

**40** YEARS

OF LEARNING AT A  
**DISTANCE**

## 2017 IMPACT REPORT



1976



1977



1997



2017

**Georgia Tech** Professional Education

## » Letter from the Dean



This year, as we look back on our five-year strategic plan, we have many accomplishments to share related to programs, research, learning design, program delivery, and our people. Georgia Tech Professional Education (GTPE) now serves 33,000 learners annually, offering innovative programs and credentials that didn't exist five years ago. Apart from concluding the first part of our growth strategy for GTPE and looking to the years ahead, we're also celebrating an important milestone.

This year marks the 40th anniversary of learning at a distance through GTPE, the Institute's lifelong learning arm. Since first offering distance learning

programs in 1977, GTPE now serves close to 7,000 learners by delivering online programs to undergraduates as well as nine online Master of Science degrees and three professional master's programs to adult learners. In addition, more than 2.5 million learners worldwide take Georgia Tech's massive open online courses or MOOCs.

As we celebrate and reflect on the accomplishments that have led GTPE to where it is today – a thriving hub for learners for life, an essential resource to industry, a valued contributor to the state of Georgia, and a committed partner to faculty and campus – we continue to serve our diverse audiences and deliver on our promises.

I'm delighted to share the highlights of the last fiscal year, and the past five years, and to give you a snapshot of 40 years of learning at a distance at Georgia Tech.

The future holds exciting opportunities for professional education and for our learners. GTPE will play a vital role in navigating change in higher education and adding to the Georgia Tech mission a commitment to serve new stakeholders with innovative educational products, services, and experiences. I look forward to sharing those initiatives with you in 2018 and beyond.

**Nelson C. Baker, Ph.D.**

Dean, Professional Education  
Georgia Institute of Technology  
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## » FY17 at a Glance



**33,000 learners**  
served by GTPE



**6,000 learners**  
enrolled in online master's degrees



**6,800 distance learners**  
served by GTPE



**2.5 million learners**  
worldwide registered for massive open online courses (MOOCs) on Coursera, edX, and Udacity since 2012



**2,700 organizations**  
and their employees benefitted from GTPE's professional education programs



**840 students**  
(both undergraduate and high school) took Georgia Tech's online programs delivered by GTPE



**11,200 guests**  
attended 180+ meetings and events at the Global Learning Center



**2,800 guests**  
attended 81+ events at Georgia Tech-Savannah



**Learners earned**

**1,054**  
Program  
Certificates

**215**  
Master's  
Degrees

**981**  
ESL  
Certificates

**43,529**  
Continuing  
Education  
Units (CEUs)

## Goal 1:

### Design, Build, and Deliver High-Quality Programs for Professional Students Locally and Globally

## A 5-Year Retrospective

Over the last five years, GTPE's activities and initiatives have centered on program development and education innovation.

## FY 2017 Spotlight

### Goal 1 Accomplishments from the Past Year

- › **New At-Scale Degree:** The **Online Master of Science in Analytics** (OMS Analytics), Georgia Tech's second degree-at-scale, was announced in January 2017. A collaboration between the Colleges of Engineering, Computing, and Scheller College of Business, the program is produced by GTPE and is offered for less than \$10,000. It drew more than 1,200 applications from all over the world and 250 students in the first cohort. Building upon the success of the Online Master of Science in Computer Science (OMS CS), the OMS Analytics includes **two new features**, a practicum experience at scale and an alternative pathway to enter the program by taking the Analytics: Essential Tools and Methods MicroMasters® program, which is offered by edX, one of our MOOC platform partners.
- › **First in Georgia:** The School of Building Construction in the College of Design at Georgia Tech partnered with GTPE to offer the **Professional Master's in Occupational Safety and Health**, the first of its kind in Georgia. Announced in January 2017, the program is designed to prepare leaders in the field with the knowledge and skills to manage complex safety and health programs. It is delivered in collaboration with

- › **Alternative Credentials:** Industry-validated credentials with University Learning Store, a web portal for microcredentials, featuring online content, assessments, and tutoring.
- › **New Subject Areas and Audiences:** Veterans, cybersecurity, Scrum, and coding boot camps.

