



UNIVERSITY  
*of* VIRGINIA

**Board of Visitors - Online Education**

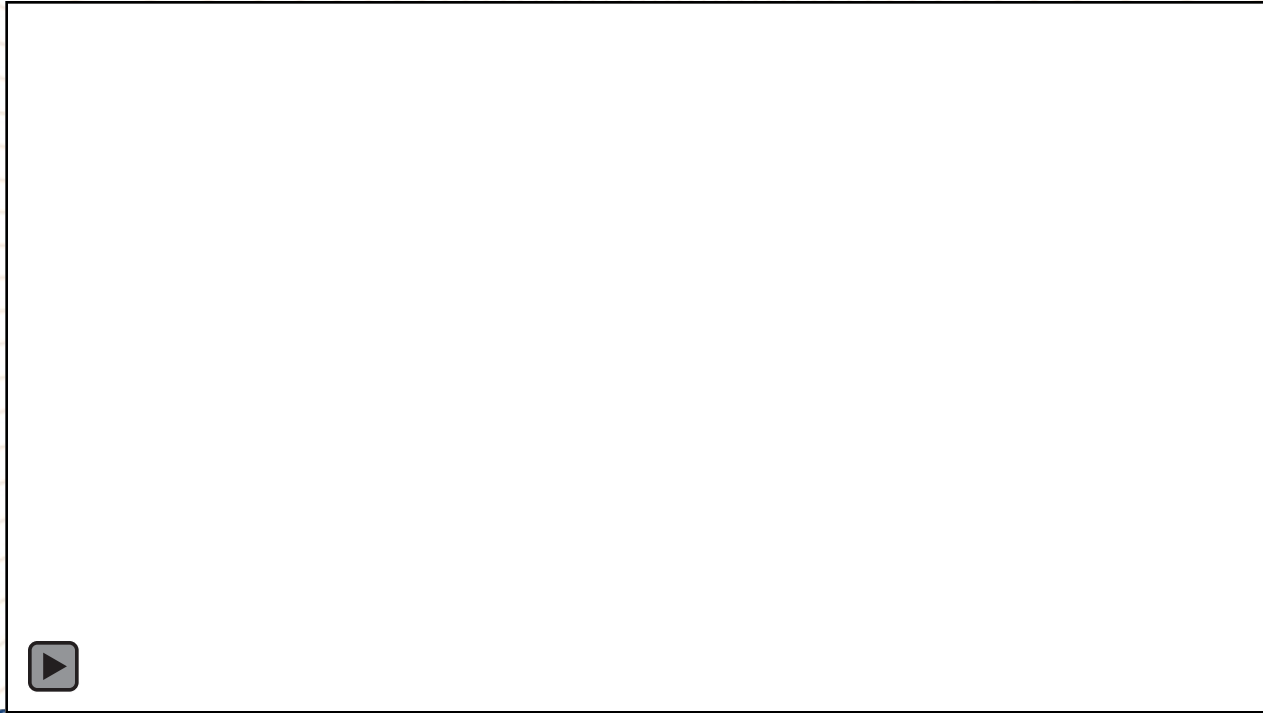
**June 9, 2017**

**Teresa A. Sullivan**

# Two Examples of UVA Online Education

# “Foundations of Business Strategy”

## Michael Lenox



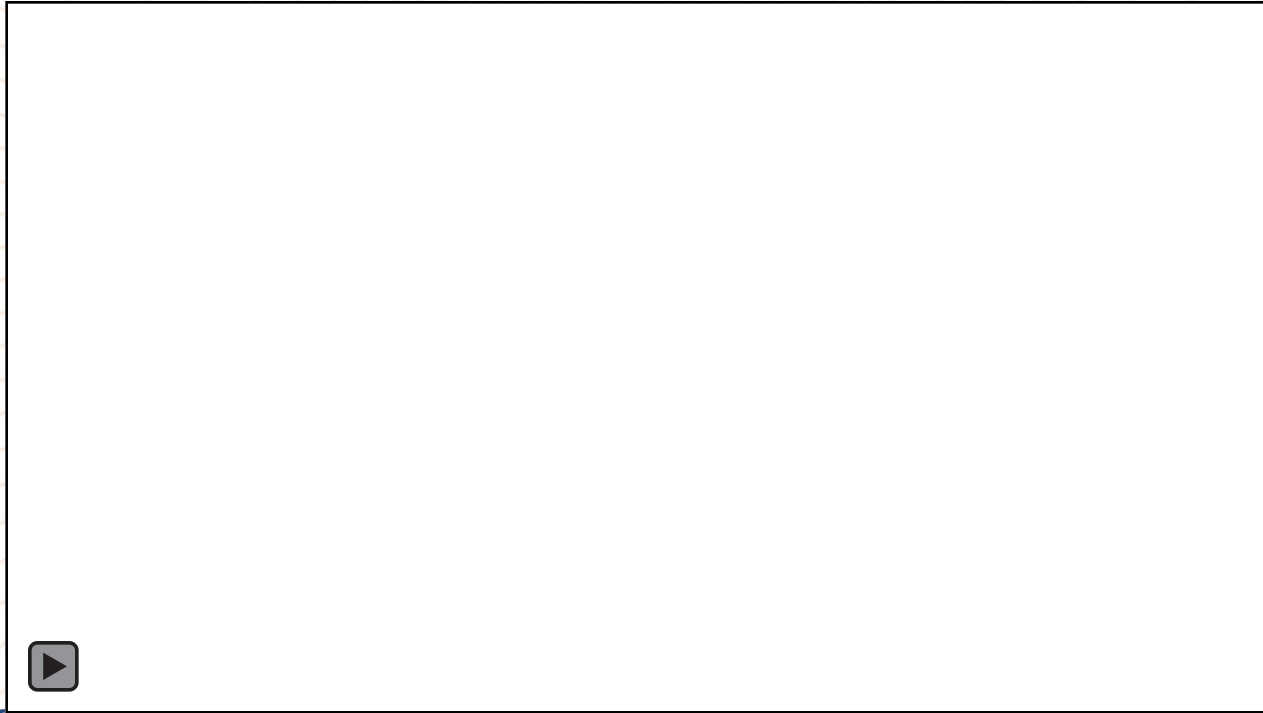
# “Foundations of Business Strategy”

## Michael Lenox

- Production cost for 1st version: ~\$5,000
- Production cost for 2nd version: ~\$21,000
- Gross revenue: \$208,000
- Visitors to course: 525,132
- Course completion: 8,984
- Five full-time students now enrolled at Darden who originally took the MOOC

# “Age of Jefferson”

## Peter Onuf



# “Age of Jefferson”

## Peter Onuf

- Production cost: ~\$120,000 (\$80,000 for filming, \$40,000 for translations to Spanish and Chinese)
- Gross revenue: \$6,468
- Visitors to course: 121,022
- Course completion: 4,111
- MOOC was designed to appeal to alumni and to be used as pre-matriculation study for incoming students

# Questions for Board Discussion

- Should we lift age restrictions for our BIS program?
- Are there markets we could enter at scale?
- How could online enrollments potentially affect our in-state/out-of-state balance?
- A philosophical question:  
*Who do we want UVA to be?*

