

[www.georgiaonmyline.org]

ANNUAL ANALYTICS
REPORT

2009 - 2010

INSIDE . . .

This fiscal report provides both a summary of the past year's-worth of monthly Georgia ONmyLINE Analytics Reports as well as different statistical data that are not normally provided in the monthly reports. For the most part, data have been logged from July 1, 2009 – June 30, 2010; however, some data were taken in July 2010 to ensure completeness and clarity.

We would like to acknowledge Dr. Hilliard Gastfriend, ITS Information Analyst, for his assistance in preparing the data for this report.

“ . . . We really appreciate having been part of this process. I think that it helps an institution to have the blessing of the System in a program like this. ”

Anna Holloway, PhD
Dean of Graduate Studies and Extended Education
Fort Valley State University

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INTRODUCTION

It is my pleasure to present the Georgia ONmyLINE Analytics Report for the 2010 fiscal year. Georgia ONmyLINE (GOML) provides access to a full array of online and distance education offerings from the 35 colleges and universities in the University System of Georgia (USG). This year represents the third anniversary of the Georgia ONmyLINE project, which reflects a significant milestone in the history of distance education in the USG.

From its beginnings, the Georgia ONmyLINE website has been a major component of the initiative, serving as a central resource for information on USG distance education courses and programs. Other noteworthy distance education projects include the USG multi-institution registration system, which provides registration for students enrolled in collaborative online programs. Since the start of Georgia ONmyLINE, enrollment in these programs has increased from 110 in Spring 2008 to over 1,573 in Fall 2010. The Georgia ONmyLINE website continues to attract an appreciable number of visitors each month who are interested in online courses and programs.

Georgia ONmyLINE fosters a new way of thinking about higher education, and serves as a resource for both institutions and potential students. We have received positive feedback from distance learning students, instructors, and administrators, rendering the data even more meaningful. I invite you to take a look at the following report to learn more about Georgia ONmyLINE's accomplishments during the past year and the efforts of the University System to improve access to education in Georgia.

Thank you,



Diane Burnette, PhD
Associate Director
Information Technology
Services

KEY POINTS

- There has been a **13 percent increase** in the number of online programs listed on the GOML website during FY10 from 169 in July 2009 to 191 in June 2010.
- The number of online courses listed on the GOML website increased by approximately **19 percent**, from 1,401 to 1,663, during the previous fiscal year.
- A total of **68,955** unique visitors accessed the GOML website during the previous fiscal year.
- Course enrollments in the online academic franchise graduate teacher education programs rose from 1,415 students in Summer 2009 to 1,739 in Spring 2010, a **23 percent increase**.
- Although Georgians comprised the largest group of GOML website visitors, other states that were represented include California and New York.

GEORGIA ONMYLINE WEBSITE ANALYTICS

The System Office uses two primary tools for monitoring activity on the Georgia ONmyLINE website. The Google Corporation offers a series of analytical data collection tools called Google Analytics. Similarly, Information Technology Services (ITS) deploys various data-capturing tools on all of the USG websites that it maintains.

In some cases, the data from the two sources are totally different and in some cases, while the essential data are meant to be identical, the actual numbers vary for technical reasons. The charts below summarize the year's data as contrasted with the usual three-month view provided in the monthly reports.

The data illustrate that visits to the website generally peak towards the start of the term. This suggests that visitors may view the Georgia ONmyLINE website as a tool in finding courses to fill gaps in campus offerings.

Chart 1. Website Use: Visits (Google)

A visit is a series of hits and page views from a unique user during a set time period.