- › **Teaching Partnerships:** Language Institute and Panamá Bilingüe.
- › **Online Education Innovation:** Language Institute MOOCs reached 311,000+ learners since 2016; GTPE produced Online Master of Science in Analytics courses in-house, served as liaison between three colleges, and managed all aspects of program.

- › **Hybrid professional master's programs:** Manufacturing Leadership, Professional Occupational Safety and Health, and Applied Systems Engineering.

Georgia Tech Research Institute and the Enterprise Innovation Institute.

- › **Award Winner:** The **Online Master of Science in Computer Science (OMS CS)** was selected for the University Professional and Continuing Education Association (UPCEA) award for Outstanding Program in the credit category.
- › **Runaway Success:** The first cohorts of the 24-week **Coding Boot Camps** in Atlanta and in Savannah graduated in July 2017 with Full Stack Web Development certificates from GTPE. Sold out in both cities, the program has been a success, with companies such as Home Depot, Comcast, and MailChimp showing interest in hiring the graduates.
- › **Innovation Award:** UPCEA selected the **University Learning Store** for the **Outstanding Program award in the noncredit category**. The program was launched in 2016 in collaboration with some of the nation's top universities, including Georgia Tech Professional Education, and founded by University of Wisconsin-Extension Division of Continuing Education, Outreach and eLearning.

- › **Supporting Veterans:** The Veterans Education Training and Transition or VET<sup>2</sup> 101 online course, designed to **support veterans as they transition to civilian life**, is now funded for all active duty service members in Georgia through the Georgia Department of Economic Development's Operation Workforce. Initially, this funding was limited to two military bases in the state. Enrollment for Savannah's military programs has grown 230 percent from FY16 to FY17. They maintain an a 78 percent employment rate for transitioning service members and exceed state workforce hourly "wage-at-placement" goals by 227 percent.
- › **Community Outreach:** Georgia Tech-Savannah has partnered with 21<sup>st</sup> Century Community Learning Centers to **teach EarSketch to children** in the Savannah Chatham County Public School System. The program is offered for free to underserved children. Through EarSketch, the children learn coding using Python and JavaScript through music composing and remixing.

## Goal 2:

### Be a Leader in Developing Research-Based Practices to Advance the Delivery of Professional Education

## A 5-Year Retrospective

From revenue generator to higher education delivery facilitation, and to expanding bodies of knowledge in adult learning, GTPE has progressively delivered value to the Institute and to learners by constantly improving learning outcomes and experiences.

## FY 2017 Spotlight

### Goal 2 Accomplishments from the Past Year

› **Learner Experience Research:** In collaboration with Center for 21st Century Universities (C21U), GTPE has conducted **several research projects to explore ways to improve the learner experience.** For example, a study of Community of Inquiry in Georgia Tech Engineering MOOCs revealed our strengths in learner engagement in course material and identified opportunities for improvement in social engagement. Our research into the Introduction to Computing online and on-campus courses showed that **significant and equivalent learning took place in both courses, regardless of modality.** Other projects include program-level research in the Summer Online Undergraduate Program (SOUP), which **determined that taking SOUP courses improves time to graduation,** and research with MOOC hosting platforms Coursera, edX, and Canvas has given us a deeper understanding of our MOOC learners. We have presented some of these research results at three academic conferences, and are in the process preparing some of them for publication.

- › **Associate dean of Research** appointed, marking the beginning of a unique collaboration with the Center for 21st Century Universities (C21U) and the College of Design.
- › **Associate dean of Learning Systems** appointed to advance the creation and delivery of learner-centric content to learners worldwide.
- › **Grants:** Canvas Research Grant, Southern Regional Education Board (SREB) Grant, Georgia Regents

University Grant for Instructional Design, Georgia Department of Economic Development Grant for Veterans Education Training and Transition (VET<sup>2</sup>) courses.

- › **Market research** conducted to understand our target audiences and define their learning needs.
- › **Environmental and competitive** scans for program development introduced to determine viability and value of potential programs.

