

March 3, 2016

Testimony to the House Appropriations
Subcommittee on Education and Economic
Development



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UMUC.EDU

March 4, 2016

Testimony to Senate Budget & Taxation
Subcommittee on Education, Business, and
Administration



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UMUC – Brief History

- Founded in 1947 as School of Continuation Studies within University of Maryland, College Park.
- Always focused on working adults.
- In 1949, answered U.S. Department of Defense call to teach American troops stationed in post WWII Europe; In 1956, in Asia. This year marks our 60th anniversary in Asia.
- Taught in war zones including Vietnam, Kosovo, Iraq and Afghanistan.
- In 1970, became an independently accredited university.
- Among first in U.S. and the world to develop and offer online education.
- Today, UMUC is America's largest public online university.

UMUC Today

- UMUC currently enrolls some 82,500 students worldwide, offering 105 degree and certificate programs.
- 74% of UMUC students have full-time jobs, 48% have families, and 37% are first generation college students.
- Median age of a UMUC undergraduate student: 32.
- Worldwide, minority students comprise 45% of total enrollment.
- UMUC enrolls more than 14,000 African American students stateside (29%).
- In spring 2014, UMUC launched its Maryland Completion Scholarship program providing Maryland community college graduates the opportunity to complete their bachelor's degrees for **a total cost of \$20,000** (*including* the cost of the associate's degree). To date, UMUC has processed 4,188 applications and has awarded 2,178 scholarships.

UMUC and the Military

- Currently, about 56,000 active duty military service members, reservists, veterans and dependents are enrolled.
- UMUC operates on U.S. military installations in 20+ countries.
- Recently awarded new Department of Defense contracts to teach face-to-face classes to active duty military personnel in Europe and Asia.
- In 2013, established Pillars of Strength Scholarship for volunteer caregivers of wounded service members. To date, six scholarships have been awarded and two recipients have earned master's degrees.
- Recently opened Student Veterans Lounge in Academic Center at Largo and launched the virtual Veterans Resource Center.

Cybersecurity

- Offered the first fully online cybersecurity bachelor's and master's degree programs in Maryland.
- Currently, more than 8,000 students are enrolled in cyber-related programs; since 2011, more than 4,000 students have earned cyber-related degrees.
- UMUC provides administrative support to the Maryland Cybersecurity Council.
- Student cybersecurity competition teams (known as the Cyber Padawans) have won multiple competitions, including the 2014 Global CyberLympics and the 2013 and 2014 Maryland Cyber Challenge (pro and college divisions).
- Designated a National Center of Academic Excellence in Information Assurance Education and a National Center of Digital Forensics Academic Excellence.

UMUC – Academic Model

- Instruction delivered mostly through adjuncts.
- Majority of adjuncts are scholar-practitioners, working in their fields, holding graduate degrees, and teaching for UMUC.
- Academic innovations:
 - Competency-based education
 - Adaptive learning
 - Open Educational Resources
 - Analytics

Leadership in Academic Innovation

- Early adopter of online learning, piloted first online courses in 1994. Today, 85% of UMUC enrollments are online.
- Eliminated publisher textbooks in all undergraduate courses, and now use Open Educational Resources (OER), saving students millions of dollars each year. All graduate courses will use OERs by fall 2016.
- UMUC and the Office of Personnel Management (OPM) signed a first-of-its-kind agreement in 2014 that allows OPM to work with UMUC to infuse a public sector perspective into courses designed to prepare students for federal employment. Since the launch, federal government employees have registered for 8,569 courses.

Enrollment Increases

- For fall 2015, worldwide enrollment increased 3.6% over the previous year. Stateside enrollment growth was 4.7%, followed by Europe at 1.0% and Asia at 0.6%.
- Enrollment growth has been strong for the past few terms as we have recovered from the declining enrollment trends of a few years ago.
- Despite declines in the overall US Military population, we continue to see significant increases in our number of military students.
- Course completion rates have risen for six consecutive years.

UMUC – Budget

- Tuition driven, yet second lowest tuition & fees among four-year institutions in Maryland.
- UMUC Budget:
 - FY 2016 Total Budget: \$391.2 million
 - FY 2017 Appropriation Request: \$407.2 million

Why Maryland & USM Need a *Thriving* UMUC

- Without UMUC, Maryland will not meet 55% completion goal.
- UMUC moves faster to meet workforce needs.
- UMUC has no reservations about being employment-oriented and working with employers to define key required competencies.
- UMUC is the “laboratory”—e.g., online, analytics, competency based education—for USM.
- UMUC’s premier role in military education is a national service that enhances Maryland & USM brands.

Investing in UMUC's Future: HelioCampus

- UMUC developed internal analytics systems that have played a critical role in its successful efforts to reverse recent trends of declining enrollments while improving operational efficiencies.
- In fall 2015, UMUC launched a new company, HelioCampus, that offers these business intelligence products to other universities.
- HelioCampus combines a powerful analytics platform with guided analysis that consolidates and presents data allowing for faster, more informed decisions.
- Profits from the new company will support scholarships for Maryland residents.

Recent Honors

- UMUC ranked #1 by *Military Times* in its 2015 “Best for Vets: Colleges” rating.
- UMUC honored with 2015 President’s Award from Open Education Consortium for “exceptional leadership” in large-scale effort to adopt open source material in all classes by fall 2016.
- UMUC named 2015 Global Educator of the Year by World Affairs Council of Washington, D.C., “for its role as a leader in innovative education models.”

The UMUC Model

**The University of the Future
for Working Adults**