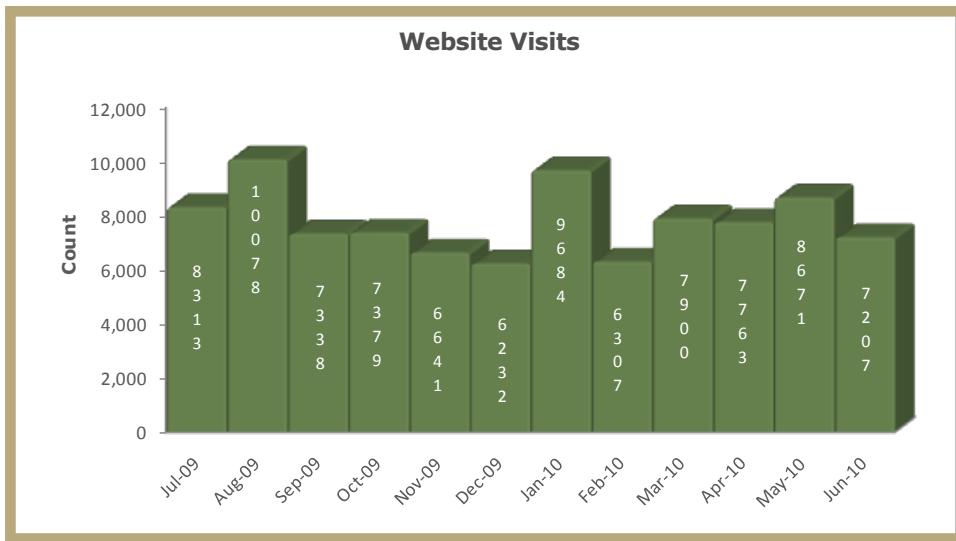
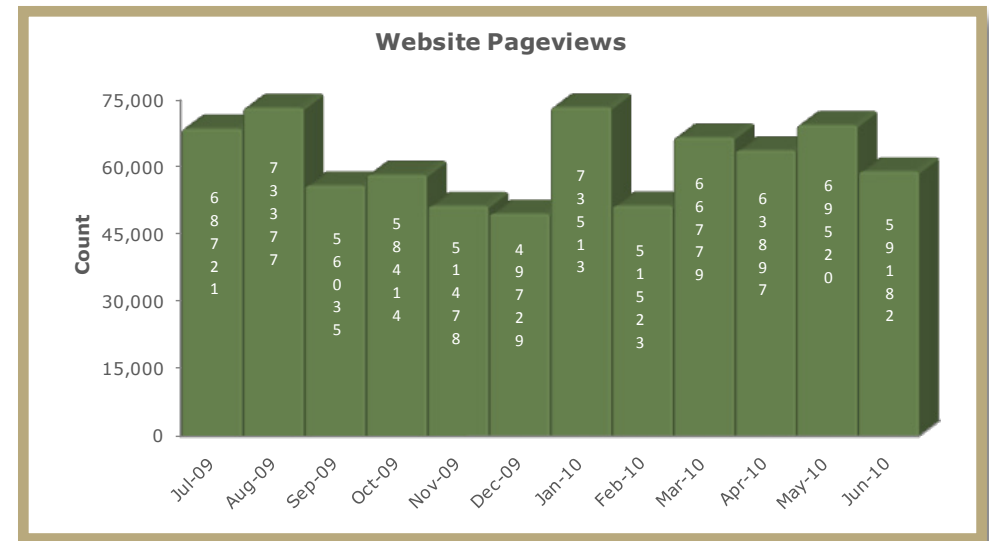


Chart 2. Website Use: Page Views (Google)

A page view is a request to view a single page of the website.



ANALYTICS, CONTINUED

Chart 3. Website Use: Absolute Unique Visitors (Google)

This chart counts each visitor only once in the selected date range.

