Faculty Organization Meeting
October 18, 2019
1-3 pm
Hawthorn Hall 107
Minutes

1. Called to order at 1:00 pm.

2. Approval of Minutes: September 20, 2019 – approved without amendment.

3. New Business

   a. Faculty Question (Bill Dorin): There was a recent survey about food service in the cafeteria. Is this an indication that Progressive is going to leave us and we are looking for a new vendor? Chancellor: Progressive is leaving at the end of this calendar year, so they will need to be replaced, but the goal of the survey is also to determine what constituents want out of food service on campus. The big focus of the survey is the students, since they are the largest block of customers.

   b. Faculty Comment (Crystal Shannon): On behalf of the One Book Committee, thank you to everyone who participated in or sent students to the One Book event yesterday with the author. It was great and the author stayed after the event to talk to everyone.

   c. Faculty Comment (Bill Allegrezza): Yes, the One Book event was awesome. When I came in as new faculty, I did not have a faculty mentor. I was hoping Chris and Cynthia could describe the faculty mentor program to us. Chris Young: For the last two years, Cynthia and I have been meeting with new faculty members in groups to address their needs and interests. We are working with our second cohort now and so far so good. Cynthia O’Dell: we also have the new faculty fill out a survey so we can determine what things they are most interested in learning or knowing as a new faculty member. We strongly encourage them to go to workshops such as P&T to learn things as well. Faculty Question: Is there any plans for an onboarding experience for new faculty? Cynthia: There is a two-day in-person orientation for new faculty, and an online orientation for new adjuncts. What else did you have in mind? Faculty Comment: I have heard of other campuses that have a very vigorous onboarding program and our new faculty do not feel like our campus does. Cynthia: Yes, we are hoping that the faculty mentoring component will help with additional knowledge about what it means to be a faculty member. I would like to sit and talk with you about what you would like to see as part of this process.

   d. Faculty Comment (Mark Baer): Something that has come up lately is the matching of courses to classrooms. I understand that old schedules are pasted onto new semesters, but it seems like it would be better to have a process in place to analyze classroom available and usage and to match classrooms to courses. Vicki Roman-Lagunas: I agree with this 100%. In a former life, we had software that aligns attributes of a class with a classroom. I don’t know if we can get that here, but we do need to look at what is going on with the classrooms and the classes...
that are in them. I know that in this semester we moved classes rapidly into the Arts & Sciences building for a variety of reasons, and I know that some classes moved were not appropriate for the classrooms they were assigned, but we are aware of this problem and will work on this more carefully for the Spring. Thank you for bringing that up, it’s a good point.

e. Faculty Question (Susan Zinner): I wanted to bring up with Cynthia the student engagement report. When should it be filled out for 100-level courses? Cynthia O’Dell: At 100 and 200 level courses, we encourage filling out the report at weeks 2, 4, 6, and 8.

4. President’s Report – Susan Zinner

a. All faculty members have been assigned to Faculty Org committees, and I have met with all chairs of the committees. Reports from Faculty Org committees for the 2018/2019 year that have been submitted have been uploaded to the Faculty Org website, so thanks to the secretary for this.

b. For nominations for Faculty Org officer positions, we will be sending out a list of all people eligible for a given position and asking for nominations or self-nominations. Elections Committee chair Nicole Anslover and I felt that maybe we were missing some people in the nomination process, so hopefully this will increase participation. Nicole will be sending out an email next week to solicit nominations for the Faculty Board of Review. See Susan or Nicole with any questions.

c. Applegate visit: John Applegate, John Sedina, and Bill McKinney came to campus for a visit on September 23. They talked about the third tier of lecturers, “teaching professor,” and the fact that campuses must come up with criteria. They also talked about the test-optional policy push for admissions, and we all assume this is going to happen. John Applegate noted that all faculty can use their IU login information to access a website, www.eab.com, which has information on educational strategies and studies on retention. This is just an FYI.

d. The regional faculty presidents met to discuss IUOCC courses. It was pointed out that we should be aware that instructors should be aware of national and international events that may impact their classes. Even after the meeting the presidents were still not sure about how IUOCC status is determined for courses, so they requested a flowchart from the Office of Online Education.

