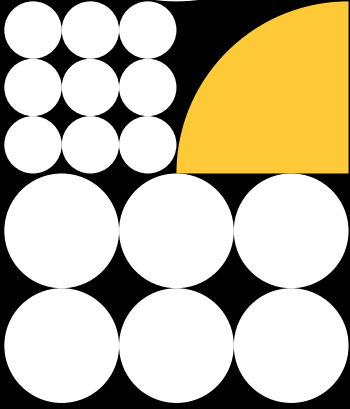
Cintana partnerships



+ Zai Xian

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

The first cohort of students graduated from Thunderbird School of Global Management at ASU with the Master of Applied Leadership and Management in Summer 2022.



Total enrollment

862

+249% over last year

First cohort of graduates

13

Mandarin programs

4

Master of Applied Leadership and Management

Master of Engineering in computing and technology

Master of Arts in education

Master of Science in psychology

+ 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), the program currently has more than 59,000 registered users.

Registered users

59,000+

Course enrollments

126,000+










Transformational Projects

At EdPlus at ASU, we invest in partnerships that bring new opportunities and execute ambitious initiatives that help in setting a new standard of excellence in global education. We partner with teams across the public and private sectors to disrupt the status quo and put creative new solutions into practice. These partnerships have led to transformational projects that have helped shape the future of how learners access higher education. The Starbucks College Achievement Plan, Study Hall, Dreamscape, and our partnership with The Mastercard Foundation are just a few examples of projects that are making a difference.




+ Dreamscape Learn

Dreamscape Learn (DSL) is a collaborative venture between Dreamscape Immersive and Arizona State University, merging the most advanced experiential pedagogy with the entertainment industry's best cinematic storytelling. Through Dreamscape Learn, biology students visit an Intergalactic Wildlife Sanctuary, where they collaborate with an artificial intelligence to discover, investigate, engage in, and solve problems comparable to those on Earth.

18 VR assets were created for ASU's three introductory Biology courses (BIO 100, 181, and 182). Students go to lecture, engage in a VR experience, then collaborate on solving problems presented in VR in a lab/recitation session. The first DSL-enabled courses (Bio 100 and 181) launched Spring 2022. Here are some of our findings so far:

- Students in the DSL lab sections were 1.7 times more likely to score between 90% and 100% on their assignments.
- DSL had a statistically significant positive effect on performance and satisfaction.
- Historically marginalized students did better in DSL than in non-DSL lab sections.
- Students who felt more present in VR were more likely to feel more engaged in the course. In turn, students who were more engaged earned a higher total score on lab assignments.



Students using Dreamscape
Learn in fall 2022

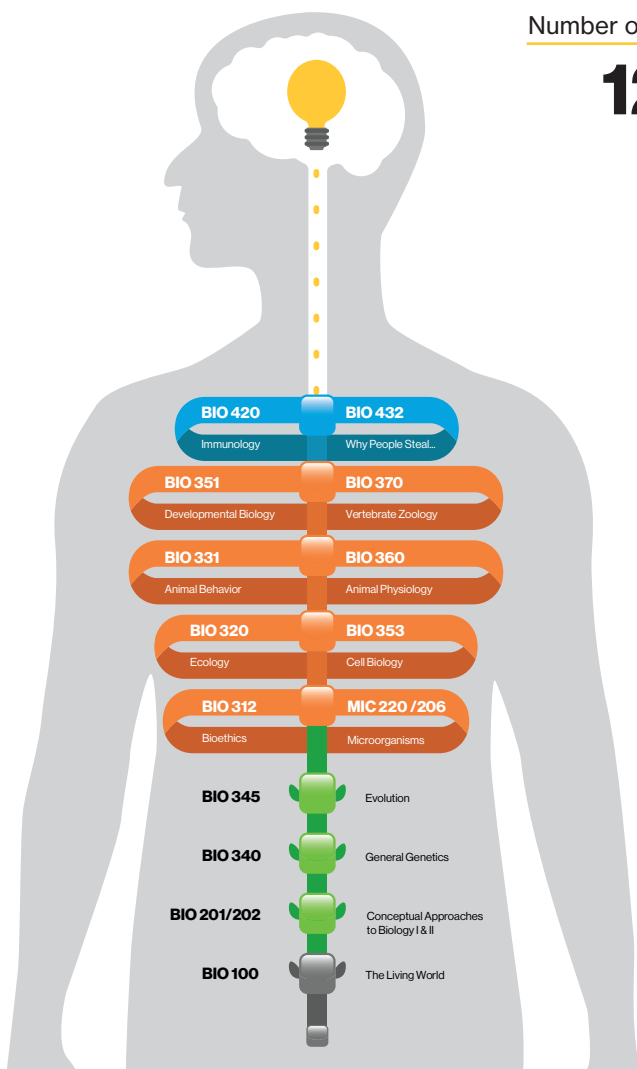
2,300+

+ 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+



+ MathSpine

Eight interconnected courses, from College Algebra through Calculus III.