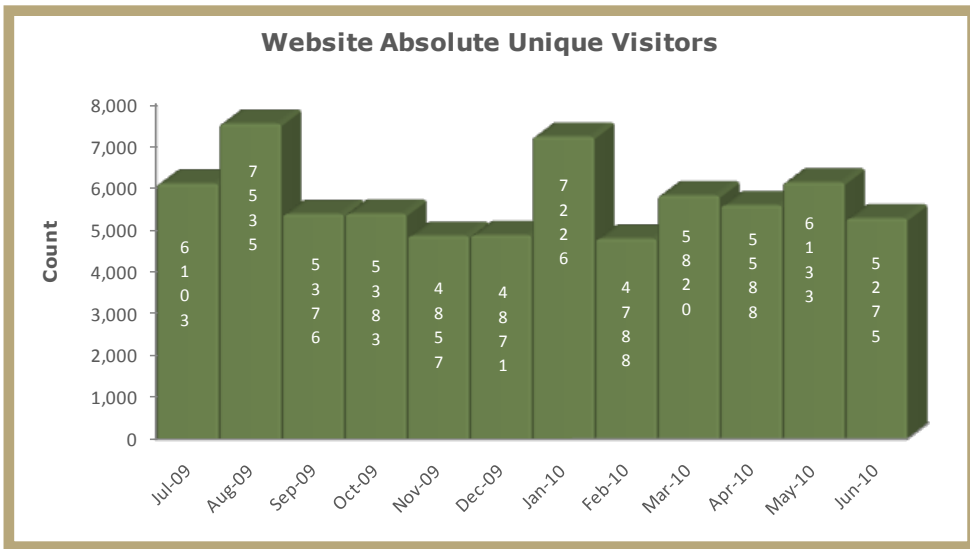
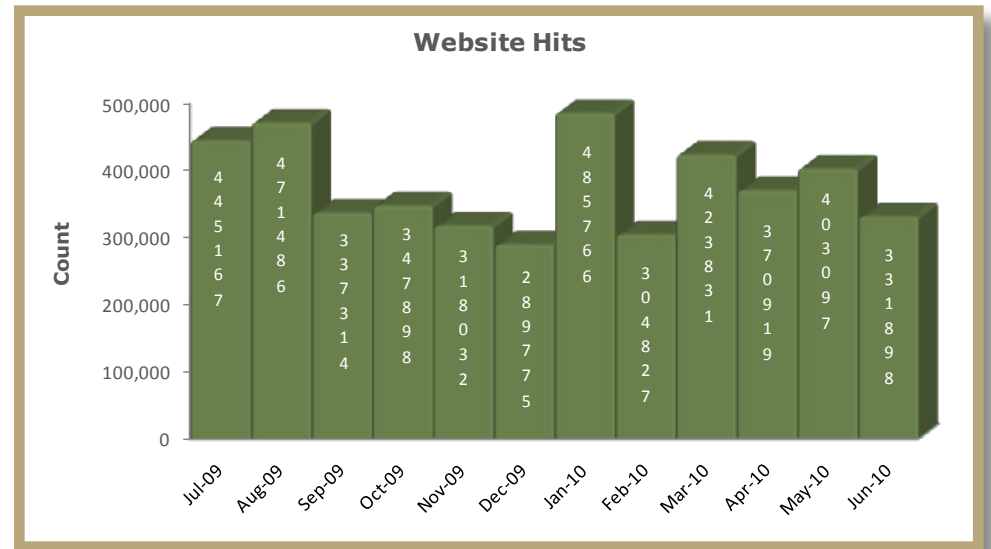


Chart 4. Website Use: Hits (USG servers)

The number of total client requests (or hits) made to the web server.



ANALYTICS, CONTINUED

Table 1. Year-Over-Year Data for Other Georgia ONmyLINE Statistics

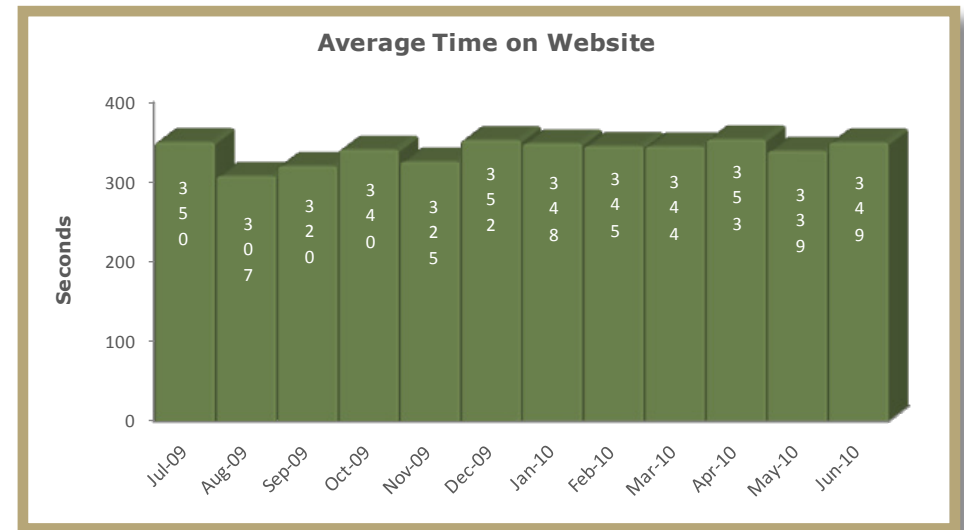
The monthly Analytics Reports include selected data that best suit the needs for most institutions and their research offices. However, most of the data reported below are not included in the monthly reports. Some data, such as Absolute Unique Visitors, are reported monthly but are included below with total annual numbers instead of monthly numbers, because they are critical data points. Statistics derived from Google Statistics are marked with a (G) and those derived from the USG servers are marked with a (U).