e. There will be a change to IU retirement plans this coming year. On September 26 all faculty received an email about this. IU is dropping TIAA from its retirement options and moving forward with only Fidelity. Mianta Diming reports that all faculty will receive a brochure in the mail next week. During open enrollment, staff from Fidelity will be on campus to provide counseling about this. There will be seminars, webinars, and one-on-one advising meetings to take advantage of. We still have some questions, so I encourage you to take advantage of the seminars and sessions available on campus. Faculty Comment: I have got phone calls from TIAA and I was wondering if they were going to start calling all of us. Susan: TIAA is not able to answer all questions about this, which is concerning. Faculty Question: Is changing from one company to another the equivalent of
cashing out? Do we incur a tax penalty? Answer: No, I think all the money rolls over, it is not cashed out. Chancellor Lowe: It’s important that you read the information that comes around. If you are in TIAA and want your money to stay there, you can, but you have to take an action to make sure it stays that way. But as of January 1, future contributions from IU will go into Fidelity. You may want to consider a mixed economy where you keep some money in TIAA and have some put in Fidelity. Faculty Question: How do we learn what is the most beneficial to us? Each company will tell us that they are the best. Does anyone here know how to invest properly? Chancellor: Bala will have to set up a consultancy off campus. Faculty Comment: The biggest reason to switch is fees – how much each account charges.

f. Chancellor’s Search Update: Kris Huysken: I am on this search along with Bill, Sharon, Mark, Cynthia, and Marshelia. We had stakeholder sessions on campus last month, which went well. As you probably all know, the advertisement is out. Applications can be rolling in at any time. In late October, the search committee will meet to review applications, and will start the selection process in early December. The search committee will keep you all up to date. Keep an eye out for campus visits, which will be the next opportunity. Susan: Will there be an open session for all faculty, not just the Executive Committee, to speak to the finalists during on campus visits? Kris: Yes, all campus stakeholders will have the opportunity to speak to the candidates. Faculty Question: Will there be opportunities for community members also to talk to the candidates? Answer: Yes, there was an opportunity in September and there will be a chance in the on campus visits as well for community members to talk to finalists.


a. Congratulations and thanks to Crystal and the one book committee on a terrific success yesterday. It was great to see students so engaged with the book and with the author. Doug Swartz put this book forward and it has gone well with the writing classes.

b. Thank you also to everyone for being involved in Philanthropy week last week, which went well and we raised 12,000 dollars over the course of the week. Thank you to all who were involved. Some of that money is designated, but the rest goes straight to supporting our students with scholarships.

c. I encourage everyone to support our athletic programs. The athletes are our students and they notice and appreciate when we attend their games. Our women’s volleyball team is very good and very fun, and we have a new men’s soccer team, which has won a game. Our students love it when we turn up.

d. In the first few weekends of November, we have performances of Raisin in the Sun in our theater, which I encourage people to attend.

e. This afternoon after this meeting we have a reception in the Arts & Sciences building. Join us to cap off the first half of our semester.

f. Enrollment Update: Each term, the Trustees look at enrollment. This is the Fall 19 report presented to the Trustees. IU enrollments overall include a large number of ACP/HS dual credit enrollments. The highest number for these is at Bloomington,
and the second is at IU Northwest. Dual credit is a recruiting tactic. IU makes a distinction between total enrollment and degree-seeking enrollment. IU overall enrollment is leveling off. IU East continues to grow in enrollment, as they have over half of their students purely online. Kokomo is in the plus in enrollment by about 8 students, but they have a difficult demographic situation because Kokomo is desolate. Northwest was in the plus column for 2019 until the middle of the first week of classes, when we fell just short by a couple percent. We did better at enrolling our students earlier in the summer, however. Applegate recognized us as moving close to stabilization, and no other campuses received that remark. We need to continue to work on enrollment and retention, because this is a year-round commitment at this point. Northwest’s enrollment on first years was up over 2018, but around the other regional campuses enrollment was down for the semester.

i. Faculty Question: Could some of the regional decline be Bloomington snatching applicants that in a stronger enrollment year would not have gone to Bloomington and would have come to us? Answer: We are not encouraged to think about students being “snatched.” But Bloomington spends $30 million on financial aid for first year students to ensure that they can get students who are qualified. But we are also completing with Ball, Indiana State, Ivy Tech, and the place down the road. So it’s not just Bloomington. But we do really well at the door. Our enrollment of first year students is really quite strong. Our problem is holding onto our students into a second year.

ii. Faculty Question: How come 12,925 students apply, but only 9,639 are accepted? Who is being rejected? Answer:  These numbers refer to all regional campuses, so they are not just ours. Some of these are incomplete applications and so must be rejected, but others are applicants who did not meet the admissions standards. The big number to change is the difference between 9,639 admitted and the 3,576 that actually start. We want to get more of the students we admit to actually come.

