



Annual Review



ASU EdPlus
Arizona State University



+ About Us

Innovation is what happens when you work together to solve problems and develop meaningful solutions that address those challenges. It is an end product of solving a problem that no one has solved previously.

EdPlus continues to define itself through a culture of curiosity, risk-taking, and a refusal to accept the status quo. It is this mentality that allows us to flourish as a hub of academic innovation, a place that breaks down barriers to quality higher education and improves the lives of learners across the globe.

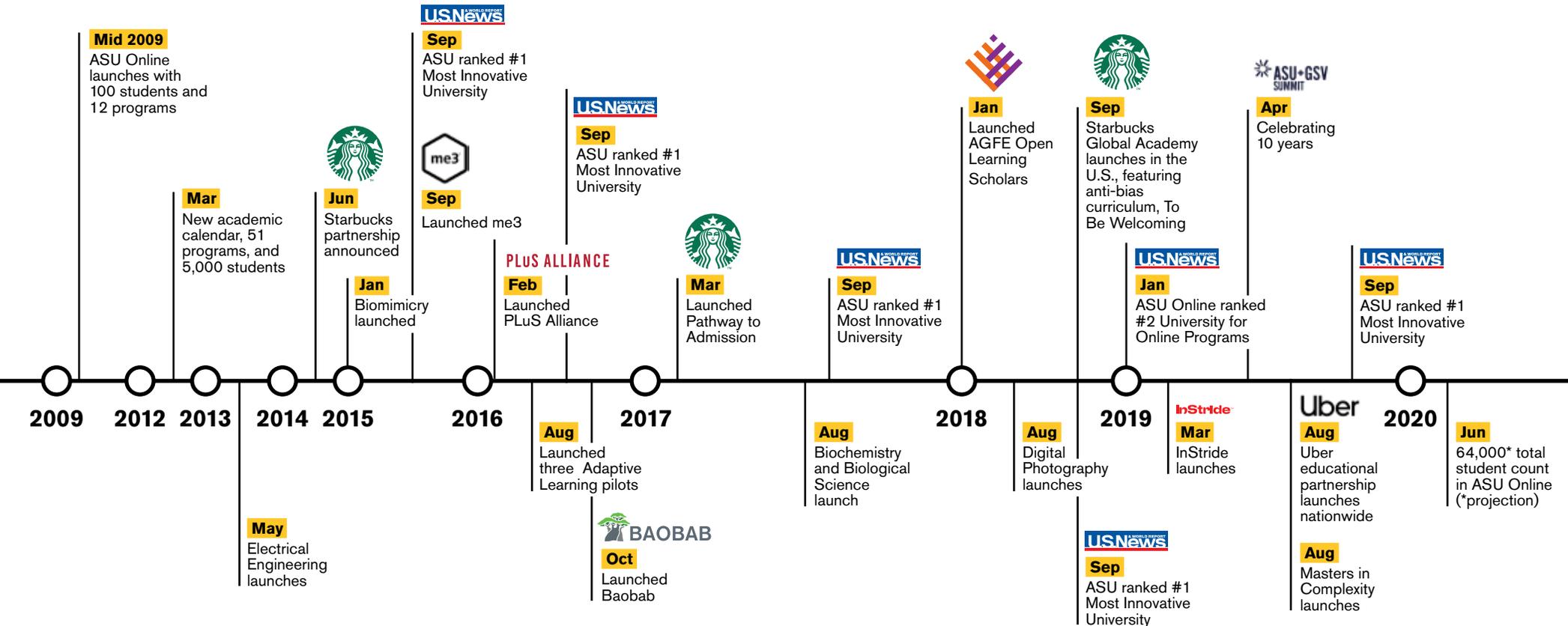
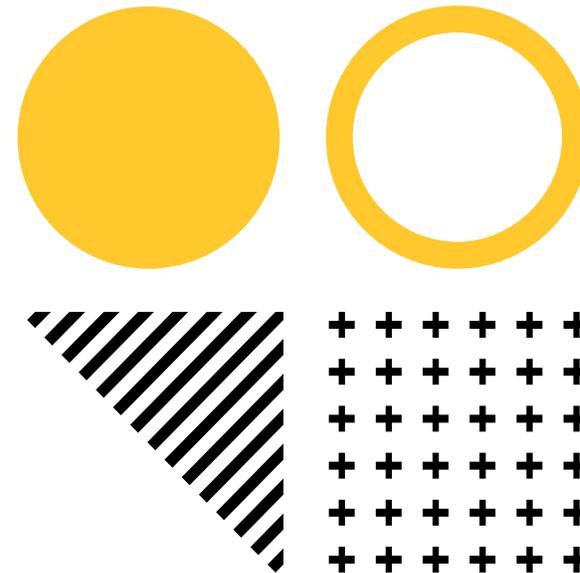
This report reviews EdPlus' innovative contributions to higher education in 2019 across several major areas. We are reaching new populations, both locally and internationally, through collaborative partnerships with companies and other universities who share our mission to increase access to higher education, including Starbucks, Uber, King's College London, and UNSW Sydney. We are delivering signature laboratory science programs online using cutting-edge, immersive virtual reality technologies. We are helping students overcome academic anxiety and master challenging topics through adaptive learning software. And we are improving the skills and talents of working professionals and lifelong learners through courses that expand opportunity, fulfill passions, and positively impact the future of individuals, organizations, and businesses.



The EdPlus Origin Timeline

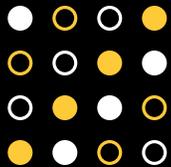
EdPlus at Arizona State University is a central enterprise unit focused on the design and scalable delivery of digital teaching and learning models to increase student success and reduce barriers to achievement in higher education.

We blend technology with teaching and learning ecosystems to achieve greater scale, more efficient delivery and better learning outcomes in traditional and nontraditional settings. Through continuous advancement, **EdPlus moves beyond the present university conception of online education** to improve the overall health of local, national and international communities.



+ Our Culture Drives Outcomes

EdPlus has intentionally created an environment where the charter of the University is supported by six guiding principles. These six EdPlus values define the culture that enables us to meet commitments and continue to be an effective leader in innovative educational delivery. These culture tenets support our deliberate actions to push past the boundaries of the status quo and sustain our readiness to meet the shifting demands of the University and the educational marketplace.



