Student Information

Demographics

eCore student demographics follow along national trends in terms of the general makeup of students who choose online courses. Through strong data collection and record keeping, eCore is able to adjust and communicate student characteristics that can be useful to all USG institutions. eCore student demographics by age range, ethnicity, gender, location, and class are represented in the following charts. eCore affiliates provided demographic data per term, representing their current view of unduplicated headcount.

Who is the eCore Student?

For FY 2013, the demographic data provide some insight into the current eCore student, and the findings suggest that the typical eCore student is more likely to be:

- 27 years old
- White
- Female
- A Freshman or Sophomore

35% male
65% female
Age of eCore Students

The following chart shows the age range of eCore students for FY 2013. These data were provided by the participating affiliates.

The following chart shows the ages of eCore students for FY 2007-2013. These data were provided by the participating affiliates.

Did You Know?

<table>
<thead>
<tr>
<th>Affiliate</th>
<th>FY 2013 Avg. Age (Yrs.)</th>
<th>FY 2012 Avg. Age (Yrs.)</th>
<th>FY 12-13 Diff (Yrs.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABAC</td>
<td>25.01</td>
<td>23.04</td>
<td>1.97</td>
</tr>
<tr>
<td>CCGA</td>
<td>27.35</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>CLSU</td>
<td>31.51</td>
<td>31.9</td>
<td>-0.39</td>
</tr>
<tr>
<td>DSC</td>
<td>27.62</td>
<td>27.87</td>
<td>-0.25</td>
</tr>
<tr>
<td>FVSU</td>
<td>27.43</td>
<td>31</td>
<td>-3.57</td>
</tr>
<tr>
<td>MGSC</td>
<td>28.98</td>
<td>28.59</td>
<td>0.39</td>
</tr>
<tr>
<td>SPSU</td>
<td>29.1</td>
<td>30.39</td>
<td>-1.29</td>
</tr>
<tr>
<td>UWG</td>
<td>24.32</td>
<td>26.56</td>
<td>-2.24</td>
</tr>
<tr>
<td>VSU</td>
<td>25.53</td>
<td>25.42</td>
<td>0.11</td>
</tr>
<tr>
<td>Overall</td>
<td>27.42</td>
<td>28.1</td>
<td>-0.68</td>
</tr>
</tbody>
</table>

- The affiliate serving the highest average age in FY 2013 is CLSU, at 31.51 years.
Race/Ethnicity of eCore Students

The following chart shows the race/ethnicity of eCore students for FY 2013. These data were provided by the participating affiliates.

![Race/Ethnicity Chart]

<table>
<thead>
<tr>
<th></th>
<th>CLSU</th>
<th>MGSC</th>
<th>SPSU</th>
<th>DSC</th>
<th>UWG</th>
<th>VSU</th>
<th>CCGA</th>
<th>FVSU</th>
<th>ABAC</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black(Non-Hispanic)</td>
<td>510</td>
<td>151</td>
<td>219</td>
<td>16</td>
<td>490</td>
<td>233</td>
<td>16</td>
<td>192</td>
<td>20</td>
</tr>
<tr>
<td>White(Non-Hispanic)</td>
<td>302</td>
<td>301</td>
<td>481</td>
<td>342</td>
<td>1062</td>
<td>365</td>
<td>84</td>
<td>15</td>
<td>183</td>
</tr>
<tr>
<td>Hispanic</td>
<td>1</td>
<td>3</td>
<td>69</td>
<td>15</td>
<td>31</td>
<td>19</td>
<td>2</td>
<td>2</td>
<td>8</td>
</tr>
<tr>
<td>Multiracial/2 or More Races</td>
<td>19</td>
<td>0</td>
<td>27</td>
<td>6</td>
<td>45</td>
<td>14</td>
<td>2</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>American Indian/Alaskan Native</td>
<td>6</td>
<td>5</td>
<td>5</td>
<td>1</td>
<td>19</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>Asian or Native Hawaiian/Pacific Islander</td>
<td>27</td>
<td>14</td>
<td>38</td>
<td>3</td>
<td>21</td>
<td>8</td>
<td>2</td>
<td>0</td>
<td>2</td>
</tr>
<tr>
<td>Unknown/Not Disclosed/Not Identified</td>
<td>44</td>
<td>4</td>
<td>18</td>
<td>32</td>
<td>64</td>
<td>5</td>
<td>11</td>
<td>5</td>
<td>25</td>
</tr>
</tbody>
</table>

Major of eCore Students

The following chart shows the declared majors of eCore students for FY 2013. These data were provided by the participating affiliates.