An innovative alliance of partners - Cambridge University Press, Gradarius, CogBooks, and ASU - are creating a digital student experience that engages learners where they are, with adaptive content and support to fill in learning losses and enable student success with a focus on equity, inclusion, accessibility, and engagement of students.

MathSpine courses

MAT 117
College Algebra

MAT 170
Precalculus

MAT 210
Business Calculus

MAT 211
Math for Business Analysis

MAT 251
Calculus for Life Sciences

MAT 265
Engineering Calc I

MAT 266
Engineering Calc II

MAT 267
Engineering Calc III



+ Study Hall

Presented by Arizona State University and Crash Course, Study Hall is a tailored series of YouTube Learning Playlists aimed at helping learners with resources to navigate college and your education path. Study Hall guides learners to and through college.

Views since launch

3.1 million


Hours of watch time




145,000+


Universities and schools
using the material




222


Viewer comments



 **Sam Williams** 1 month ago
This is extremely interesting and helpful, and the host is brilliant. Thank you very much, all the best

 1   [REPLY](#)

 **PRISM** 1 month ago
She is an excellent host...love to see her more in this series ..

 27   [REPLY](#)

 **Jennifer Ramirez** 1 month ago
love this explanation gave me positivity to continue with my dreams ✨

 10  [REPLY](#)

+ e-Learning Mastercard Foundation

The e-Learning Initiative of the Mastercard Foundation Scholars Program helps a network of African universities to develop capabilities to deliver high-quality and inclusive online instruction.

Launched in 2021 to address learning disruptions like the COVID-19 pandemic, it focuses on building long-term institutional resilience. EdPlus partners with ASU's Office of Global Academic Initiatives, Mary Lou Fulton Teachers College, and University Design Institute, plus USIU-Africa and the Mastercard Foundation's Centre for Innovation in Teaching and Learning to provide training, technical consultations, content curation, and network facilitation to ten partner institutions. In 2023, the e-Learning Initiative will expand to additional Scholars Program network institutions.



+ Baobab

Baobab is a bilingual social learning platform powered by ASU for young African leaders, participants and alumni of Mastercard Foundation programs. To date, 20,000 learners have received connections to mentorship as well as access to hard and soft skill courses and opportunities that will better enable them to achieve impact across sub-Saharan Africa. Signature to its design is an embedded scholarship program in which 25 students from Africa will work alongside the Baobab team while studying in one of ASU's EdTech-related master's programs.

English and French courses

108

Course enrollments

25,103

Course completions

7,730

Mentorship matches

1,150

Opportunities shared

2,971



I am glad I made up my mind to begin to engage myself on this platform. I can't imagine what I have been missing for the past year after creating an account. It is better late than never and I can't wait to explore all the benefits Baobab has in stock!

+ **MACS Accelerator**

Too few students have the foundational math skills necessary for success in higher level math, leaving them inadequately prepared to pursue STEM-based educational pathways that allow for better quality of life and economic resiliency.

Arizona State University aims to address these unmet needs by building a **Math, Computer Science, and Statistics (MACS) Accelerator**, an amalgam of people, educational assets, and technology tools to transform STEM education from middle school through the sophomore year in college. Driven by teachers, coaches, and adaptive learning curriculum, MACS will provide flexible and scalable learning capabilities, with insights that will enhance the learner journey and ensure every student can achieve MACS mastery, regardless of prior preparedness.

+ **MACS Intelligent Tutor**

The MACS Intelligent Tutor is the next generation of intelligent tutoring systems.

An infinitely patient tool, the MACS Intelligent Tutor provides personalized guidance toward mastery while empowering teachers with the necessary student data they need to efficiently and effectively tailor interventions to their students, particularly those who are at-risk. The Intelligent Tutor enhances students' understanding of math through a free-form interface and expanded curriculum that fills learning losses.