We serve learners

We accelerate innovation at the University through advancement of digital teaching and learning that serves all learners.



We solve problems

We advance by taking on new challenges and discovering solutions.



We achieve milestones

We do what we say we will do and we are closers.



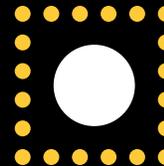
We feel a sense of urgency

As we work to transform education, speed and scale are our allies.



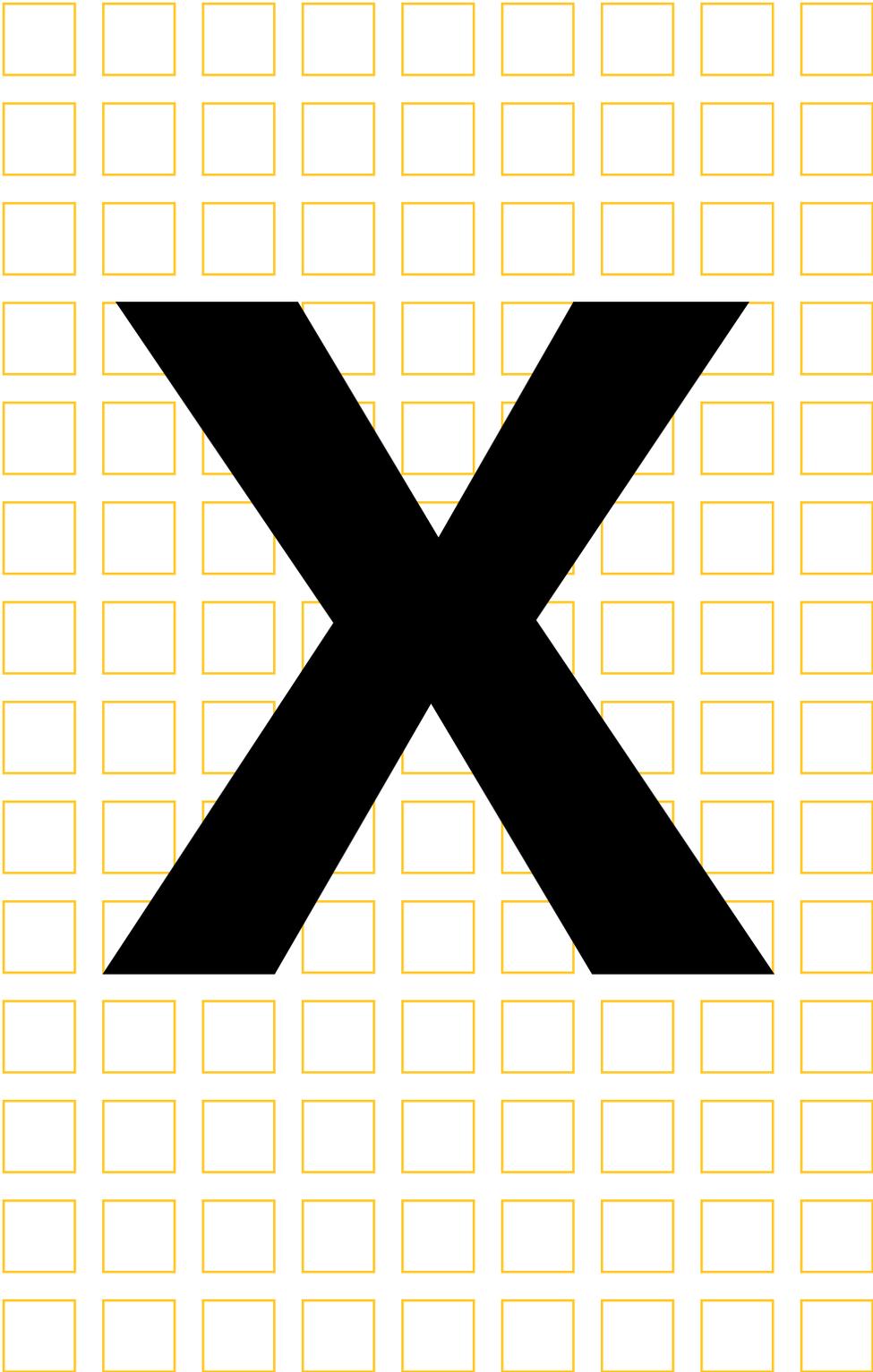
We strive for excellence

Our standards are high and we seek to delight our stakeholders.



We are bold

We take measured risks, promising to meet our challenges.