![Major of Students Chart]

<table>
<thead>
<tr>
<th></th>
<th>ABAC</th>
<th>CCG</th>
<th>CLSU</th>
<th>DSC</th>
<th>FVSU</th>
<th>MGSC</th>
<th>SPSU</th>
<th>UWG</th>
<th>VSU</th>
<th>Totals</th>
</tr>
</thead>
<tbody>
<tr>
<td>Liberal Arts</td>
<td>28</td>
<td>10</td>
<td>314</td>
<td>95</td>
<td>69</td>
<td>78</td>
<td>68</td>
<td>458</td>
<td>226</td>
<td>1219</td>
</tr>
<tr>
<td>Business</td>
<td>36</td>
<td>18</td>
<td>237</td>
<td>86</td>
<td>25</td>
<td>69</td>
<td>146</td>
<td>264</td>
<td>96</td>
<td>890</td>
</tr>
<tr>
<td>Certificate</td>
<td>0</td>
<td>0</td>
<td>2</td>
<td>7</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>1</td>
<td>9</td>
</tr>
<tr>
<td>Education</td>
<td>37</td>
<td>8</td>
<td>31</td>
<td>40</td>
<td>15</td>
<td>48</td>
<td>1</td>
<td>195</td>
<td>62</td>
<td>391</td>
</tr>
<tr>
<td>Engineering</td>
<td>4</td>
<td>6</td>
<td>4</td>
<td>0</td>
<td>2</td>
<td>14</td>
<td>272</td>
<td>21</td>
<td>8</td>
<td>310</td>
</tr>
<tr>
<td>Nursing &amp; Health Sciences</td>
<td>71</td>
<td>38</td>
<td>221</td>
<td>92</td>
<td>0</td>
<td>105</td>
<td>0</td>
<td>210</td>
<td>92</td>
<td>604</td>
</tr>
<tr>
<td>Sciences</td>
<td>52</td>
<td>27</td>
<td>40</td>
<td>78</td>
<td>100</td>
<td>128</td>
<td>369</td>
<td>408</td>
<td>83</td>
<td>1256</td>
</tr>
<tr>
<td>Undeclared</td>
<td>12</td>
<td>10</td>
<td>60</td>
<td>17</td>
<td>4</td>
<td>36</td>
<td>0</td>
<td>176</td>
<td>79</td>
<td>374</td>
</tr>
</tbody>
</table>
Gender of eCore Students

The following chart shows the gender of eCore students for FY 2013. These data were provided by the participating affiliates.

<table>
<thead>
<tr>
<th>University</th>
<th>Unidentified</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABAC</td>
<td>0</td>
<td>79</td>
<td>161</td>
</tr>
<tr>
<td>CCGA</td>
<td>0</td>
<td>29</td>
<td>88</td>
</tr>
<tr>
<td>CLSU</td>
<td>0</td>
<td>235</td>
<td>674</td>
</tr>
<tr>
<td>DSC</td>
<td>0</td>
<td>84</td>
<td>331</td>
</tr>
<tr>
<td>FVSU</td>
<td>0</td>
<td>59</td>
<td>156</td>
</tr>
<tr>
<td>MGSC</td>
<td>0</td>
<td>157</td>
<td>321</td>
</tr>
<tr>
<td>SPSU</td>
<td>0</td>
<td>616</td>
<td>241</td>
</tr>
<tr>
<td>UWG</td>
<td>0</td>
<td>561</td>
<td>1171</td>
</tr>
<tr>
<td>VSU</td>
<td>0</td>
<td>169</td>
<td>478</td>
</tr>
</tbody>
</table>

The following chart shows the gender of eCore students for FY 2007-2013. These data were provided by the participating affiliates.

Did You Know?

- SPSU has the highest male population (72%) and DSC has the lowest (20%).
- Male population decreased by 2.2% in FY 2013.
Locations of eCore Students

Out of Country
- 29 Students

Out of State
- 202 Students

Not Identified
- 73 Students

Top Three Counties for Enrollment
- Cobb 6.4%
- Coweta 5.8%
- Fulton 5.6%

Percentage of FY 2013 Enrollment
- 3.0 - 6.4%
- 1.0 - 2.9%
- >0.9%
- 0%

Student Information

3.0 - 6.4% 1.0 - 2.9% >0 - .9 % 0%
Class of eCore Students

The following chart shows class status (Freshman, Sophomore, Junior, Senior, Graduate) of eCore students for FY 2013. These data were provided by the participating affiliates.

![Class of eCore Students Chart]

The following chart shows class status (Freshman, Sophomore, Junior, Senior, Graduate) of eCore students for FY 2007 - 2013. These data were provided by the participating affiliates.

