Lessons Learned in Implementing Accelerated Online Programs

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MHIM AOP

- Background:
  - First AOP cohort in Fall 2024
- Marketing by Risepoint:
  - **Digital:** Paid search, social media, Spotify/YouTube ads
  - **Awareness:** Billboards, TV commercials
  - **Organic:** Site linking, SEO articles
  - **Email:** Automated marketing
  - **Field Marketing**

Benefits

- Enhanced enrollment

New Students	Traditional	AOP	Total
Fall 2024	22	3	25
Spring 2025	3	26	29

- Accelerated completion: One student took 6 courses per semester, and will complete her MHIM degree within one year this semester.
  - No grade decline due to the condensed course format.

Challenges

- More questions from students:
  - Some students tend to get confused with more course offerings.
  - Some students may underestimate course demands.
- Academic failure: A student faced academic difficulties, failing four out of five courses.

Lessons we learned

- AOP provides new opportunities for students and the university, but also presents challenges.

- Enhanced student communication and improved orientation are essential.

- Better orientation

BSHIM AOP

- Background: similar to the MHIM AOP program

  - First AOP cohort started in Fall 2024

- Marketing by Risepoint:

  - Same outreach as the MHIM AOP

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BSHIM AOP_Compare/Contrast

Traditional	AOP
Fall Start	Fall/ Spring/Summer
2 years; 5 semesters	Can be shorter (HIT track)
Fall or Spring block classes	Fall **&** Spring **&** Summer classes
Need to wait until next year to repeat class	Can repeat class next semester
16 weeks (start all 5 classes at once)	8 weeks (2 or 3 start at a time)
In person/ real-time	Work at your own pace/ flexible schedule

Benefits

- Enhanced OL enrollment

New Students	C/Hyb	OL	AOP	Total
Fall 2024	29	14	1	44
Spring 2025	0	0	18	18

Challenges

- Program course sequencing
  - Students attempting to register for advanced courses before introductory courses.

- Academic
  - Undergrad students may not be ready for the fast pace; moving from a 16 week format to 8 weeks
  - Many students work and cannot balance work and the fast pace of the accelerated course

Lessons Learned

- Better orientation and up front advising

- AOP format is desired by many students, yet some may not realize the challenges of fast paced coursework (balancing work, school and family life)

- Good academic success rate with all online students in 8-week format