Digital Education (DE) is the designated central administrative unit for online and other nontraditional courses and programs at Purdue West Lafayette as mandated in policy VB4 of the University Policies. DE carries out its responsibilities to extend the reach of Purdue’s academic mission in a manner that encourages creativity and entrepreneurism by academic units while maintaining sound, consistent, and appropriate operating procedures.

**Programmatic Services**

**Administrative Services for All Programs**

- DE administrators ensure that DE-supported programs and courses are appropriately represented on the DE website and other campus venues.
- DE support staff provide front-line customer services to support learners in DE-administered programs, including answering questions by phone and by email regarding payment, admission, course issues, technical issues, grades, etc.
- DE administrators provide regular registration and financial reports to client units.
- DE staff enroll students into classes and programs in Banner (credit) and PREMIS (noncredit).
- DE business staff provide financial support with revenue and expense management.
- DE administrators coordinate with client organizations to develop memos of understanding for discounted rates to corporate or organizational partners.
- On request DE staff can coordinate logistics for on-campus activities such as meeting rooms, hotel reservations, meals and refreshments, transportation, parking, etc.

**Administration of Credit Degree/Certificate Programs:** Digital Education facilitates the offering of Purdue credit courses, certificates programs, and degrees to working professionals whose lives and careers would not allow them to attend a program on the residential campus. These programs are offered on a self-supporting basis, meaning that they are not supported by University general funds and that revenues are shared with the sponsoring department.

- The DE Launch Director seeks out opportunities for academic departments to launch new online degree or certificate programs. Works with academic departments to evaluate the market prospects for new online degrees, to plan logistics of offering the program, and facilitates the approval processes for those degrees. Coordinates interactions with Wiley Educational Services as appropriate.
- DE administrators work with Department Business Managers to prepare the Rate Requests for programs that charge market-based tuition rather than Board-approved rates.
- DE administrators provide rosters to PUSH and Insurance to except international online students from insurance requirements for on-campus students.
- DE administrators either set up online course sections in Banner or coordinate with academic schedule deputies to do so.
DE administrators work with the Bursar’s office for account set up to ensure that the financial flow is correct and appropriate fees are charged.

DE administrators work with the Registrar’s office to ensure that online degree students have access to the degree program’s course sections.

DE administrators work with Financial Aid to ensure that aid packages are set up for distant students and assists with processing scholarships for online students.

DE staff coordinates with students and the Bursar’s office to cancel non-paying students each semester in accordance to University policy.

DE administrators coordinate with students and the Dean of Students office on withdrawal processes and special needs.

DE administrators interface regularly with academic advisors, Registrar, Bursar, Financial Aid, Dean of Students, Graduate School, Admissions to refine processes to more efficiently administer credit programs, with special attention to scalability.

DE administrators coordinate administrative and financial interactions with Wiley Educational Services.

DE can provide up to $250,000 in credit to cover start-up costs for new high-potential online degree programs which may be repaid over a four-year period.

**Undergraduate Online Courses:** DE supports the development and instruction of online courses selected to provide on-campus students with greater access to courses the need to fulfill degree requirements. DE provides funding for the development of these courses in conjunction with TLT’s instructional design team. DE also provides supplemental funds to support the ongoing instruction of courses that demonstrate that they are providing increased student access.

- DE administrators coordinate a bi-annual RFP process soliciting proposals for new online courses
- DE administrators coordinate with a faculty advisory committee to select proposed courses that best meet DE’s standards
- DE administrators develop and circulate course development and piloting agreements
- DE administrators coordinate with TLT to incorporate selected courses into the schedule for instructional design support.
- At the conclusion of the pilot period (three offerings of the course), DE administrators determine if the course has expanded student access. If so, DE will prepare and circulate ongoing instructional support agreements.
- DE provides new online instructors with free access to the Online Learning Consortium’s online course preparing them to teach in the digital environment.
- DE business staff transfer funds to academic units to support course development and instruction.

