Transforming Learner Pathways at Texas A&M

PATHWAYS FOR DELIVERY
Improving hybrid delivery and learning environments for TAMU's robust program offerings across the state of Texas

PATHWAYS FOR RETENTION
Offering quality online and blended learning environments for students once enrolled at TAMU

PATHWAYS FOR ACCESS
Increasing access to quality online learning environments through strategic partnerships with academic units where there is an identified market
Today’s Learner Profile[s]

- **1 in 7 students** complete a degree online \(^1\)
- **1 in 4 students** pursue some coursework online \(^1\)
- **67%** of online students are within **50 miles** of the home institution \(^1\)
- **90%** of students surveyed feel their experience in an online classroom is **better or the same** as their experience on campus \(^2\)

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\(^1\) Online Report Card: Tracking Online Education in the United States, 2018 (Babson Survey Research Group)

\(^2\) Online College Students Report, 2018 (Learning House)
DATA INSIGHTS
Establish growth and sustainability metrics and maintain data for improved decision making across three adjacent streams of AI.

MARKETING INSIGHTS
Conduct research on market trends and online student behaviors; produce real-time, actionable insights to develop online content for target student populations.

LEARNING EXPERIENCE
Produce high-quality online courses that are designed for program-level integration; focus on producing online content to facilitate hybrid course delivery where identified.

STUDENT EXPERIENCE
Ensure A&M experience for online and hybrid students, with a focus on retention strategies, building community, and augmenting existing campus-based student services.
Transforming the Digital Learning Environment

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