+ ASU GSV Summit

The most impactful convening of leaders in education and talent tech

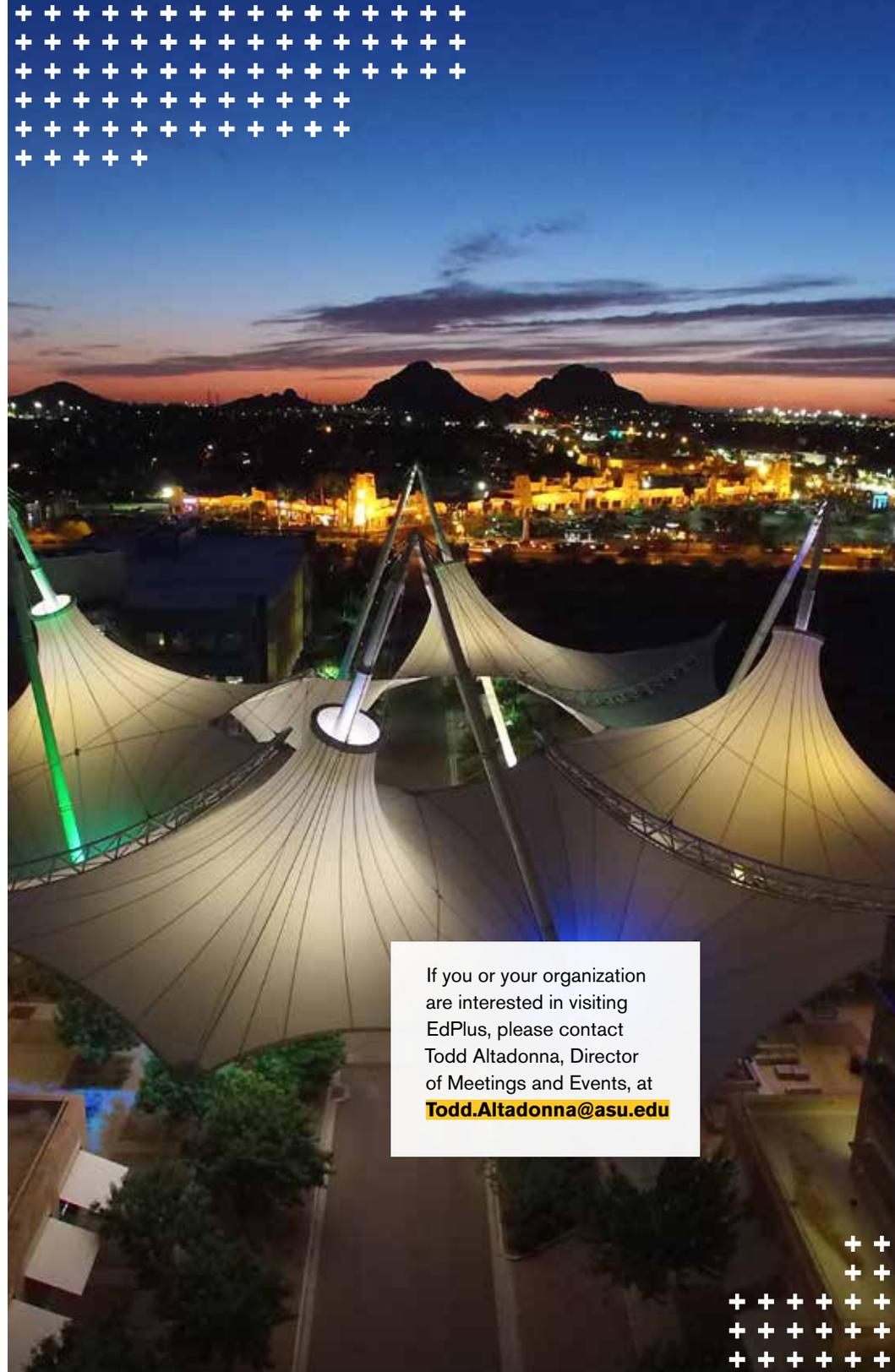
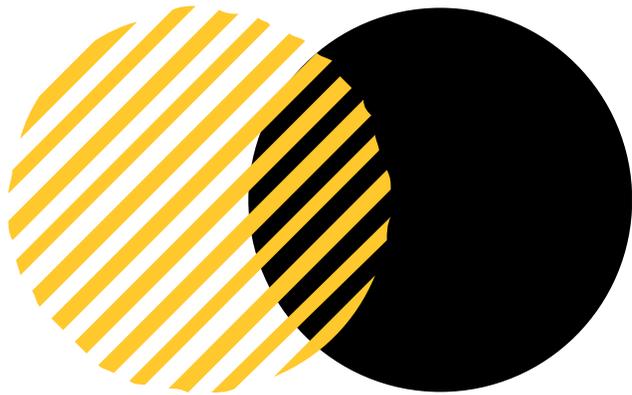
The ASU GSV Summit began in 2010 when ASU and Global Silicon Valley (GSV) convened 5,000 of the world's most important global education and workforce companies, along with the top technology companies, to drive action, learning, and career outcomes with scale.

The ASU GSV Summit serves as a platform for elevating dialogue about raising learning and career outcomes through scaled innovation.



+ Visitors

Throughout the year, EdPlus hosts several hundred visitors from a variety of different organizations and institutions. Our visitors include universities, colleges, military, government, corporations, foundations, existing and potential partners, and other invited guests of ASU senior leadership. The purpose of these visits is to share our expertise surrounding digital immersion technology enhanced learning while identifying opportunities for collaboration.



If you or your organization are interested in visiting EdPlus, please contact Todd Altadonna, Director of Meetings and Events, at Todd.Altadonna@asu.edu

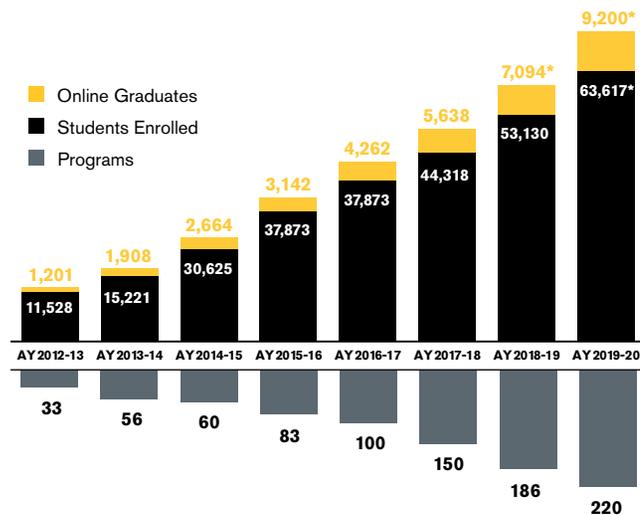


ASU Online

We're combining technology and learning for a better experience

ASU Online offers more than **200 undergraduate, graduate and certificate programs, 100% online.** The online programs are taught by the same award-winning faculty as in-person courses. ASU's online bachelor's degree programs have been ranked as No. 2 in the nation by U.S. News and World Report.

Tens of thousands of enrolled students receive the full University experience in the world of online learning, from interacting with professors and peers to celebrating Sun Devil pride. Online students have access to a wide array of success resources, such as personalized coaching, online tutoring and technical support. ASU Online is specifically designed to offer research opportunities and career personnel to anyone, anywhere.

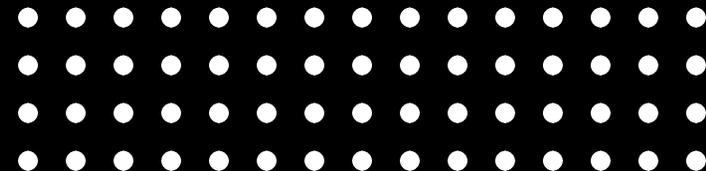




+ Adult Learner Transfers Into Success

When ASU Online student **Aleah Jameson Goodvich** came to campus for graduation, she was excited for the opportunity to walk across the stage, explore Tempe, and enjoy a celebratory meal with friends and family. An unexpected bonus came as she waited in the entrance area of Comerica Theatre: a chance meeting between her and a classmate.