![Class of eCore Students Chart]
The eCore Student’s Affiliate Institution – Unduplicated View

The following chart represents the unduplicated eCore headcount by affiliate, by semester, for FY 2013. The unduplicated headcount is determined just after drop/add for each term.
The eCore Student’s Affiliate Institution – Duplicated View

The following chart represents the duplicated eCore headcount by affiliate, by semester, for FY 2013. The duplicated headcount is determined just after drop/add for each term.

<table>
<thead>
<tr>
<th></th>
<th>Summer 2012</th>
<th>Fall 2012</th>
<th>Spring 2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>VSU</td>
<td>195</td>
<td>393</td>
<td>453</td>
</tr>
<tr>
<td>UWG</td>
<td>456</td>
<td>993</td>
<td>1127</td>
</tr>
<tr>
<td>SPSU</td>
<td>201</td>
<td>460</td>
<td>519</td>
</tr>
<tr>
<td>MGSC</td>
<td>133</td>
<td>256</td>
<td>292</td>
</tr>
<tr>
<td>FVSU</td>
<td>24</td>
<td>113</td>
<td>179</td>
</tr>
<tr>
<td>DSC</td>
<td>156</td>
<td>213</td>
<td>227</td>
</tr>
<tr>
<td>CLSU</td>
<td>246</td>
<td>615</td>
<td>525</td>
</tr>
<tr>
<td>CCGA</td>
<td>0</td>
<td>0</td>
<td>175</td>
</tr>
<tr>
<td>ABAC</td>
<td>55</td>
<td>155</td>
<td>135</td>
</tr>
<tr>
<td>Totals</td>
<td>1466</td>
<td>3198</td>
<td>3632</td>
</tr>
</tbody>
</table>

Military/GI Students in eCore

The following chart shows the most popular eCore courses enrolled in by both active duty and veteran students during the FY 2012. The total number of military students enrolled increased from FY 2011 to FY 2012 by 96%.
**Student Information**

### Joint/Dual Enrollment

The following chart represents the total number of joint/dual enrolled students (53) in eCore courses during the FY 2013. There were 62 joint/dual enrolled in FY 2012.

### Transient Students

The following chart shows the total number (129) of transient students from CLSU, MGSC, SPSU, UWG, VSU, and DSC enrolled in eCore courses during FY 2013.

### High School/County Outreach

The following chart represents the total number of inquiries (639) received from high school students in various counties across the state of Georgia during the FY 2013.

### Top Five

Top Five Home Institutions of Transient Students:

1. University of Georgia
2. Bainbridge College
3. North Georgia College and State University
4. Armstrong Atlantic State University
5. Auburn University
How the Student Utilizes the eCore Platform

The following is a snapshot from FY 2013 of student activity within the 24 eCore courses offered, in multiple sections, throughout the terms offered. Reports were run from the GAVIEW Vista Blackboard platform and Go VIEW Desire2Learn platform for eCore courses to analyze frequencies in daily activity.

<table>
<thead>
<tr>
<th>Course Activity</th>
<th>Summer 2012</th>
<th>Fall 2012</th>
<th>Spring 2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total sessions</td>
<td>127101</td>
<td>303238</td>
<td></td>
</tr>
<tr>
<td>Average session length (mins)</td>
<td>26:14</td>
<td>23:29</td>
<td></td>
</tr>
<tr>
<td>Average sessions per day</td>
<td>30</td>
<td>26</td>
<td></td>
</tr>
<tr>
<td>Average sessions per day weekdays</td>
<td>32</td>
<td>28</td>
<td></td>
</tr>
<tr>
<td>Most active day</td>
<td>Tuesdays</td>
<td>Tuesdays</td>
<td>Data not available for this term</td>
</tr>
<tr>
<td>Least active day</td>
<td>Saturdays</td>
<td>Saturdays</td>
<td>Data not available for this term</td>
</tr>
<tr>
<td>Most active hour of day</td>
<td>71% of classes had active students between 8pm and 11pm</td>
<td>70% of classes had active students between 8pm and 10pm</td>
<td>Data not available for this term</td>
</tr>
<tr>
<td>Least active hour of day</td>
<td>78% of classes had inactive students between 4am and 6am</td>
<td>96% of classes had inactive students between 3am to 6am</td>
<td>Data not available for this term</td>
</tr>
</tbody>
</table>

How the Student Utilizes eCore Services

Students complete the Student Services survey annually, and FY 2013 is the fourth survey cycle. This survey captures the student’s feedback for experiences in student services so that eCore can assess utilization of services and areas of improvement.