- › **Market Research for Academic Programs:** GTPE's market research team conducted **competitiveness research of the marketplace** to assess the demand for specific credit or non-credit programs or courses in subject matters including cybersecurity, IoT, analytics, phased array antenna engineering, and sustainable electric energy.
- › **Learner Voice Research:** Learners taking non-credit courses and professional master's degree programs participated in **research designed to collect feedback on their experience at Georgia Tech** in and out of their program. This ongoing initiative now includes more than 20 pre- and post-course surveys to assess student satisfaction with Georgia Tech MOOCs.



## Goal 3:

### Develop a Dynamic Culture Supporting High-Quality Teaching and Learning

## A 5-Year Retrospective

GTPE is involved in diverse activities to advance teaching and learning and to exchange knowledge with partners.

› **As part of the Education Innovation Ecosystem**, GTPE partnered with the Center for Teaching and Learning (CETL) and C21U to contribute to innovation in higher education and introduce pioneering educational services and learner experiences.

› **In 2015, GTPE hosted the UPCEA South Conference**, where Dean Baker delivered an award-winning keynote address on the role of professional and continuing education in navigating the changing landscape of higher education.

› **GTPE's learning design team** works closely with faculty who teach Georgia Tech's online courses to adult learners. The team guides faculty on all aspects of

course development and delivery, for online courses and MOOCs to adult learners. Wayne Whiteman, Ph.D. Woodruff College of Mechanical Engineering and Coursera MOOC instructor, won the 2015 UPCEA South Award for Best Continuing Ed Faculty.

## FY 2017 Spotlight

### Goal 3 Accomplishments from the Past Year

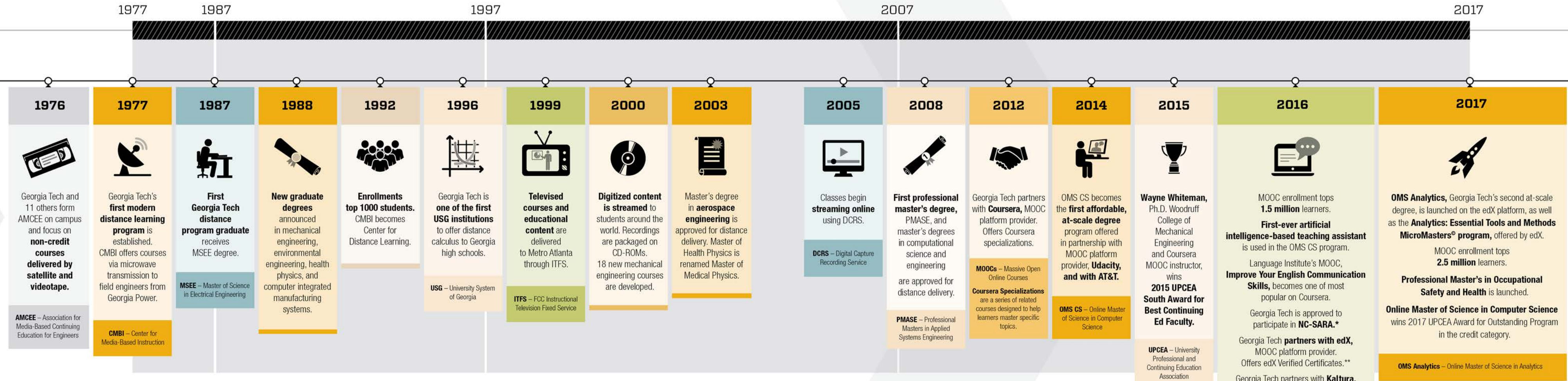
› **Thought Leadership:** GTPE hosted and led the Affordable Degrees at Scale Symposium, which **brought together 65 top-level administrators from close to 20 institutions** such as Purdue, University of Washington, University of Michigan, University of Illinois Urbana-Champaign (UIUC), SUNY, and Johns Hopkins University. Drawing upon the experiences of Georgia Tech's OMS CS, the OMS Analytics, and UIUC's iMBA, participants explored aspects of creating online degrees at scale.