GOML STATISTIC JULY 2009 - JUNE 2010

Total Absolute Unique Visitors (G)	60,656
Avg. Time (sec) (G)	295
Avg. Bandwidth: KB/visit (U)	360.54
Bandwidth: Total (U)	34.78 GB
Avg. Bounce Rate (G)	31.82%
Total Hits (U)	4,530,010
Avg. Hits/Visit (U)	44.71
Avg. New Visits (G)	62.46%
Avg. Pages/Visit (G)	7.94
Total Pageviews (G)	742,253
Total Visits (G)	93,523
Avg. Cable (G)	30.04%
Avg. Dial-up (G)	1.59%
Avg. DSL (G)	26.57%
Avg. Firefox (G)	21.00%
Avg. Internet Explorer (G)	68.73%
Avg. Safari (G)	6.73%
Avg. T1 (G)	18.58%
Avg. Unknown Methodology (G)	22.90%

Chart 5. Website Use: Average time per visit (Average of Google and USG data servers)

This chart depicts the average time, in seconds, for each user visit to the web server.



Based on the Analytics Reports, certain information can be learned about the average Georgia ONmyLINE website visitor between July 2009 and June 2010. The majority of visitors connected to the Internet through cable, and used Internet Explorer as a browser. The average time spent on the website was a little under six minutes.

GEOGRAPHIC REGIONS OF GEORGIA ONMYLINE USERS

Google Analytics allows for the tracking of the user's location, although there are limitations. Since inception, visitors from 160 countries and/or territories have viewed information on the Georgia ONmyLINE website, although approximately 98 percent of visitors came from the United States. Similarly, during this period visitors from 52 states, territories, and possessions viewed information on the Georgia ONmyLINE website, of which 84 percent came from Georgia. Below are selected state and city data for the period of this annual report.

Table 2. Top 10 States, by Visitation for Fiscal Year

STATE	VISITS	PERCENT
Georgia	76,872	82.2%
Florida	2,303	2.5%
New York	1,247	1.3%
California	1,081	1.2%
North Carolina	993	1.1%
Texas	817	0.9%
Tennessee	796	0.9%
South Carolina	725	0.8%
Alabama	635	0.7%
Virginia	632	0.7%
Total US Visits	93,523	92.1%

Table 3. Top 10 Cities in Georgia, by Visitation for Fiscal Year

CITY	VISITS	PERCENT
Atlanta	13,375	17.4%
Valdosta	2,133	2.8%
Warner Robins	1,672	2.2%
Macon	1,662	2.2%
Savannah	1,389	1.8%
Athens	2,544	3.3%
Marietta	1,169	1.5%
Duluth	1,092	1.4%
Columbus	1,044	1.4%
Augusta	1,035	1.3%
Total Georgia Visits	76,872	35.3%

USG ONLINE COURSES AND DEGREE PROGRAMS

The System Office uses a number of tools and methods for counting and reporting the total number of courses and programs listed on the Georgia ONmyLINE website. The data below display both the unique number of courses and the total number of sections listed by each institution for each month of the year in review.