Preliminary data show that after just three questions, errors were reduced by

85%

+ Orchard

Orchard is an adaptive learning library and learning experience platform.

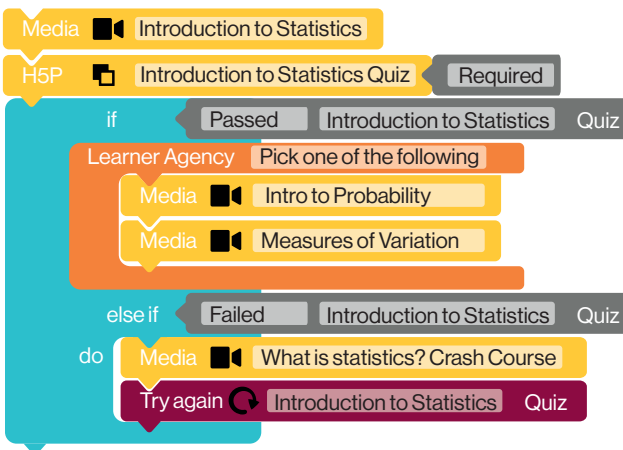
Orchard is a place to create and map personalized learning experiences with quality content without needing to code. It is a place to manage, share, and collaborate on modular learning content. Orchard is where learners experience rapidly created adaptive learning experiences that allow them to make choices.



The Learning Experience Assembly Framework (LEAF)

LEAF enables educators to sequence Orchard assets into rule-based adaptive learning experiences using an intuitive, easy to use, drag and drop interface.

Current adaptive platforms on the market require highly skilled developers to create the personalized learning pathways, limiting the scale at which they can serve learner needs.



+ Starbucks

The Starbucks ASU partnership is founded on a shared commitment to access, excellence, and social impact in line with the university charter and corporate mission and values. Introduced in 2014, the Starbucks College Achievement Plan (SCAP) creates an opportunity for all eligible U.S. Starbucks partners (employees) to earn their bachelor's degree through ASU Online with 100% upfront tuition coverage and the choice of 140+ degree programs.



Summer '22 and Spring '22
SCAP graduates

1,248

9,000+ cumulative
ASU graduates through
the Starbucks College
Achievement Plan

Enrollment over last year

+9.3%

20,000+ participating
partners to date

+ Air University

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

The partnership expanded from only officer education to officer and enlisted education with the three additional programs that launched in June/early July 2022.

Active AU students

31,949

Students enrolled

37,500

Courses completed

171,701

Graduations requested

9,500

Programs launched

7

Number of AU courses

112

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

| | |
|-----------------------------------|-------------------------------------|
| Ally | MATLAB Coding Problem |
| Ally Dashboard | McGraw-Hill ALEKS |
| APA | McGraw-Hill CHBA |
| ASU Library Resource Organizer | McGraw-Hill Connect |
| ASU Tutoring Link | Ment.io |
| Badgr | myBusinessCourse WPC |
| Beagle Learning | MyEducator CanvasConnect |
| Bookshelf by VitalSource | Pearson Access |
| BryteWave Deep Link | Peerceptiv |
| Canvas Commons | Perusall Arizona State University |
| Cengage Learning MindLinks | Perusall ASUO - Perusall |
| Chat Tool | PlayPosit |
| Coaching Companion ASUO MLFTC | Quizzes 2 |
| CogBooks | Redirect Tool |
| Course Analytics | RedShelf eBooks |
| Digication | Roll Call |
| Ed Discussion | RPNOW SAGE Vantage LTI 1.3 |
| Enightful ASU | SCORM |
| Export Final Grades to PeopleSoft | Slack |
| Follett Discover | SmarterThinking Online FSE - Online |
| ForClass | Proctoring |
| GetSet AGS | Student Success |
| GetSet Analytics | Study Hub |
| Go React | StudyMate |
| Google Apps | Tk20 Account |
| Google Assignments | Tk20 Coursework |
| GoReact | Turning Point |
| GoReact CHS | Turning Point Key |
| Gradarius | VoiceThread |
| Gradescope | Wiley Plus |
| Honorlock | WileyPLUS New |
| InScribe Community | YD Engage HIDA |
| LabArchives | Yellowdig Engage |
| Library List LockDown Browser | YouTube |
| Lumen Learning | Zoom |
| Macmillan Learning | zyBooks |



+ User Experience

The EdPlus user experience (UX) team is a multidisciplinary, ASU Enterprise unit that specializes in creating high-performing, premium, user-centric experiences, with a focus on quantitative and qualitative insights. The team has expanded to immersive experiences, UX design on emerging technologies, UX research and analytics, engineering, and product management.