› **Knowledge Sharing:** GTPE held the webinar, **Alternative, Stackable, and Microcredentials: Where are we headed?**, featuring leading international experts on alternative credentials, microcredentials, and badging. Delivered in partnership with Georgia Tech, the International Association of Continuing Education for Engineers (IACEE), and EDUCAUSE Learning Initiative (ELI), the webinar was available to professionals worldwide.



Panelist Norma Scagnoli, senior director of eLearning, College of Business, University of Illinois at Urbana-Champaign and moderator Richard DeMillo, Charlotte B. and Roger C. Warren Professor of Computing and Professor of Management, and executive director of Center for 21st Century Universities, Georgia Institute of Technology, discuss lessons learned from platform partnerships at the Affordable Degrees at Scale Symposium held by Georgia Tech.

## › 40 Years of Learning at a Distance



AMCEE – Association for Media-Based Continuing Education for Engineers

CMBI – Center for Media-Based Instruction

MSEE – Master of Science in Electrical Engineering

USG – University System of Georgia

ITFS – FCC Instructional Television Fixed Service

DCRS – Digital Capture Recording Service

PMASE – Professional Masters in Applied Systems Engineering

MOOCs – Massive Open Online Courses  
Coursera Specializations are a series of related courses designed to help learners master specific topics.

OMS CS – Online Master of Science in Computer Science

UPCEA – University Professional and Continuing Education Association

<sup>\*</sup>The **National Council for State Authorization Reciprocity Agreements (NC-SARA)** is a regional, voluntary approach to state oversight of postsecondary distance education that allows for students to take online courses offered by postsecondary institutions based in another state.

<sup>\*\*</sup>A verified certificate provides proof that a learner has successfully completed an online course.

**CELEBRATING**  
**40 YEARS**  
**OF LEARNING AT A DISTANCE**

From videotapes through the mail to courses serving over 2.5 million learners online, Georgia Tech has delivered educational content around the world for four decades and counting.

## Goal 4:

### Provide Scalable and Sustainable High-Value Services to Georgia Tech, Professional Students, and Industry

## A 5-Year Retrospective

GTPE has made thoughtful investments to develop high-value teams that provide unique and robust services to a variety of groups and communities.

› **GTPE's accomplished learning design team** of instructional designers, interactive media producers, graphic artists, editors, and simulation experts are a critical part of course development and delivery, providing training and guidance on the best techniques for translating lectures, learning activities, and assessments into engaging, effective online courses. Videographers, graphic designers and simulation

experts help create engaging content. Beyond the production of courses, GTPE also develops business models, markets programs, and provides student services support.

› **Georgia Tech-Savannah** continues to offer robust support for regional initiatives by hosting **community outreach programs** for veterans, K-12 educators and students, local businesses, and government institutions.

## FY 2017 Spotlight

### Goal 4 Accomplishments from the Past Year

› **New Partnerships:** We formed new **partnerships to optimize delivery of our programs** to learners. A leading MOOC platform provider, edX is Georgia Tech's partner for the OMS Analytics, the MicroMasters® program, verified certificates, and other learner-centric initiatives. Our partnership with McGraw-Hill Education, to create an online course in coding that piloted the use of an adaptive learning system, represents a new approach to increasing the effectiveness of our courses and programs. We also partnered with Trilogy for the delivery of the highly successful Coding Boot Camps in Atlanta and Savannah.

› **Gateway to Online Learning:** Georgia Tech Online, a web portal launched in spring 2017, is the **new hub for all online education offered by Georgia Tech** to learners worldwide at [online.gatech.edu](http://online.gatech.edu). These learning opportunities include 12 graduate degree programs, a summer program for undergraduates, a math program for high school students, 56 professional development courses, 74 MOOCs with Coursera, edX, Udacity and others, and industry-validated competencies and credentials with University Learning Store.



Victoria Frizalone, helicopter repairer/maintainer at Hunter Army Airfield, interned at Gulfstream Aerospace Corporation in Savannah, Georgia, while taking our Veterans Education Training and Transition (VET<sup>2</sup>) program.