Table 4. USG Distance Education Courses Listed on Georgia ONmyLINE Website, by Semester

SEMESTER	UNIQUE COURSES	TOTAL SECTIONS
Summer 2009	1401	2278
Fall 2009	1651	2868
Spring 2010	1642	2776
Summer 2010	1663	2592

Table 5. USG Distance Education Programs Listed on Georgia ONmyLINE Website, by Month

MONTH	COUNT
July 2009	169
August 2009	169
September 2009	172
October 2009	172
November 2009	176
December 2009	175
January 2010	175
February 2010	175
March 2010	177
April 2010	177
May 2010	190
June 2010	191

“ We are getting a lot of people who are civilian personnel coming out of our undergraduate program and going into our [Master of Arts in International Affairs] program. We are also getting a significant number of professionals working in Atlanta, etc. [who] are trying to increase their skills in trying to deal with outside companies, business companies and such in China . . . I’ve enjoyed helping to develop this program and getting it off the ground and basically seeing it fly. ”

Leo Downing, PhD
Associate Dean, Professor of Criminal Justice
North Georgia College & State University

USG ONLINE ACADEMIC FRANCHISE PROGRAMS, ROUND I

The central tenets of the online academic franchise model are 1) a commitment to scaling programs in a timely manner in response to demand; 2) offering the program entirely online; 3) implementing a new fiscal model strongly tied to program development and delivery costs; and 4) modifying or changing processes to be student-centric. The online academic franchise graduate teacher education programs are aimed at improving the quality of Georgia's K-12 teachers by expanding access to graduate programs in critical fields. Through a collaborative partnership among several Colleges of Education, the number of programs has doubled over a three-year period. Table 6 includes a list of the online academic franchise graduate teacher education programs. Students enrolled in these programs register for courses through the USG multi-institution registration system. These courses are taught online via GeorgiaVIEW Vista Learning Management System. The Valdosta State University Special Education cohort enrollment numbers, beginning in Summer 2010, refer to special out-of-state collaboration and appear in the table below under the MAT: Special Education tabulation. All data are a snapshot of enrollment and all withdrawn students were excluded from this table.

Table 6. Academic Franchise Online Programs: Historical Course Enrollment

PROGRAM	SPRING 2008	SPRING 2009	SPRING 2010	SUMMER 2008	SUMMER 2009	SUMMER 2010	FALL 2008	FALL 2009	FALL 2010 [#]	TOTAL
EDS in Teaching and Learning	-	43	136	-	61	158	-	118	161	677
Gifted Endorsement	-	4	9	-	11	17	-	9	10	60
MAT: Reading Language and Literary Education	1	24	21	-	14	15	11	24	25	129
MAT: Special Education	50	360	420	221	462	310 [@]	344	442	269 [@]	2,878
MAT in Mathematics with certification options in Biology, Chemistry, Physics, and Earth/Space Sciences	-	22	30	-	32	40	-	53	42	219
MED: Accomplished Teaching	42	176	338	104	281	454	146	334	359	2,234
MED: IT Certified	-	241	356	116	226	260	169	350	270	1,988
MED: IT Non-Certified	-	3	72	-	27	59	-	52	73	286
MED: Middle Grades Math and Science	13	123	159	24	157	129	68	132	105	910
MED: Reading Language and Literacy	1	84	112	17	67	88	68	112	128	683
MED: Secondary Math	3	27	33	17	40	47	31	24	66	288
MED: Secondary Science	-	35	19	9	29	33	33	34	23	215
Online Endorsement	-	-	2	-	-	5	-	0	2	9
Online Teaching Certificate	-	-	1	-	-	25	-	3	1	5
School Library Media Add-On Certification to T-4	-	4	24	-	8	0	-	18	38	117
MAT/MED: Teacher Education Electives	-	-	7	-	-	0	-	2	1	10
Grand Total	110	1,146	1,739	508	1,415	1,640	870	1,707	1,573	10,708

[#] Fall registration ended on August 20

[@] Includes Special Education Cohort

All data represent a snapshot of course enrollments. Final data on program enrollments is maintained by the offering institutions.