EdPlus makes the user experience everyone's responsibility through deep collaboration across disciplines, and drives design performance from the behaviors and needs of our students.

As of 2022, EdPlus adopted user experience methodologies in every large technology initiative and has become a learner-first, data-driven unit that prioritizes the need to center all solutions around understanding who is being served and how they can be supported.

Our assets reach over

9.2 million users

a 50% increase from 2021

Students expressing interest in ASU Online after visiting

600,000+

Multi-page sites or portals

30

Landing pages

140

Students the team conducted research with

4,134

across 40+ research projects

ASU UX Collaborative training subscribers

250+

Over the past three years there have been over 35 trainings on topics ranging from UX career growth, to methodologies, tools and more.

2022 UX Special Projects

XR

Geodesign (Launched in GIS/PUP 451)

A geodesign workshop where students are tasked with collaborating with other stakeholders to reach a design decision that will benefit all stakeholders and their constituents.

Genetics

Building a simulation where students will run a conservation laboratory tasked with preserving the vast genetic variation of a set of creatures to form a hypothesis and conduct additional experiments.

Polynesian Voyaging Society (PVS)

Partnered with PVS on building out a sailing simulation to train students across the world on how to operate and navigate a traditional voyaging canoe and learn about the history of the Polynesian voyagers.

ASU Online

Soft Profile, a tool that provides prospective students the opportunity to receive personalized offerings based on where they are in their educational journey, with little barrier to entry, has surpassed a milestone of 15,000 users visiting the dashboard and was confirmed to have higher RFI and started application conversion rates when a student engages with the soft profile than those who don't (based on students with the same lead score).

ASU Enterprise work

Financial Aid Website

Redesigned a 30+ page ASU enterprise financial aid website to ease the complexity of paying for college for Fall 2022 enrollment.

CareerCatalyst Experience

Redesigned the new 20+ page CareerCatalyst website, course catalog, course pages, ecommerce checkout, registration process and student dashboard.

Other enterprise work the team supported in 2022 includes:

ASU Mobile App, ASU Application, Global Launch, SAP, Transfer experience, Universal Learner Courses, Pathways to the Future, ASU Local and more.

Innovation projects

Study Hall:

Designed the first iteration of the Study Hall brand and website, using a student-centric approach to ensure we are best serving and supporting their educational goals as we move into future phases.

Team is involved with all innovation projects including:

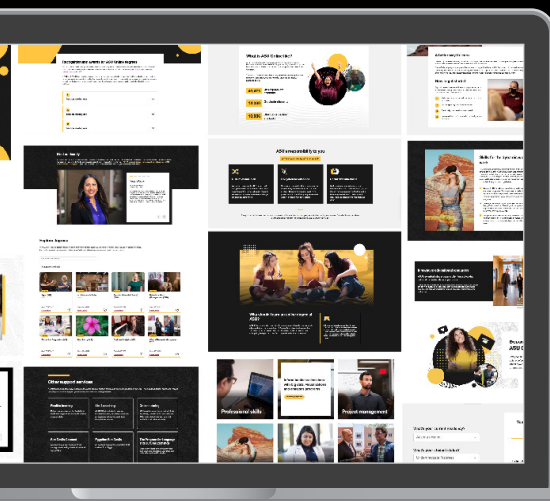
Air University, Baobab, START-Ethiopia, MACs Accelerator, Orchard, Operation Math, PASS, Study Hall, me3 and Dreamscape Learn.



The EdPlus UX team is a differentiator for ASU across higher education

EdPlus has been identified by the Nielsen Norman Group, World Leaders in Research Based User Experience, as a **user experience leader**.

According to Invision Design Maturity Model, **EdPlus is in the top 5% of all industries for design and UX maturity.**



Examples

Sites the team has transformed

ASU Online
Arizona State University



Uber



Destination

What the team is doing

Perfect and deliver premium, differentiated student experiences leveraging new approaches

Impact

What does success look like for ASU?

Market differentiation

Increased user satisfaction

Reduce current student barriers (growth)

Data-informed experiences

Premium, usable designs that meet student expectations

Increased enrollment, engagement and retention

Improve access by leading with student-centric mission





**Education at scale + speed
for everyone, everywhere**

edplus.asu.edu