Navigating the Hurdles of Building a National Online Presence

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Embry-Riddle Aeronautical University is an independent, not-for-profit university. The University serves culturally diverse students seeking careers in aviation, aerospace, engineering, technology and related fields.

The university’s tradition of educating service members began in 1970 at Fort Rucker in Alabama and has grown to include base locations in Europe, the Middle East, Japan and South Korea.

Two residential campuses in Daytona Beach, FL, and Prescott, AZ serve traditional students.

Our Worldwide Campus provides instruction through a globally recognized learning system that leverages online and face-to-face delivery methods and a network of education facilities designed to support student advancement in the U.S. and abroad.

The Worldwide Campus currently serves more than 23,000 students. App. 17,000 students are either active-duty military or student veterans.
Undergraduate Degree Programs

- Discuss our evolution and immersive experience
- Demonstrate how virtual opportunities benefit our service members
- Offer military student perspectives
- Discuss future applications for distance education

Graduate Degree Programs

- Discuss our evolution and immersive experience
- Demonstrate how virtual opportunities benefit our service members
- Offer military student perspectives
- Discuss future applications for distance education

Presentation Outcomes

1. Discuss our evolution and immersive experience
2. Demonstrate how virtual opportunities benefit our service members
3. Offer military student perspectives
4. Discuss future applications for distance education
Regulatory Compliance

ERAU State Authorizations Department

- ERAU has other compliance functions housed in several departments
- Veterans Administration
- Title IV
- Internal Audit / Financial Compliance
- Annual State License Renewals (115 campuses in 34 states)
- New Campus Authorizations
- NC-SARA Renewal & Reporting
- Administrative Oversight for Accrediting Body
- New Program Approvals
- Substantive Program Changes
- State Audits
- Internal Resource Management/Interdepartmental Coordination

NC-SARA – Institutional Responsibilities

- NC-SARA is a game-changer; become a member!
- Close-out your approval in any state where you once held a license or registration.
- Be aware of and monitor physical presence triggers.
- If you have both physical presence and distance education in a state, check with regulators on NC-SARA coverage.
- Track student enrollments, internship placements, and file all required data with NC-SARA and your home state (if applicable).
Accreditation– Institutional Responsibilities

- Because of overlapping oversight, accreditation is housed with State Authorizations.
- Request approval and/or notify your accrediting body of any substantive changes.
- Avoid any kind of warning or sanction.
- Accreditation is essential to authorization.

Physical Presence – Why It’s Important

Approximately 80-90% of ERAU enrollments are in online classes, so why do we have over 130 campuses?

Campus & Program Approvals

New School / Location Approval
- Identify oversight body
- Locate applicable code and/or regulations, and application documents (often found on their website)
- Familiarize yourself with all state requirements—not just what’s on the application
- Complete and submit the application
- Initial application is between $400 and $10K per location and up to $10K annually to maintain
- Applications generally include:
  - Administrative information
  - Financial statements
  - Academic / faculty information

New Program Approvals
- Approval is per program per location in most states
- Cost range from approximately $300 to $5K per program
- Applications generally include:
  - Academic / faculty information
  - Market research
  - Program objectives
  - Tuition costs, etc.

Prioritize Program of Approvals for Continuity
- Online in all States (if not SARA member)
- Civilian Campuses
- Military Campuses (based on installation/hrc)

Complete all annual requirements

When in doubt, contact your state regulator for guidance.
Military Students

- Unique needs
- Prefer interaction with advisors, but multi-modal delivery of coursework
- ERAU provides centralized VA certification for online programs
- ERAU works with each state's VA department to ensure that necessary programs and locations are certified.
- ERAU provides virtual classroom settings that allow Veteran students to remain eligible for benefits, while still providing a flexible schedule.

Disclosures, Refund Policies, Etc.

Did you know that having an on-ground component will greatly increase your brand recognition and enrollments.

Online Resources for Staff & Students

Program information is housed on both an internal spreadsheet and public facing webpages, eliminating confusion for staff and students. Also supports state requirements.
Workflow / Process Development

Welcome [Name].

Develop your own process/workflow.

Commitment to delivering an advanced, technical curriculum, to our military students. Offer technical cutting-edge degree programs to ensure job obtainability.

Challenges:
- Creating an immersive, personalized experience for our students no matter their location.
- Advancing technology while adhering to the military TA Cap.
- Creating the virtual infrastructure from admission to graduation and beyond.
- Ensuring military members have access to everything they would on campus.

Student Support
Virtual Laboratories

EVER-EVOLVING TECHNOLOGIES

2-D, virtual reality (VR), augmented reality (AR), artificial intelligence (AI)

Virtual Aircraft Investigation Laboratory
Hey, I'm new to ERAU. How do I find out more about my program, clubs, etc.? Check out ERAU's Virtual Community. The community has everything you need!

Hey, saw you guys are in my Math 211 course. Anyone want to meet up for an online study group?

Yes! I've been looking for a study group. This class has been tough!

Sure! Want to meet on Skype? I'm enjoying this class and would love to work with a group.

So glad you asked! Let's get a weekly study session going!
LMS DATA TO SUPPORT STUDENT SUCCESS

WHICH STUDENTS CURRENTLY HAVE A 70% OR LESS OVERALL GRADE IN THEIR COURSES?

CURRENT SCORE - LAST ACTIVITY DATE