“She sat down beside me and after a couple of minutes, we started chatting and discovered that we took some online courses together,” Aleah says. “We stuck by each other’s side from that point on throughout the ceremony. It was really nice to have another online student to share that experience with.”



“There are no barriers”

The connection was a fitting representation of her time in ASU Online’s undergraduate psychology program. From the start, Aleah says her instructors went out of their way to make students feel engaged. Whether it was sharing the available resources such as tutoring and the online library, or ensuring students knew how to access one another when doing their online work, it was easy to feel connected with helpful instructors and classes she loved.

“My biggest fear about going to school online was not having access to the resources available to on-campus students,” Aleah says. “Those fears were squashed as soon as I took orientation.”

While attending ASU Online, Aleah was also working full-time in the Transfer and Career Center at Barstow Community College in Barstow, California. She began working closely

with ASU Online to promote awareness of its Guaranteed Program for Admission on the community college campus. The program helps students plan for and complete prescribed coursework designed to help them easily transfer to ASU.

“We share information about the program at our monthly transfer awareness tent,” Aleah says. “Given my experience with ASU, it’s always the first program I mention when students talk about doing something online.”

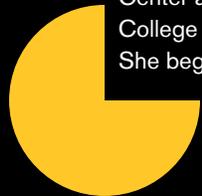
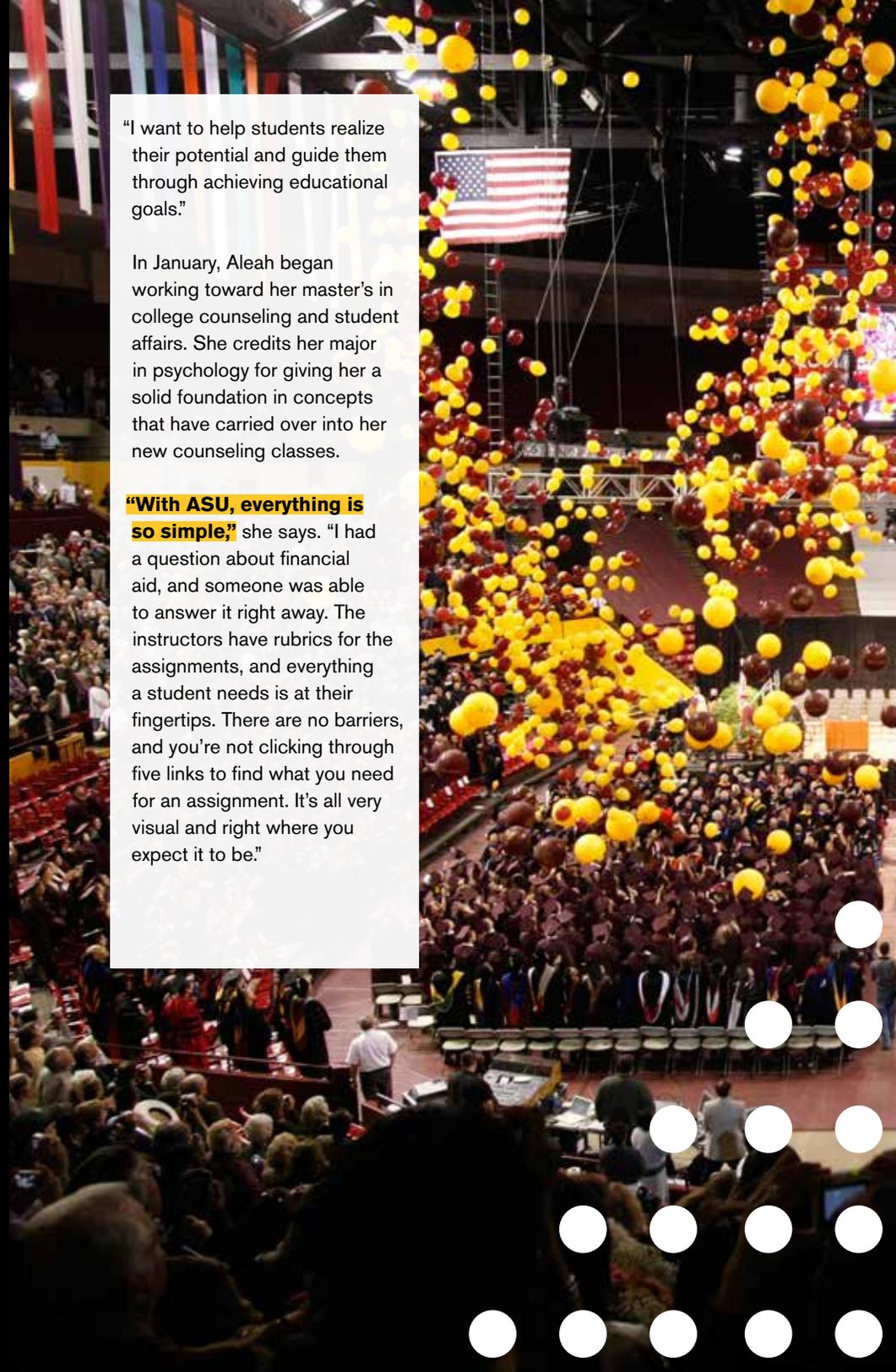
Combined with her degree in psychology, Aleah’s role at Barstow inspired her to continue with her education after graduating from ASU Online in December 2018. Her ultimate goal is to become a counselor at the community college, a position which requires a master’s degree.

“I enjoy working with students and being able to take a process like transferring, which might sound complicated, and simplify it to show it’s not as scary as it may seem,” she says.

“I want to help students realize their potential and guide them through achieving educational goals.”

In January, Aleah began working toward her master’s in college counseling and student affairs. She credits her major in psychology for giving her a solid foundation in concepts that have carried over into her new counseling classes.