**Noncredit Professional Development Programs:** Digital Education supports academic units’ offerings of professional development programs to working professionals in their discipline areas. These are offered on a self-supporting financial model.

- DE administrators work with faculty to develop budgets for professional development courses and programs.
DE administrators prepare Letters of Agreement for the administration of courses and programs which circulate to the sponsoring faculty member, the department head, and the academic dean for approval.

DE administrators set up noncredit course sections in its registration system, PREMIS which includes automatic confirmation notices, welcome emails, secure payment by credit card, and direct links to the program’s delivery platform.

DE administrators work with program chairs to design and publish program landing pages and registration sites.

DE staff confirm successful completion of programs and distribute certificates (digital and paper) to successful completers.

DE staff maintains records for program participation and completion programs for up to 15 years.

DE staff reprint certificates and transcripts upon request.

DE staff process proctor approvals for off-campus exams and coordinate administration of exams through proctors.

DE staff ship instructional materials to learners and maintain inventories of materials as needed.

DE staff coordinate retention activities for selected programs.

DE staff process company tuition vouchers.

DE staff respond to inquiries from prospective and enrolled students by phone and by email.

DE staff provide first-line customer support for technical access issues, such as password re-sets and re-sends.

DE administrators coordinate with faculty to plan and conduct marketing activities, which may include

- Facilitating design, production, and distribution of program fliers, and other promotional items
- Establishing and maintaining social media sites
- Conducting digital marketing campaigns, including email and social media
- Representing programs at selected tradeshows or professional conferences

**General Administrative Services**

**Compliance:** DE’s compliance officer and administrators ensure that all DE-administered online programs operate in compliance with all Purdue University policies and procedures as well as the Americans with Disabilities Act, State Authorization regulations (system-wide), Trade with Sanctioned Countries, International Students Health Insurance. DE is also mindful of federal Department of Education rules on gainful employment, program misrepresentation, student access to resources to register complaints at the institutional and state levels, incentive-based recruitment compensation, and the Campus Sexual Violence Elimination Act.

**Continuing Education Units:** DE is the authorized provider of Purdue Continuing Education Units that document noncredit professional development activities. DE coordinates the process by which programs apply for awarding of CEU’s, the process by which participants apply for CEU’s, maintains CEU records, and produces CEU transcripts on request.
**DE Testing Center:** Digital Education maintains a secure 25-seat testing center with a proctor and a recording system for all testing activities. Both online and paper exams can be proctored in the facility. Students can electronically schedule their exams within time blocks established by the course instructor. The DE testing center meets Pearson standards for administering teacher certification exams.

**Financial Services:** DE Business Services supports programs with the following services:

- Program account management, including set up and closings
- Distribution of revenues via transfer
- Providing proper credit card processing and cash handling
- Invoicing client companies for individual or bulk enrollments
- Processing refunds
- Paying faculty/staff overloads or salaries for limited-term lecturers or other instruction-related personnel, with benefits management as needed
- Paying for appropriate non-instructional expenses through program accounts.
- Coordinating program audits
- Follow-up with nonpayers with escalation to Purdue’s collections arm
- Providing regular program financial reports
- Coordinating with academic business managers on special rate requests to allow credit programs to charge market-based tuitions rather than the Board-approved rates on an exception basis

**Honors and Recognitions:** In conjunction with the Provost’s office, DE administers annual Distance Education’s awards (non-credit and credit) to recognize the achievements of Purdue faculty and staff in digital learning. DE also coordinates nominations of faculty/staff members or programs courses for recognition offered by the Indiana Council for Continuing Education, University Professional and Continuing Education Association, the Online Learning Consortium, and other professional organizations.

**Instructional Design:** DE supports 7FTE of TLT instructional designers to support instruction in DE-administered credit and noncredit courses and programs. The instructional design team works one-on-one with faculty members to develop effective, well-designed online courses. Instructional designers support instructors in content analysis, learning outcomes, course assessments, appropriate technologies, and accessibility.