iii. Faculty Question: Is there a study of where these students go that are admitted but do not come? Answer: Yes, there are studies about this. An interesting thing is that there are a significant number of students who are accepted, but do not end up attending anywhere. So we are competing with nowhere, which probably means employment.

iv. Transfer enrollments from Ivy Tech are down in 2019 compared to 2018, which is probably because enrollment at Ivy Tech in general is down. Retention to 2nd year: for 2018, Bloomington is 90%, IUPUI is 73%, and all regionals average to 64%. 4 year graduation rates: 69% Bloomington, 38% IUPUI, 23% all regionals. Last year, Northwest was at 16% for four year, 34% for six year. In performance funding, the big payout is for increases in four-year graduations. 20% four-year rate would be a good stretch goal for Northwest. Online education continues to grow around the university. The biggest spike is in degree production in online graduate programs. International enrollment is down, which hits Bloomington and IUPUI primarily. Northwest has 21 international students. Minority
enrollments continue to increase, and Northwest contributes very directly to that. Key takeaway: Several regional campuses continue to be challenged by the strong economy and increased competition for fewer HS grads. The trustees asked questions about the regional campuses and what the university could do to support us. President McRobbie suggested a session focused entirely on Northwest, Southeast, and South Bend would be helpful at the next meeting of the Trustees. So that special meeting will be occurring in December.

v. Faculty Question: The growth in online still seems to be related to the regional campuses cannibalizing one another’s students. Is there a sense in which we might be able to redirect enrollment for online programs into Illinois or other states? Answer: First, “cannibal” is such a brutal term. East has lots of online programs and out of state students. We have lots of online courses that are not part of course connect. Next to East, we are very good at online classes in the course connect program. We developed online learning faster and sooner than the other regional campuses that are not East. We also figured out what was going on in course connect very quickly, which I credit David Malik with. Vicki: I think the question was about getting students from other states and expanding the base. The Office of Online Education gets a fee from every IUOCC class. I have a graphic that shows what the office does with that money. They have been advertising in California, Florida, and Georgia. We are doing extremely well in enrolling students from elsewhere. IU online does not have the money to compete with fully online universities in advertising, but they are trying. They have graphics that show how they are doing. Chancellor: Part of the issue is that to recruit outside state lines, you need actual degree programs, not just classes. We are now doing better at that. Vicki: There are 39 fully online programs, including degrees and certificates. There is pressure to get these programs through campus governance quickly. It is working for these programs. Chancellor: We were at a meeting last week where the question of promotion and marketing was raised. It turns out that even though Purdue Global is spending a lot of money, it is not doing particularly well. Vicki: Branding that is done for us (IU Degree by IU Faculty) is making a difference in perception. Perception of the IU online programs is good based on studies done.

Revenue position at the start of the semester: One of the issues we face is continuing to lose students; although the pace is slower, there continues to be a retention issue. The online course connect revenue we get is normally not disclosed until near the end of the semester. However, last week this semester’s figures came in, much earlier than usual. The results were good for Northwest. There was also a slightly higher tuition increase this year (2.5% instead of 2%). So although the trustees saw our revenue pointed down for Fall 2019, with course connect revenue and the increased tuition revenue, we actually ended up roughly even with our budget projection. This reveals a problem: the course connect revenue is “undifferentiated,” as if someone found it in paper bag that fell off a truck. For us, this represents hundreds of thousands of dollars that are
undifferentiated and not officially in the budget. This makes no sense and offends the accountants. It is probably time to plan that more carefully but also have it allocated and recorded more appropriately. This is somewhat a mitigation of our budget issues from having lower head count. Online education and the IUOCC money is very important to us and we would like to see it reflected a little differently in our budget. This is not bad news, but this so far only represents the fall semester, and the spring semester can be pretty volatile. So when a question is whether we can authorize more faculty positions to be added, I have to take into account that spring enrollment can be less predictable, and might dissipate the advantage we have in revenue. I asked Vicki and Michelle to prioritize faculty positions that are not moving forward at this time and to bring the chancellor a pitch about these positions and whether they could be authorized. This is an all year-round issue, not a seasonal concern.