## Goal 5:

### Engineer and Innovate New Ways to Solve Existing Problems

## A 5-Year Retrospective

Initiatives that reinforce Georgia Tech's reputation of excellence, streamline operations, and maximize our resources have delivered the desired results: broader awareness of the value we bring to our stakeholders and increased productivity and output each year to serve faculty and campus, industry, the state of Georgia, and learners worldwide.

- › **New business models for academic programs** were developed, allowing for greater transparency with others when defining and forecasting the costs of delivering programs.
- › **The metrics dashboard was introduced.** This forecasting tool enables identification of resource needs and opportunities for productivity improvements.
- › **GTPE leadership and staff have played a key role in facilitating partnerships** for the Institute, one of the most recent being with edX, a leading MOOC provider and hosting platform for the OMS Analytics as well as other programs.
- › **GTPE implemented Drupal**, a website content management system, to manage the Institute's only eCommerce website more effectively while delivering an improved digital experience.
- › **Part of initiating a new digital strategy**, GTPE began implementation of Salesforce CRM, leading the way for enterprise CRM at Georgia Tech and serving our learners and customers in a more personal and efficient manner.

- › **GTPE's first brand campaign, *Continue Your Success Story***, was developed to build awareness of professional offerings at Georgia Tech and to support recruitment marketing across all programs.

## FY 2017 Spotlight

### Goal 5 Accomplishments from the Past Year

- › **Customer Relationship Management (CRM):** Georgia Tech Professional Education and the Scheller College of Business are partnering on a Salesforce CRM implementation supported by the Office of Information Technology. Beginning with marketing and admissions for graduate programs, the initiative is **paving the way toward delivering a seamless digital experience along the learner journey at Georgia Tech.**
- › **Operational Excellence:** Patrice Miles, GTPE's assistant dean of Business Operations, was nominated as chair elect of UPCEA's newly formed **Business Operations Network**. This role enables her to learn from and share best practices.



## Goal 6:

### Enrich and Encourage the Potential of Our People

## A 5-Year Retrospective

GTPE's leaders and staff members are consistently recognized within the Institute and beyond for their expertise and contributions to higher education.

## FY 2017 Spotlight

### Goal 6 Accomplishments from the Past Year



Myrtle Turner

› **Award Winners:** GTPE staff members were recognized in two categories of the Georgia Institute of Technology Staff Awards. In addition, a faculty partner with whom we work closely on one of our most prominent portfolios, was selected for an award by the Georgia Tech Faculty Honors Committee.

- **Outstanding Professional Education Award:** **Dr. Myrtle Turner**, principal research scientist, GTRI, and director of the OSHA Training Institute Education Center.
- **Outstanding Staff Award - Leadership:** **Chris Walker**, assistant director of Client Marketing, GTPE.
- **Outstanding Staff Award - Entrepreneurship:** **Jennifer Wooley**, director of Professional Master's Programs, GTPE.
- › **Publishing Success:** Language Institute faculty member, **Lauren Lukkarila**, co-authored\* a book, *Successful Academic Writing: A Complete Guide for Social*

- › **Nelson C. Baker** was appointed dean of GTPE and secretary general of the International Association of Continuing Engineering Education (IACEE).
- › **James Wilburn**, director of military academic programs at Georgia Tech-Savannah, was appointed to the State Workforce Development Board as a result of his leadership of the VET<sup>2</sup> program.

- › **Both professional development and degree programs have won UPCEA's program awards:** OMS CS for Outstanding program and the Language Institute for Program of Excellence.
- › **Learners for Life:** GTPE is committed to its own workforce development, and GTPE staff live our mission of learning for life. A staff survey revealed that 70 percent of GTPE staff members engaged in professional development, ranging

from completing a MOOC to enrollment in a graduate program.