“With ASU, everything is so simple,” she says. “I had a question about financial aid, and someone was able to answer it right away. The instructors have rubrics for the assignments, and everything a student needs is at their fingertips. There are no barriers, and you’re not clicking through five links to find what you need for an assignment. It’s all very visual and right where you expect it to be.”





+ Student Services

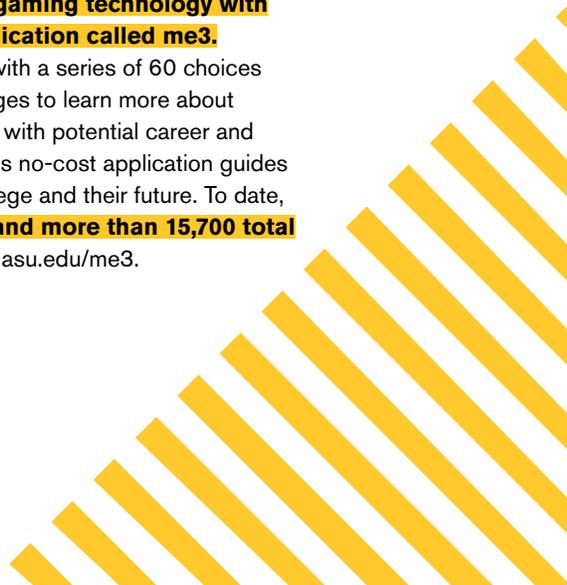
All online students work with a team of professionals – including enrollment and financial aid counselors, academic advisors, and success coaches – committed to their success at ASU, from the time of enrollment all the way through graduation. **EdPlus strives to ensure ASU's online learners feel connected to one another and to the university.** In 2019, ASU integrated the popular collaboration hub Slack into a number of online courses to enhance student/faculty interaction, peer-to-peer connections, and create an overall sense of community among online learners. Additionally, an ASU Online Slack workspace was formed to allow online students to meet one another, ask each other questions, and build affinity for the University.

ASU's Success Coaches continue to provide online students with a personal connection to the University. Success Coaches reach out to students periodically to ensure students are meeting their goals, balancing their work and home lives with their college responsibilities, and progressing through their degree successfully.



ASU is leveraging gaming technology with an online quiz application called me3.

me3 presents users with a series of 60 choices between pairs of images to learn more about their personality and match them with potential career and associated degree programs. This no-cost application guides students as they prepare for college and their future. To date, **me3 has over 262,500 users and more than 15,700 total app downloads.** Learn more at asu.edu/me3.



+ Education as a Benefit

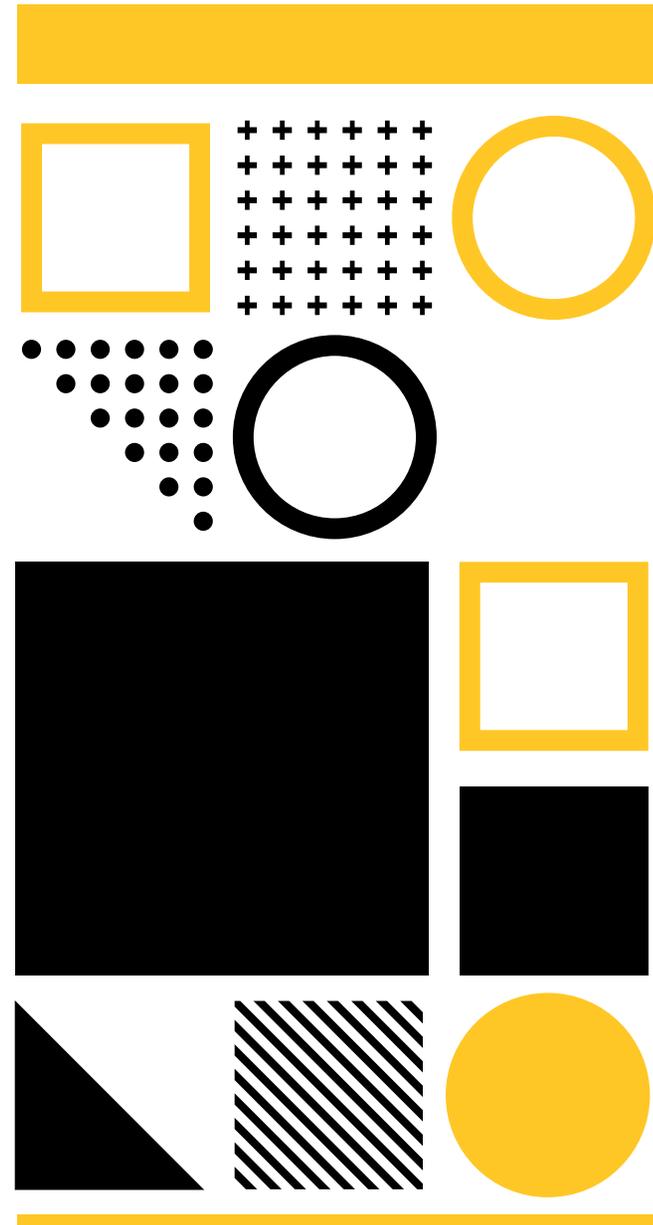
As a part of its charter, **ASU strives to give all qualified students access to a rigorous, high-quality education.** Our accessible, online educational platform is a natural way to develop and implement innovative solutions to make getting a college degree available for as many learners as possible no matter their circumstances. We believe no learner should be left behind due to costs or time constraints, and many employers agree with us.



In 2014, we partnered with Starbucks to create the first of its kind educational partnership, The Starbucks College Achievement Plan. The collaboration makes ASU's 80+ highly rated undergraduate online degree programs available to Starbucks partners (employees) in the US who receive 100% tuition coverage. Since the partnership launched, **the more than 3,000 Starbucks partners (employees) who have graduated,** will propel our economy and improve outcomes across the country.

Uber **The ASU and Uber Education Partnership,** which launched in eight cities in 2018, now extends to all eligible drivers and their families across the nation with **100% tuition coverage** for every undergraduate degree offered through ASU Online. Eligible participants can also take non-degree courses in entrepreneurship and English Language learning through ASU's Continuing and Professional Education program.