ROUND I, CONTINUED

Table 7. Academic Franchise Online Programs, Year-Over-Year: Enrollment

PROGRAM	SUMMER 2009	SUMMER 2010	% CHANGE	FALL 2009	FALL 2010 [#]	% CHANGE	SPRING 2009	SPRING 2010	% CHANGE
EDS in Teaching and Learning	61	158	259.0	118	161	136.4	43	136	316.3
Gifted Endorsement	11	17	154.5	9	10	111.1	4	9	225.0
MAT: Reading Language and Literary Education	14	15	107.1	24	25	104.2	24	21	87.5
MAT: Special Education	462	310 [@]	67.1	442	269 [@]	60.9	360	420	116.7
MAT in Mathematics with certification options in Biology, Chemistry, Physics, and Earth/Space Sciences	32	40	125.0	53	42	79.2	22	30	136.4
MED: Accomplished Teaching	281	454	161.6	334	359	107.5	176	338	192.0
MED: IT Certified	226	260	115.0	350	270	77.1	241	356	147.7
MED: IT Non-Certified	27	59	218.5	52	73	140.4	3	72	2,400.0
MED: Middle Grades Math and Science	157	129	82.2	132	105	79.5	123	159	129.3
MED: Reading Language and Literacy	67	88	131.3	112	128	114.3	84	112	133.3
MED: Secondary Math	40	47	117.5	24	66	275.0	27	33	122.2
MED: Secondary Science	29	33	113.8	34	23	67.6	35	19	54.3
Online Endorsement	-	5	NA	0	2	NA	-	2	NA
Online Teaching Certificate	-	25	NA	3	1	33.3	-	1	NA
School Library Media Add-On Certification to T-4	8	0	NA	18	38	211.1	4	24	600.0
MAT/MED: Teacher Education Electives	-	0	NA	2	1	50.0	-	7	NA
Grand Total	1,415	1,640	115.9	1,707	1,573	92.1	1,146	1,739	151.7

[#] Fall registration ended on August 20

[@] Includes Special Education Cohort

All data represent a snapshot of course enrollments. Final data on program enrollments is maintained by the offering institutions.

ROUND I, CONTINUED

Table 8. Academic Franchise Online Programs, Enrollment by Student Home Institution

USG INSTITUTION	SPRING 2008	SUMMER 2008	FALL 2008	SPRING 2009	SUMMER 2009	FALL 2009	SPRING 2010	SUMMER 2010	FALL 2010 [#]	TOTAL
Columbus State University	0	6	10	38	54	96	79	102	88	743
Georgia Southern University	20	165	245	332	390	590	629	561	542	3,481
Georgia State University	5	43	143	170	150	194	185	183	242	1,315
Valdosta State University	85	294	472	606	821	827	846	794	694	5,439
Total	110	508	870	1,146	1,415	1,707	1,739	1,640	1,571	10,708

[#]Fall 2010 registration ended on August 20. All data represent a snapshot of course enrollments. Final data on program enrollments is maintained by the offering institutions.

Table 9. Academic Franchise Online Programs, Student Home Institution, Year-Over-Year: Enrollment

PROGRAM	SUMMER 2009	SUMMER 2010	% CHANGE	FALL 2009	FALL 2010 [#]	% CHANGE	SPRING 2009	SPRING 2010	% CHANGE
Columbus State University	54	102	188.9	96	88	91.7	38	79	207.9
Georgia Southern University	390	561	143.8	590	542	91.9	332	629	189.5
Georgia State University	150	183	122.0	194	242	124.7	170	185	108.8
Valdosta State University	821	794	96.7	827	694	83.9	606	846	139.6
Total	1,415	1,640	115.9	1,707	1,571	92.0	1,146	1,739	151.7

[#]Fall 2010 registration ended on August 20. All data represent a snapshot of course enrollments. Final data on program enrollments is maintained by the offering institutions.

