

State of Online Education at SMU



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Moody School of Graduate and Advanced Studies

2024-2025

How Many Online Students are at SMU?

580 students were designated as online in fall 2024



Who Are Our Online Students?

IDENTITY

Male (62%)
Female (38%)

AGE

Mean: 33
Median: 30
Range: 21-73

TOP 3 STATES

Texas (74%)
California (6%)
Virginia (2%)

TOP 3 CITIES

Dallas (18%)
Ft Worth (4%)
Plano (3%)

Where Do Our Online Students Work Post-Graduation?

***MBA (2023)**

- » Within 6-months post-graduation
 - » 94% employed full-time
- » Top 5 employers
 1. Pricewaterhouse Coopers LLP
 2. JP Morgan Chase Bank NA
 3. Southwest Airlines
 4. Raytheon Co.
 5. AT&T Inc.

*Includes OMBA/MBAD

MSDS (2023)

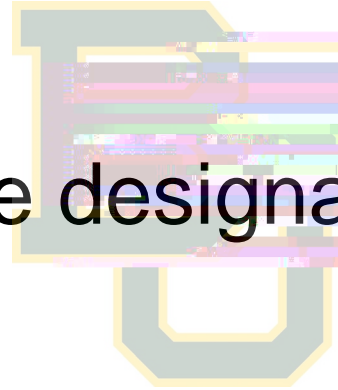
- » Within 6-months post-graduation
 - » 95% employed full-time
- » Top 5 employers
 1. Raytheon Co.
 2. Lockheed Martin Corp.
 3. Microsoft
 4. Amazon
 5. AT&T Inc.

SMU's Online Graduate Portfolio

Satu	FirtTerm	Program	Academic Unit	Fall 2024	OPM Share	OPM Parther
Active	Fall 2023	Master of Arts in Creative Technology	Meadows	33	60%	Bisk
Active	Fall 2018	Master of Business Administration	Cox	284	N/A	N/A
Active	Fall 2021	Master of Science in Computer Science	Lyle	98	N/A	N/A
Active	Summer 2021	Master of Science in Network Engineering	Lyle	45	N/A	N/A
Active	Spring 2015	Master of Science in Data Science	Dedman College	106	65%	2U
Active	Fall 2024	Master of Public (M.A. (e) 32 (vep) JEM) IP (28 (6%) a B) (e) 12 (9) (C) (7) (e) 10 (B) (4) (6) (1) (4) (4) (2) (8) (5) (1) (5) (e) 7 (2) (4) (5) (1) (e) 1)				

How Many Online Students are at Baylor University?

Over 3000 students were designated as online in fall 2024



How Do We Compare?

- » Online Programs Offered

- » Mean: 30

- » Median: 19

- » Top 4 institutions offer online:

- » Bachelors

- » Masters

- » Doctoral

- » Certificates (credit bearing)

- » Bottom 3 institutions offer online:

- » Masters

1. George Washington University (71)
2. Northeastern University (66)
3. Tulane University (61)
4. Boston University (50)
5. New York University (47)
6. Syracuse University (24)
7. Brandeis University (19)
8. University of Miami (18)
9. Tufts University (16)
9. Wake Forest University (16)
10. Boston College (9)
- 10. Southern Methodist University (9)**
11. Lehigh University (8)
12. University of Notre Dame (1)

SMU Faculty and Online Education

Curriculum Steering Committees

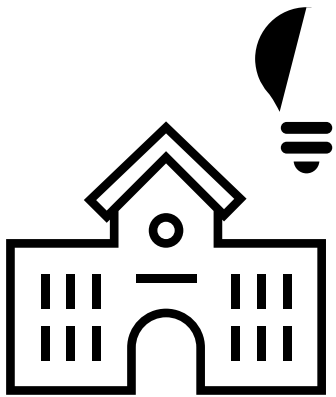
- Tenured and tenure track faculty that develop and update program curriculum
 - Ex. MPP, MPA, MHA

Online Education Strategy Team

- Advisory that provides feedback on university-wide policies and procedures
 - Member from each academic unit, plus SMU GO, OIT OPS, CTE, etc.

Quality Matters

- Globally recognized, faculty-centered quality assurance process
 - Adopted for online faculty training and course development standards



» Office of Global, Online and Continuing Education

» Online Program Development

» Online Production Services

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