InStride While our largest partnerships are with Starbucks and Uber, we worked with 19 corporate partners during the 2018–2019 academic year. We also **helped create InStride,** a global learning services enterprise, that will expand our corporate educational partnerships and help other universities provide educational opportunities to this population of students.



+ Starbucks Student Story:

**Fidel Igama, Starbucks store manager,
Upland, California**

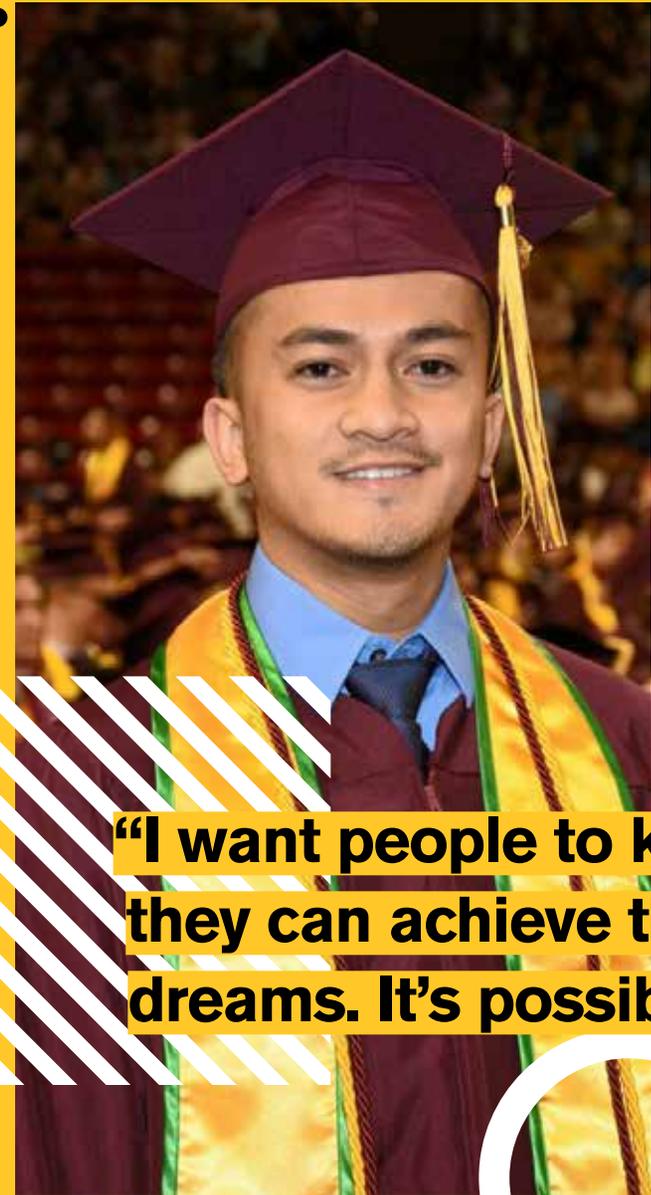
On a recent Tuesday morning, Fidel Igama walked the streets of Manila in the Philippines, revisiting memories. He was on vacation in the country where he'd been born and grew up, surrounded by five siblings and a large, extended family. It was where he worked summers as a tour guide for his parents' travel agency. And it was where he attended the University of the Philippines.

He was two semesters away from earning a degree in economics and psychology when his father got word that the petition that he'd filed more than 20 years earlier for the family to move to the United States, where his uncles lived, had been granted.

"I hadn't even been born yet when they filed the petition," he said. But it was now or never, and so he chose to leave with his family in pursuit of a better life. "It was my first time riding in an airplane, my first time leaving the country.

Everything was so surreal." In Los Angeles, he started looking for work. He applied everywhere but he was new to the country and lacked experience. He and a cousin went to Starbucks for drinks and he figured he'd ask if they were hiring. They were. He introduced himself to the manager who arranged to interview him that afternoon and hired him.

It quickly became more than a job. "I really love the culture of Starbucks. Since I'm an immigrant I didn't have any friends, but I not only made



**"I want people to know
they can achieve their
dreams. It's possible."**



friends there, they became another family,” he said. Occasionally, he thought back to the dream he had of finishing college and how close he had been to graduating. **“To me, education is the key and is an advantage,”** he said.

But the cost also put it out of reach. He knew others who had taken student loans and were drowning to pay them off.

In 2014, two years after he started working as a barista, he heard about the Starbucks College Achievement Plan (SCAP) in partnership with ASU. “It seemed too good to be

true,” he said. “I thought, am I supposed to be with them for the next 10 years or five years? But then I realized you could earn your degree and walk away.”

He got his transcripts from the Philippines and embarked on earning his degree, working two jobs and studying late at night with little sleep. “I thought about giving up a lot of times. But I thought I could do it.”

In May 2019, he graduated with a degree in technological entrepreneurship and management. His family was there to see him cross the stage at ASU.

Along the way, he also realized that Starbucks is where he wants to be for the long term. “Working for Starbucks is my calling. It’s not just my job but it is also my career,” he said.

Earning his degree helped him gain the confidence to become a store manager – the youngest manager in his district, he said. Down the road, one of his goals is to work at the company’s headquarters in Seattle. He thrives on hiring and helping develop talent and is an advocate for SCAP, participating recently in two SCAP open forums for

Starbucks partners. He’s particularly proud of the fact that five partners at his store are currently enrolled in SCAP.

“My definition of success is to be able to share my blessings and my knowledge with my family and my friends,” he said. “I want people to know they can achieve their dreams. It’s possible.”



+ Lab Sciences

ASU Online has reimagined how lab sciences should be taught

in ways relevant to the 21st century. In the online bachelor's degree programs for biochemistry and biological sciences, students take lecture-style courses and most lab courses completely online. The virtual reality technology for labs prepares students to walk into a real lab and conduct research, just as flight simulators prepare pilots to land a plane or astronauts to land on the moon. Some lab courses also require the use of lab kits through eScience which are delivered to students.

Students in the online natural science degree programs also gain valuable laboratory skills in-person. The on-ground portion of online lab courses, which are compressed into a period of less than two weeks and take place in Tempe, add critical legitimacy and competitiveness to the online degrees. These programs are fully accredited by the Higher Learning Commission and incorporate the same rigorous academic standards as the on-ground programs.