6. EVCAA’s Report – Vicki Roman-Lagunas

a. I brought some IU online facts and figures for everyone to look at (See Attachment #1). At Northwest, we have 10.8% of our students that are in 100% online schedules. 57.3% of our students are enrolled in at least one online course. Some campuses have difficulty in getting faculty to offer online courses, so thank you to all of you for being willing to teach online. Our students choose to take online classes; we do not force them to take them. We get to count our own online students, but we also get 70% of the tuition from online students from other campuses that we teach. This is good news for us. Having an online option for students is very valuable.

b. The Indiana Economic Development Council provided a chart from the Burning Glass foundation on the skills employers in NW Indiana ask for in job adds (outside of degree requirements such as BA/BS). The top ten skills that appeared were: data analysis, quality assurance, employee training, construction management, data techniques, key performance indicators, customer relationship management, medical support, product management, and food and beverage service. Perhaps this would be useful for development of a co-curricular transcript. If we can demonstrate our students have these skills, it might help them to get jobs from our employers in the region.

i. Faculty Comment: Those are nice starting salaries.

ii. Faculty Comment: I think it is just as important for our students to know what skills are being asked for, so the students can articulate in it their cover letters and resumes. Vicki: Yes, part of it is calling out to our students that they are learning these skills and can add it into their vitas or resumes.

iii. Faculty Comment: That extended transcript that we talked about a year ago. That is kind of what this should be doing. Students can put this into a transcript as an extended record. These are skills students have and IU Northwest can certify them.

c. Spring enrollment is important. We have determined that we are going to do Pizza and Parking. Have you all heard of it? Spring enrollment starts October 28.
During November 4, 5, 6, and 7 we are bringing registration to the students. Students will be lured in by advisors at computers with candy to get students to come in. This is part of retention – keeping the students we have. We need faculty there, not necessarily at the tables but at least in their offices, so students can get their questions answered. Anyone who registers between October 28 and November 15 will get free parking for the spring 2020 semester and will get a ticket to get a free slice of pizza in Moraine. This is one way to do earlier enrollment for the spring. We would really like to try it to get students registered earlier.

i. Faculty Question: Where will the tables be located? Answer: The tables will be in every academic building and Moraine. They will be in the most popular buildings.

ii. Faculty Comment: It's a brilliant idea. Vicki: Hopefully it works. We really do need your help to get the students there.

iii. Faculty Question: So you are asking us to be in our offices? Answer: If you can. Faculty Question: Is there a way to provide additional contact information if we cannot be in our office? Faculty Comment: It’s really easy to forward your office phone to your personal cell phone. Ryan Vega: IT can help you to forward your Skype to business to your personal phone. Faculty Question: Is there a place that has instructions, or do we have to call? Ryan: We can put together the information and send it out in an email blast.

iv. Faculty Question: Can our seniors who register early get pizza if they register with us? Answer: Everyone who registers will get parking automatically. We will have to be more ingenious with figuring out how to give out the pizza slices. Maybe students can show their schedules to get the pizza ticket. Chancellor: I would suggest being as generous as possible.

v. Faculty Question: If faculty register for classes, can we get free parking and pizza? Answer: Yeah, no.

vi. Faculty Question: Will there be a flier or a PowerPoint slide to share with our classes to encourage our students to participate? Answer: Oh yes, that will be coming shortly. I am waiting for final approval on that. Jeri Pat’s office will also be providing banners, table covers, balloons, and other things to advertise this initiative. Faculty Question: Should I announce this in my class? Answer: Oh yes, please, announce this in all your classes. Faculty Comment: I announced this during the earthquake drill yesterday.

7. VC Report – Beth Tyler
   a. Some reminders:
   b. Due Process – When you believe a student has committed plagiarism or cheated and you tell them that, you must explain to them the process and let them know they have the right to appeal and how to appeal. Use this form.
   c. Disability Services – Complaints about ADA violations or lack of accommodations are common. Reach out to Beth if you have any questions about disability services.
Domestic Violence – This is among the many ways that the university defines sexual misconduct. As mandatory reporters, faculty have an obligation to report to the university if they are aware of sexual misconduct, of which domestic violence is a variety. If you hear about it, refer the student to Beth but also warn them that you have to report the issue. See http://stopsexualviolence.iu.edu/.