**Instructional Video Production:** The DE video production team collaborates with faculty to create and design professional online training modules of high production value and sound pedagogical practice. Services include video recording, video editing, voice over, transcription, and assessments. In addition DE video producers support faculty in using the Video Express studios in Stewart Center.

**Marketing:** DE provides access to third-party market research for new and existing programs through Wiley Educational Service, Eduventures, Educational Advisory Board, or Burning Glass. DE provides access to Wiley Educational Services’ full suite of marketing and/or recruiting services on a revenue-share or fee-for-service basis. In conjunction with Wiley, DE supports www.online.purdue.edu, the central hub for prospective students to view all Purdue’s online offerings.
**MOOCs:** Digital Education provides support to academic departments interested in developing Massive Open Online Courses (MOOCs) on the edX and/or FutureLearn platforms by providing an instructional designer to work one-on-one with the faculty developing the course. In cases where MOOCs generate revenues, those funds flow into DE-managed program accounts and are distributed back to sponsoring academic units after appropriate costs have been met.

**Online Course Quality Assurance:** Quality Matters provides a system to help deliver well-conceived, well designed, well presented courses and programs with review, improvement and certification of quality. DE supports Purdue system-wide membership in Quality Matters. Course design may be evaluated by Quality Matters trained peer evaluators on campus and at other institutions.

**PREMIS**

Purdue Registration and Enrollment Management Integrated System (PREMIS); noncredit registration system; provide client access to PREMIS data as appropriate; ensure security of restricted and sensitive student data

- Registration system interfaces to Course Delivery system for immediate access to course materials upon registration (Blackboard, Moodle)
- develop and maintain program registration websites
- monitor PCI compliance for credit card operations
- Maintain registration and enrollment records

**Partnerships/Memberships:** DE maintains several partnerships and memberships with organizations and associations that advance digital education.

- **Education Advisory Board (EAB):** EAB is a consulting and research company for higher education that provides analytics solutions to Purdue University. The services provided by EAB include, but are not limited to:
  - Market analysis reports
  - Market lead generation
  - Consulting to support, retain and graduate more students

- **Eduventures:** Eduventures provides primary research, analysis and advisory services to support decision-making throughout the student lifecycle.
  - Customized market analysis reports
  - Customized benchmarking reports
  - Access to a library of reports for industry trends, analytics and benchmarking

- **Future Learn:** Future Learn offers a digital education platform for hosting MOOC courses. This international company offers a new way to learn online. Each course is designed according to principles of social and effective learning best practices.

- **Indiana Council for Continuing Education (ICCE):** The Indiana Council for Continuing Education (ICCE) supports continuing education professionals in higher education and other organizations that promote adult learning in Indiana. ICCE provides networking, awards, and professional development opportunities to Indiana continuing educators.
o **National Council for State Authorization Reciprocity Agreements (NC-SARA):** DE coordinates Purdue’s participation in this network at the system level. NC-SARA coordinates a common set of authorizations to offer online education in individual states.

o **University Professional and Continuing Education Association (UPCEA):** UPCEA members have access to a wealth of resources focused on supporting both continuing education and quality online and blended programs.

o **Wiley Educational Services:** Wiley partners with Purdue University to develop scalable graduate online degree programs and to build an infrastructure in which those programs can flourish. Wiley services can be available through a revenue share model or on a fee-for-service model. Their services include:
  - Market Analysis
  - Brand recognition campaigns
  - Registration Services
  - Instructional Design
  - Strategic planning of degree/program administration
  - Access to Engage, Wiley’s proprietary learning management system
  - Student retention services
  - Customer Service to prospective and current students
  - Admissions Counseling
  - Recruitment of students
  - Web page design and maintenance
  - Assembling of student application packages
  - Corporate Partner Agreements

**Reporting:** DE supports OIRAE in providing data for reporting to government agencies (e.g., IPEDS), accreditors (e.g., HLC), and important profiling services such as US News and World Report. DE also maintains dashboards on various aspects of digital education at Purdue. DE responds to ad hoc data requests from the provost, the president, ICHE, the Board of Trustees, and others.