

Reaching a new student cohort with Rapid Development Funding from OUA



August 2020





ADRIAN

—
Graduate Certificate
in Health Promotion,
Curtin University

Open Universities Australia (OUA) is a not-for-profit organisation committed to working with universities to further expand access to their education offerings to reach new student audiences.

Over the last three years OUA has supported its University Providers by making available \$3 million to develop degree programs across a wide range of disciplines: Agriculture and Environment, Architecture and Building, Creative Arts, Education, Health, Information Technology, Management and commerce, Natural and Physical Science, and Society and Culture.

To date 6 universities have been awarded RDF for the development of 37 online programs. The success of the uptake, development and return in student numbers to our University Providers has been more than \$19 million¹.

¹ Data correct as at 30 July 2020.

 **6** universities have been awarded RDF

 **37** programs now available to students

 **\$19m** revenue for universities

 **10,000** student enrolments

Using RDF to grow enrolments: Curtin University's experience



RDF helps universities to develop degrees, short courses and microcredentials. Applications for RDF can be submitted for any type of program including those degrees, short courses and microcredentials which may be traditionally thought of as less suited to online.



Without RDF we wouldn't have been able to bring as many programs online.

JULIE BRUNNER, MANAGER CURRICULUM TRANSFORMATION, CURTIN UNIVERSITY

Currently, programs in education and science with practicum components applicable to a national student have received RDF. One such program is Curtin University's Bachelor of Education (Secondary Education).

Curtin University was quick to recognise the value the RDF could offer in helping to grow their enrolments and have successfully used RDF to bring a number of degrees online from the face to face environment.

Universities choose how to best make use of their RDF. Funding can be used to support learning design or teaching relief to enable course content creation and development for example.

Julie Brunner, Manager Curriculum Transformation at Curtin University says the RDF allowed Curtin to buy in resources they didn't have available which appealed to a lot of academics.

RDF has enabled Curtin to successfully roll programs into the online space from the face-to-face environment.

– JULIE BRUNNER, CURTIN UNIVERSITY



Sustainable enrolment growth

With 44 degrees on offer through the OUA marketplace in 2020 including 39 postgraduate programs, RDF has enabled the field of education to grow and offer students more choice at an undergraduate level.

Developed with RDF and brought online via the OUA marketplace in 2018, enrolments into the Bachelor of Education (Secondary Education) quickly grew resulting in the program becoming one of OUA's top performing undergraduate degrees.

In the first two years it was available via the OUA marketplace, enrolment numbers into the online program more than doubled, growing 114% year-on-year.

The strong performance of this program continues and as at the end of June 2020, the program is already set to eclipse its total enrolments for 2019.

Less red tape means funds released quickly

OUA's objective is to help universities make programs available online to a new student cohort who is unable to study on-campus. The application process is simple, and applications are evaluated in real-time so universities can start attracting students as soon as possible.



“The RDF application was easy to complete and OUA’s swift response meant that we received the first payment of funds soon after,” said Ms Brunner. “This efficiency enabled us to start development of the program quickly in order to maximise traditionally high student enrolment periods.”

The flexibility of the RDF also helps universities attract new online students in other ways.

RDF extends beyond the resources used to develop programs exclusively for the OUA marketplace. Online programs developed with support from RDF can also be made available via university direct channels (excluding third party providers).



Applications for the RDF can be submitted at any time throughout the year.



LOUISE

—
Bachelor of Education
(Secondary Education)
Curtin University

Flexibility to suit different development needs

Universities decide how their grant is used but funding is intended to support the design, development and project management costs associated with preparing degrees, short courses and microcredentials for online study. Supported by national marketing, these programs are offered to students via the OUA marketplace.

3 GRANTS ARE AVAILABLE:



Open Degree Development Grant

Grants available to help universities develop online degrees. These are full qualifications to be marketed nationally as a full service listing on the OUA marketplace.



Open Microcredential Development Grant

Grants available in the form of development funding from OUA and courseware development services from OpenLearning to help universities create new, online ready, microcredentials. To be marketed nationally as an OpenCred via the OUA marketplace.



Open Innovation Development Grant

Grants available to help universities develop alternate learning options for national online delivery. For anything outside of a full program development, for example; short courses, microcredentials and fee free listings developed in response to national need (e.g. Higher Education Certificates via the HERP).

**TO EXPLORE
NEW PROGRAM
OPPORTUNITIES**

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