USG ONLINE ACADEMIC FRANCHISE PROGRAMS, ROUND II

The Round II component of the online academic franchise initiative continued to focus on academic programs that addressed critical workforce development needs in the state of Georgia. Additionally, the selection process targeted programs that would provide career-laddering opportunities among associate's, bachelor's, and graduate-level studies. A total of 31 online programs were awarded the franchise status for Round II, which began in Fall 2009. However, a significant number of these programs were in existence prior to Fall 2009. Thus this report provides data for 14 of the 31 Round II online academic franchise programs.

Table 10. Round II Online Academic Franchise Programs, by Enrollment

USG FRANCHISE INSTITUTIONS	PROGRAM	FALL 2009	SPRING 2010	SUMMER 2010
Albany State University	MS in Criminal Justice	42	55	41
Fort Valley State University	BA in Criminal Justice	55	57	66
Macon State College	BS in Information Technology with a concentration in Health Informatics	15	9	2
North Georgia College & State University	MA in International Affairs	32	42	22

All data represent a snapshot of course enrollments. Final data on program enrollments is maintained by the offering institutions.

Table 11. Round II Online Academic Franchise Programs, by Headcount

USG FRANCHISE INSTITUTIONS	PROGRAM	FALL 2009	SPRING 2010	SUMMER 2010
Albany State University	MS in Criminal Justice	29	30	33
Fort Valley State University	BA in Criminal Justice	7	14	14
Macon State College	BS in Information Technology with a concentration in Health Informatics	4	2	1
North Georgia College & State University	MA in International Affairs	17	16	16

All data represent a snapshot of course enrollments. Final data on program enrollments is maintained by the offering institutions.

ROUND II, CONTINUED

Table 12. Round II Online Academic Franchise Programs, Darton College

Unlike the other Round II programs, Darton’s programs do not contain unique courses that are easily identifiable, but contain mixes of courses that are used by other students in other programs, both traditional and online. The table below contains the number of declared majors instead of the number of students enrolled in a particular program. Only those online academic franchise programs with declared majors at the time of this report are included.

PROGRAM	FALL 2009	SPRING 2010	SUMMER 2010
Business Administration - AS	105	181	107
Business Computer Systems - AS	8	23	11
Business Computer Systems - Certificate	7	8	6
Criminal Justice - AS	29	87	38
Early Childhood Education - AS	81	116	60
Health & Physical Education - AS	11	44	19
Logistics & Supply Chain Mgmt - Certificate	5	1	0
Middle School Education - AS	15	33	17
Political Science - AS	9	23	7
Secondary Education - AS	5	17	7
Total Enrollment	275	533	272

All data represent a snapshot of declared majors. Final data on program enrollments is maintained by the offering institutions.

“ We have true support here [at Albany State University] for . . . the online criminal justice program, so that has been most successful. ”

Charles Ochie, PhD
Department Chair
Criminal Justice and Forensic Science
Albany State University

Beginning on 1 April, eCore® began using the USG multi-institution registration system, the same software system used by the Phase I online academic franchise programs. The University of West Georgia began taking enrollments for Early Fall 2009 registration. In July 2009, the University of West Georgia continued to register eCore® students for Fall 2009 and was joined by Valdosta State University eCore® students. Southern Polytechnic State University started enrollments in August. The following data were collected on July 15, 2010.

Table 13. eCore® Course Enrollments, by Home Institution

USG Institution	Fall 2009 Enrollment	Spring 2010 Enrollment	Summer 2010 Enrollment	Fall 2010 Enrollment	Total Enrollment
Southern Polytechnic State	183	252	161	124	720
University of West Georgia	759	890	690	544	2,883
Valdosta State University	255	218	195	134	802
Total	1,197	1,360	1,046	802	4,405

All data represent a snapshot of course enrollments. Final data on program enrollments is maintained by the offering institutions.

Table 14. eCore® Course Headcounts, by Home Institution

USG Institution	Fall 2009 Headcount	Spring 2010 Headcount	Summer 2010 Headcount	Fall 2010 Headcount	Total Headcount
Southern Polytechnic State	126	169	121	85	501
University of West Georgia	498	565	475	361	1,899
Valdosta State University	179	134	139	79	531
Total	803	868	735	525	2,931

All data represent a snapshot of course enrollments. Final data on program enrollments is maintained by the offering institutions.

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