8. Faculty Survey – Cynthia O’Dell and John Novak

a. This year we will be participating in the UCLA faculty survey. This is a national survey that is benchmarked across higher education. This survey takes place every three years and has been going for thirty years. All instructional faculty will receive this survey. There are questions for all faculty as well as questions about the job climate and questions for specific faculty such as graduate faculty. There will be a few open-ended questions at the end of the survey. A pre-survey email has gone out from Vicki this hour. The invitation to take the survey will go out from John Novak after this meeting. The survey is completely anonymous and takes 25 minutes or so to complete.

b. Cynthia: There are some questions about the general faculty role, including what pedagogies you use in teaching, what areas you are most satisfied with in your role, and what areas are weakest. There will also be questions about the institutional priorities of the campus. This will allow us when we get the result to look at areas of improvement. This can help us change what we do. This kind of survey has not been done for many, many years. The staff take a Gallup survey each year, but the faculty are not included in that survey, so this is a chance for the faculty to have their say.

c. Vicki: I want to know about our faculty, and this is an opportunity for that. It may take a bit of time to complete, but it is really useful for me. I thank you in advance for taking this survey.

d. Faculty Question: What made us go with this survey instead of developing our own? Vicki: It is very important to me to get the data about ourselves, but also compare it to national averages of similar institutions. That’s what the HERI (Higher Education Research Institute) survey will allow us to do.

e. Faculty Question: Will it be possible to compare apples to apples with the comparative data? John: There are a couple of categories that we marked, so it should be possible to drill down on individual disciplines, but usually the reports will focus on broader groups like full-time faculty and part-time faculty. I will try to send reminders through the Daily Redhawk, but I am poor at marketing. Please pay attention to the reminders and please respond to the survey.

9. Faculty Development Committee Update – Maria Young

a. Last spring the Faculty Development Committee sent out a survey. There were 43 responses. The top three canvas modules voted by faculty to be included in a faculty development canvas page were Teaching and Learning, Tenure, and Canvas itself. I am here today to ask for subject matter experts to help put together these modules. Vicki: I was remiss in not mentioning earlier, but
downstate has put out a teaching for student success tool that might be useful to use for the Teaching and Learning module. That way there would not be any re-duplication of efforts. Maria: Thank you, I appreciate that. I need help with tenure because I do not know anything about that. I am not sure what to do about Canvas, as I feel like CISTL puts out good information about that. Contact me if you are interested in helping with this work and if not, go live your best life.


a. Thanks for having us as always. In the next six months, my group will be handing out new computing equipment on campus. In the coming months, you may see information going out to your department asking you to select a new device. We will have laptops and desktops, including both Macs and PCs, depending on your need. I will have examples set up two doors down in room 105, so please come to that room if you would like to preview these options. Keep an eye out for email communication on this subject, and come see me in room 105 if you have questions about the specs.

b. I can show you quickly how to forward calls from Skype business to your phone. Go to the little gear icon on your Skype window. Go to tools. There is a “call forwarding settings” option. You can turn it on, turn it off, add in a home or cell phone number for forwarding, or you can set it to ring both your forwarding phone number and your office phone. You can also set a time frame so that it only forwards the call in a certain time frame. If you have questions, feel free to call the support center and they can help you.

c. Faculty Question: With the library remodel, will there be new computers in there for students? Answer: No, students still have 18 months left on student computer lab devices. This refresh is just for faculty computers.

11. Old Business

a. Susan: Do people like this new approach of having New Business at the beginning of the meeting? Several people answered yes.

12. The meeting was adjourned at 2:50 pm.
Attachment 1:

IU Online Statistics

See the following pages.
IUN Report Synopsis

Online Student Demographics and Trends-IUN Views

https://tableau.bi.iu.edu/t/prd/views/Students-AtLeastOneOnlineClassV2/QuickView?iframeSizedToWindow=true&:embed=y&:showAppBanner=false&:display_count=no&:showVizHome=no#2

Fall 2019 - Northwest

Students with At Least 1 Online* Class:
- 2,220
- 57.3% of Northwest Students

Students with 100% Online Schedules:
- 420
- 10.8% of Northwest Students

Students in Online Plans:
- 70 Undergraduate
- 54 Graduate
- 124 Total

*Online Classes include Asynchronous and Synchronous technologies (instruction modes = OA, O, HD, DO, CT)
## Undergraduate Online Applicants—Fall 2019 Census Yield Rates

[Tableau Link](https://tableau.bi.iu.edu/prd/views/OnlineAdmissionsV2/ProgramAction?iframeSizedToWindow=true&%3Aembed=y&%3AshowAppBanner=false&%3Adisplay_count=no&%3AshowVizHome=no#)