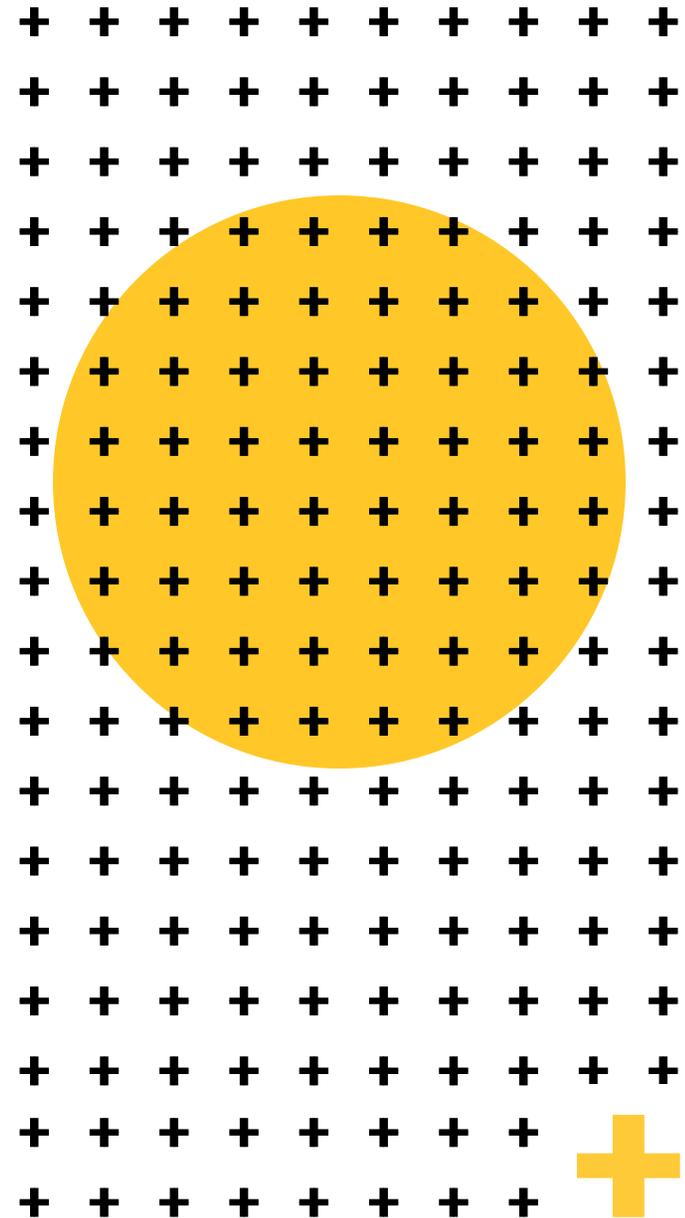
+ Adaptive Learning

Adaptive instructional systems help ASU enable student success by delivering personalized lesson plans to them and data on their learning performance to faculty. These systems are used to **deliver the right lesson to the right student at the right time** based on the course curriculum, their study activity, and assessment results. That data forms the basis of the recommendation on the lesson or content selected to help each student learn as effectively and efficiently as possible.

ASU has used adaptive systems for individual courses like College Algebra and entire degree programs like the BioSpine supporting the BS in Biological Studies degree. "Using an adaptive system allows us to reach students through the use of technology, which is an area where they are comfortable. It also allows us to better track student success and how long it is taking students

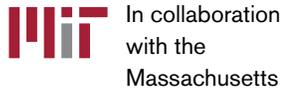
to move through the course," said Douglas Williams, principal lecturer in the School of Mathematical and Statistical Sciences. "Through the implementation of ALEKS, students also learn how to be more proactive in their studies, which benefits them not just in the math course but in other areas as well, such as reading."

Our adaptive partners



+ Open Scale

Open Scale courses increase access to higher education by removing common barriers and providing alternate pathways into degree programs.



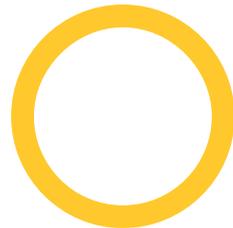
In collaboration with the Massachusetts Institute of Technology (MIT), ASU has launched an open scale online Master of Science in Supply Chain Management. In this innovative degree program, students have the unprecedented opportunity to learn from two of the top-ranked universities in supply chain management graduate programs — MIT and ASU. The



degree program, hosted on the edX platform, serves as a unique credit pathway between ASU and MIT, stacking up the credits earned through MIT's Supply Chain Management MicroMasters to the full degree program offered by ASU.

To address the shortage of computer science talent in the market, ASU's School of

Computing, Informatics, and Decision Systems Engineering at the Ira A. Fulton Schools of Engineering, with assistance from EdPlus, partnered with Coursera to launch the online Master of Computer Science. In May of 2019, ASU rolled out a series of prerequisite knowledge courses and exams, providing individuals who did not major in computer science a way to demonstrate their mastery of fundamentals and to meet admission criteria to pursue the degree. The online Master of Computer Science has over 260 students enrolled, with the first students set to graduate in December 2019.



+ Continuing and Professional Education

Change it. Upgrade it. Master it.

As part of the EdPlus mission to make lifelong learning readily available, the **ASU Continuing and Professional Education program built and launched 132 new non-credit courses** in FY 2019. The courses help master learners acquire skills-based knowledge to support their career aspirations.

From entrepreneurship to project management, these high-quality online courses are created by leading faculty in their respective fields and provide resume-ready badges and certificates for professional learners. More than 25,000 learners have taken advantage of the flexible and affordable continuing education courses to enhance current skills and learn new ones.



International Partnerships

EdPlus at ASU started with the commitment to enhance education and help students all over the world succeed. Our commitment to inclusion is what drives our passion for enhancing education through multiple projects and initiatives that extend globally. This is why we have partnered with The Al Ghurair Foundation for Education (AGFE) to advance both the Open Learning Scholars Program, a partnership that offers scholarships for **30+ different degree specializations** to high-achieving, disadvantaged Arab youth to complete their master's degree online at ASU, and the Young Thinkers Program, a college and career readiness platform for Emirati and Arab youth developed by ASU and AGFE



We have also developed a partnership with the Mastercard Foundation, to develop Baobab. Baobab is a social learning platform that empowers Mastercard Foundation Scholars to create positive change on the African continent by facilitating collaborations among these learners, providing mentorship opportunities, fostering skills development, and supporting transitions to employment.