- › **Other staff awards include the Udacity You Rock! Award, the USG Chancellor's Service Excellence Award, Georgia Institute of Technology Staff Awards**, and others. The GTPE marketing team has won 36 industry awards within the last four years.

and Behavioral Scientists, which was published by the Guilford Press. And **Stephen Harmon**, GTPE's associate dean of research, published an article with a student and a book chapter.\*\*

- › **Marketing Team Awards:** GTPE's marketing team won **12 University Professional and Continuing Education Awards (UPCEA) marketing awards** this year, including Best in Show for the *Continue Your Success Story* brand and strategic recruitment campaign.
- › **Inclusivity:** Several GTPE team members were nominated for and graduated from the **Inclusive Leaders Academy, offered for the first time at Georgia Tech.**
- › **Women Leaders:** **Patrice Miles**, assistant dean of Business Operations, was nominated for Leading Women@Tech, and graduated in December 2017.
- › **Prestigious Summer School:** **Shabana Figueroa**, director of Learning Design, was **selected by Carnegie Mellon for the LearnLab Summer School.**
- › **Community Recognition:** **Emily Doherty** was recognized by *Savannah* magazine and *BiS (Business in Savannah)* for

her professional achievements and philanthropic service within Savannah and the Coastal Region. She was among the winners of the **2017 "Generation NEXT: Savannah's Rising Stars of Business."**

\* Lauren Lukkarila co-authored the book with Anneliese Singh, associate dean for Diversity, Equity, and Inclusion in the College of Education and associate professor in the Department of Counseling and Human Development Services at the University of Georgia.

\*\* Details on the article and book chapter mentioned at left are listed below:

- Sarsar, F. & Harmon, S.W. (2017). Student and Instructor Responses to Emotional Motivational Feedback Messages in an Online Instructional Environment. *Turkish Online Journal of Educational Technology* 16 (1) pp. 115-127.
- Harmon, S.W. (2016). The Learner Centered Paradigm of Instruction: Response. In A. Carr-Chellman & G. Rowland. *Issues in Technology, Learning, and Instructional Design: Classic and Contemporary Dialogues*. New York. Routledge pp. 137-139.



Staff award winners, Jennifer Wooley and Chris Walker, with Nelson C. Baker, dean of GTPE (center).

➤ **Inspire**  
to Innovate.

➤ **Empower**  
to Learn.

➤ **Enable**  
to Succeed.

## GTPE by the Numbers

### Graduate Degree-Seeking Programs

Master of Science  
Professional Master's

FY17		FY16	
ENROLLMENTS (DISTINCT HEADCOUNT)	REGISTRATIONS	ENROLLMENTS (DISTINCT HEADCOUNT)	REGISTRATIONS
5,903	15,603	4,442	11,847
103	333	148	316

### Undergraduate Degree-Seeking Programs

<sup>1</sup>SOUP  
High School  
Total Degree-Seeking Enrollments

376	563	338	518
469	926	462	907
6,851	17,425	5,390	13,588

### Professional Development

Public  
Sponsored  
Language Institute

7,867	10,966	7,747	10,875
4,022	4,862	2,594	3,238
1,362	8,932	1,177	6,698

Community Outreach Programs  
<sup>2</sup>MOOC Registrations  
MOOC Completions

1,125	540
391,548	333,054
11,963	6,576

Professional Development Total

26,339	37,848	18,634	27,927
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GTPE TOTAL

33,190	55,273	24,024	41,515
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### Course Data

Program Certificates Offered  
Course Offerings: Public  
Course Offerings: Sponsored  
Course Offerings: Language Institute  
Course Offerings: MOOCs

53	48
603	674
332	177
587	501
74	26

### Learning Credentials Awarded

Master's Degrees  
Program Certificates  
ESL Program Certificates  
CEUs

215	160
1,054	929
981	963
43,529	39,955

### Companies/Organizations Served

Public Professional Development  
Sponsored Professional Development  
TOTAL (COMBINED)

2,711	2,620
268	162
2,790	2,717

### Events

Global Learning Center  
Savannah Campus

183	171
81	69

### Event Attendance

Global Learning Center  
Savannah Campus

11,208	11,619
2,802	2,720

<sup>1</sup>SOUP numbers reflect summer of the fiscal year, which is not the most recent summer. For example, FY17 numbers include numbers from summer 2016.

<sup>2</sup>Total professional development enrollments and registrations include MOOC completions but not MOOC registrations.

## CONTINUE **YOUR** SUCCESS STORY.

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