The compiled survey findings for FY 2013 can be found at: http://tinyurl.com/ocev6oy.

The table below represents some findings from the Fall 2012 Student Services Survey (243 started, 221 completed):

<table>
<thead>
<tr>
<th>Advisement</th>
<th>77.8 % reported Good and Excellent advisement; 13.9% of the respondents chose “Did not apply”</th>
</tr>
</thead>
<tbody>
<tr>
<td>“eCore Connection” Orientation</td>
<td>57.0% attended eCore orientation</td>
</tr>
<tr>
<td>“What to Expect from an eCore Class”</td>
<td>89.1% attended “What to Expect from an eCore Class” orientation and 71.4% of them reported it was helpful</td>
</tr>
<tr>
<td>Smarthinking</td>
<td>Of the respondents, 23.0% found Smarthinking online tutoring Very Helpful and Helpful; 27.0% Neither “Agreed” nor “Disagreed” with this statement; 47.4% “Did not Know”</td>
</tr>
<tr>
<td>Online Library Services</td>
<td>Of the respondents, 56.3% are satisfied with the online library services, but 41.6% do not utilize the services</td>
</tr>
<tr>
<td>eCore Textbooks</td>
<td>29.1% of the respondents reported purchasing the textbooks from MBS Direct Bookstore, and 73.5% received textbooks (from any book vendor) within one week</td>
</tr>
<tr>
<td>eCore Proctored Exams</td>
<td>Over 92% “Strongly Agreed” or “Agreed” that instructions for sign-up and locating testing sites were clear and easy to obtain</td>
</tr>
<tr>
<td>eCore Help Line and 24x7 OSC Support</td>
<td>43.5% of the respondents utilized the eCore Help Line or the Instructor for issues accessing the course; 54.3% never had problems</td>
</tr>
<tr>
<td>eCore</td>
<td>53.9% would like more eCore courses offered</td>
</tr>
<tr>
<td>eCore Administration</td>
<td>83.9% received eCore reminder and success tips emails</td>
</tr>
</tbody>
</table>
Student Information

Tutoring Usage by Survey

Student Services Survey Revealed the Following Findings:

- 75.7% of the respondents Strongly Agreed or Agreed they have access to tutoring services.
- 15.2% of the respondents found Smarthinking tutoring services helpful.
- Less than one-third (26.2%) of the respondents used on-campus tutoring centers.
- 55.9% of the respondents confirmed that they received information about tutoring services from their eCore Advisors or the Student Success Managers.

<table>
<thead>
<tr>
<th>Survey Question/Response</th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Neither Agree nor Disagree</th>
<th>Disagree</th>
<th>I do not know</th>
<th>Total Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>As an eCore student, I have access to tutoring services</td>
<td>35.7% (82)</td>
<td>40.0%</td>
<td>10% (23)</td>
<td>3% (7)</td>
<td>11.3% (26)</td>
<td>230</td>
</tr>
<tr>
<td>I found Smarthinking.com’s tutoring services to be very helpful</td>
<td>15.2% (35)</td>
<td>7.8%</td>
<td>27.0% (62)</td>
<td>2.6% (6)</td>
<td>47.4% (109)</td>
<td>230</td>
</tr>
<tr>
<td>I used my campus’ tutoring services</td>
<td>14.0% (32)</td>
<td>12.2%</td>
<td>24% (55)</td>
<td>36.7% (84)</td>
<td>13.1% (30)</td>
<td>229</td>
</tr>
<tr>
<td>I received information about tutoring services from eCore Advisor or Student Success Manager</td>
<td>22.9% (52)</td>
<td>33.0%</td>
<td>18.5% (42)</td>
<td>15.0% (34)</td>
<td>10.6% (24)</td>
<td>227</td>
</tr>
</tbody>
</table>
Website Visits By City

- Carrollton: 33%
- Valdosta: 11%
- Atlanta: 16%
- Tifton: 5%
- Douglasville: 5%
- Newnan: 6%
- Marietta: 6%
- Macon: 6%
- Dalton: 7%
- Valdosta: 11%

eCore administration is in Carrollton.

Social Engagement

- Pageviews: 7,644
- Facebook Likes: 4,474*
- YouTube Views: 1,401
- Twitter Followers: 270
- Pinterest Followers: 13

* The number of Facebook Likes has more than doubled from FY 2012.

Who Inquires? Who Enrolls?

- During FY 2013 eCore received approximately 375 student inquiries via email from candidates within and outside of the USG.
- Approximately 13% of the inquiring students subsequently enrolled in eCore courses.