PLUS ALLIANCE A third partnership, The PLuS Alliance, has been created among ASU, King's College London and UNSW Sydney with the specific goal of broadening access to online education. By combining the strengths and assets of all three institutions, students now have access to a broader range of courses to enhance their learning, and ASU Online is able to extend its outreach to a more extensive cross section of learners around the world.



“The Open Learning Scholars Program, and the partnership between AGFE and ASU, is a once in a lifetime opportunity

that was worth all the time and effort in the world. Being an online student was something new and exceptional for me. I was able to meet students that lived across the world from me, while learning more from them with their own experiences within this field; something I was not able to do in my undergraduate program. The experience that comes with this opportunity is not only beneficial and enjoyable, but earning the degree itself will strengthen career opportunities and open new doors for my future.”

Sara Eisa, UAE, Biomedical Diagnostics (MS), Class of 2019



Technology

We approach technology with the understanding that it can help drive innovation and help us to achieve the art of the possible. To do this, we work directly with learners and stakeholders, across the campus and beyond, to test, validate, and develop new technologies.

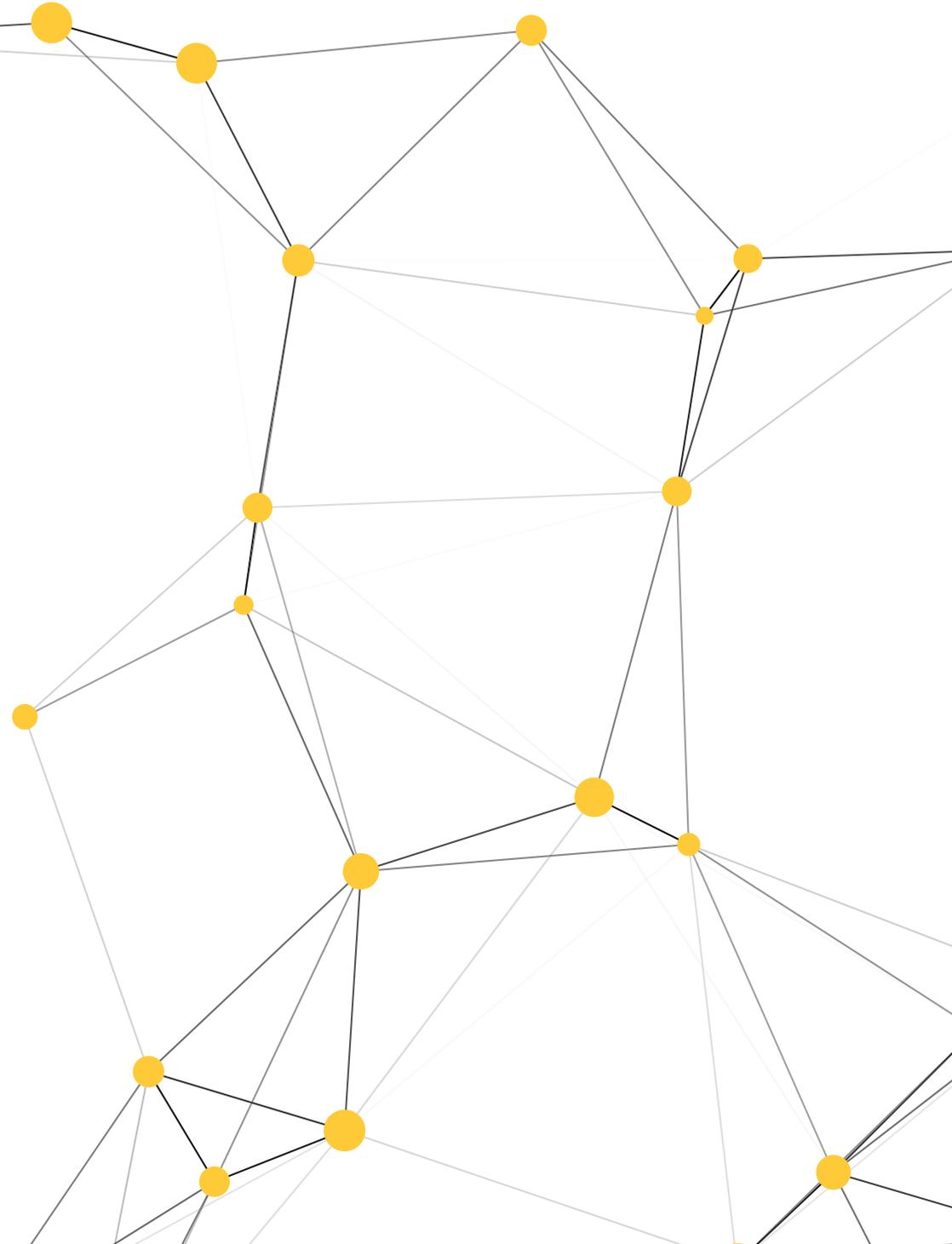


We care deeply about creating trust with our learners. We are working on blockchain initiatives using Salesforce architecture that will allow us to leverage the decentralized, secure and constantly updated nature of this new technology. This offers a new capability to both learners and institutions. In the future, all learners will own their academic records. These records should be issued, verified and maintained by trusted institutions. Technologies such as blockchain can help us explore new ways for learners to share their accomplishments.

We are also passionate about helping our learners understand the complex world of higher education and the vast choices they have when seeking a learning experience at ASU. They are key to our ability to listen, iterate and optimize



our digital experiences. We have been working with Google to develop machine learning models that will help us understand what a learner is trying to find when they come to an ASU Online page. **Visiting an EdPlus site is often the beginning of a discovery process that can lead to transformative educational experiences.** We work to appreciate what our learners need to know, when, and in what context, so that we can help them find the answers they need.



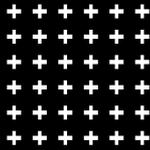
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ASU Online



Open Scale



CPE



Action Lab

**+ Education at scale + speed
for everyone, everywhere**

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