

Ongoing Affiliate Support

The eCore Marketing Team's aggressive promotional efforts play a vital role in the popularity, and growth of eCore.

Through social media outlets, email and telephone blasts, promotions during high school, college, and military fairs, on-site presentations, and face-to-face contact with potential students and their parents, the eCore Marketing Team effectively shares relevant information to increase awareness of its online opportunities.

To better promote eCore at the affiliate institutions, members of eCore's Marketing/Enrollment and Student Success teams make individual campus visits with campus advisement groups and other key personnel to raise awareness of the benefits of online learning and key components of eCore student success. Question and answer sessions are provided to help the campus advisement groups better understand how the eCore curriculum fits into core requirements and how to best advise their students about eCore so that students have the greatest opportunity for success in the program.

During eCore Administrative Services annual eCore Advisor retreat, July 7-8, 2012, the eCore Advisors from across the affiliate institutions came together to discuss advising practices, student success initiatives, policies/procedures, INGRESS related functions, and strategies for increasing enrollment.

In FY2013, eCore's Marketing/Enrollment and Success Teams will have greater visibility on the affiliate campuses. Beginning August 2012, the teams will visit two affiliate campuses per month and disseminate information about eCore to help increase enrollment and growth as well as promote student success in the program. The teams will continue to attend campus events including open houses, orientation days, preview days, or special events such as Earth Day, etc., to help increase eCore's visibility and maintain a presence on the affiliate campuses.

Links to Degree Completion for the Adult Learner

One eCore goal is to offer options for non-traditional students, military personnel, and professionals who may have difficulty taking classes by traditional means, yet desire to pursue a degree while managing family and/or workplace responsibilities.

In support of our adult learners, the University System of Georgia partners with eCore to deliver complete online degree options for non-traditional students through our affiliate institutions. Such offerings include degrees in Criminal Justice, Political Science, Psychology, Criminology and Organizational Leadership.

eCore helps ensure the success of all students by placing emphasis on providing advisement, offering flexibility, providing support and promoting degree completion to and for both traditional and non-traditional students.

Military Initiative

Currently, the University System of Georgia is in the process of expanding its military-centered programs and other state-wide initiatives to support military personnel and their families who wish to pursue educational opportunities in Georgia.

Moreover, through this initiative, military students have the opportunity to expand their educational experiences independent of time, location, and physical barriers. With an active online community, military students have opportunities to interact with their professors and fellow students through classroom discussions, the eCore blog, and student Facebook groups. Also, they receive a high level of student support services to help ensure their success in the program.

During FY 2012, eCore continued to provide flexible and convenient options for military students pursuing degrees from USG institutions. The total number of military students enrolled increased from FY 2011 to FY 2012 by 96%. With a steady increase in military enrollment (204), eCore and other outreach programs will continue to offer additional alternatives to soldiers that are transitioning to civilian life.