<table>
<thead>
<tr>
<th>Campus</th>
<th>Fall 2019</th>
<th>App Term</th>
<th>Admission Type</th>
<th>Collaborative Program?</th>
<th>Program Action Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>IUPUI</td>
<td>28.3%</td>
<td>20.0%</td>
<td>75.0%</td>
<td>1</td>
<td>12.8%</td>
</tr>
<tr>
<td></td>
<td>234</td>
<td>106</td>
<td>471</td>
<td></td>
<td>11.0%</td>
</tr>
<tr>
<td>East</td>
<td>44.7%</td>
<td>57.0%</td>
<td>11.6%</td>
<td>41.1%</td>
<td>650</td>
</tr>
<tr>
<td></td>
<td>707</td>
<td>49.4%</td>
<td>14</td>
<td></td>
<td>8.3%</td>
</tr>
<tr>
<td>Kokomo</td>
<td>42.2%</td>
<td>33.8%</td>
<td>6.1%</td>
<td>49.4%</td>
<td>89</td>
</tr>
<tr>
<td></td>
<td>76</td>
<td>33.8%</td>
<td>6.1%</td>
<td></td>
<td>8.3%</td>
</tr>
<tr>
<td>Northwest</td>
<td>53.1%</td>
<td>35.4%</td>
<td>7.1%</td>
<td>53.1%</td>
<td>106</td>
</tr>
<tr>
<td></td>
<td>165</td>
<td>35.4%</td>
<td>7.1%</td>
<td></td>
<td>15</td>
</tr>
<tr>
<td>South Bend</td>
<td>64.5%</td>
<td>41.8%</td>
<td>5.8%</td>
<td>64.5%</td>
<td>103</td>
</tr>
<tr>
<td></td>
<td>103</td>
<td>41.8%</td>
<td>5.8%</td>
<td></td>
<td>5.8%</td>
</tr>
<tr>
<td>Southeast</td>
<td>50.6%</td>
<td>100.0%</td>
<td>9.3%</td>
<td>50.6%</td>
<td>88</td>
</tr>
<tr>
<td></td>
<td>88</td>
<td>100.0%</td>
<td>9.3%</td>
<td></td>
<td>5.8%</td>
</tr>
<tr>
<td>Columbus</td>
<td>33.3%</td>
<td>51.0%</td>
<td>9.3%</td>
<td>52.0%</td>
<td>18</td>
</tr>
<tr>
<td></td>
<td>18</td>
<td>51.0%</td>
<td>9.3%</td>
<td></td>
<td>3.5%</td>
</tr>
<tr>
<td>Fort Wayne</td>
<td>33.3%</td>
<td>51.0%</td>
<td>9.3%</td>
<td>51.0%</td>
<td>28</td>
</tr>
<tr>
<td></td>
<td>18</td>
<td>51.0%</td>
<td>9.3%</td>
<td></td>
<td>3.5%</td>
</tr>
</tbody>
</table>
Students in Online Programs—IUN Heads (Chart 1) and Credit Hours (Chart 2)

https://tableau.bi.uiu.edu/t/prd/views/StudentsinOnlinePrograms/OnlinePlansOverTime?iframeSizedToWindow=true&%3Aembed=y&%3AshowAppBanner=false&%3Adisplay_count=no&%3AshowVizHome=no#1
Official/First Day Headcounts and Hours (Internal)—IUN Heads (Chart 1) and Credit Hours (Chart 2)

https://tableau.bi.iu.edu/t/prd/views/uirr_sr_est_official_enrollment_UI/EnrollmentTrends?%Aembed=y&%AshowShareOptions=true&%Adisplay_count=no&%AshowVizHome=no#2
Official Census Class Section Counts by Term Offered: Fall Terms Only—All Sections (Chart 1) and Online (OA/AI) Sections (Chart 2)

https://tableau.bi.iu.edu/#/site/prd/views/OnlineClassEnrollmentsOverTime/ClassSectionCounts?iid=2
2019 GOALS

1. Build awareness of IU Online brand and priority online programs
2. Contribute to IU Online annual web goal of 1,000,000 sessions
3. Contribute to IU Online goal to achieve an average of 1,000 leads (RFI submissions) per month

Media Delivery Summary (Campaign-to-Date)

- Delivered Impressions: +49.7M
- Total Clicks: +492k
- Total Leads: 6,042
- Average CTR (Click-through-rate): 0.99%
- Cost Per Lead (Paid Search + Social Media + LinkedIn): $78.91

Leads by Geography (Campaign-to-Date)

Leads by Program (Campaign-to-Date)