

UMassOnline in the News

News

UMassOnline Reports Revenue Growth of 20.1% to \$56.2 Million And a 14.4% Increase in Enrollment to 45,815 for Fiscal Year 2010

Student Interest and Inquiries Now Coming from All 50 States and Nearly 160 Countries

SHREWSBURY, MA – May 4, 2010 -- UMassOnline, the online learning division of the University of Massachusetts, today announced that for its fiscal year 2010 it achieved a 20.1% increase in revenue and a 14.4% increase in enrollment. Compared to the previous year, revenues increased from \$46.8 million to \$56.2 million while enrollments increased from 40,020 to 45,815. This is the ninth consecutive year in which UMassOnline, founded in 2001, has seen double digit growth in both enrollments and revenues.

UMassOnline Chief Executive Officer Dr. Ken Udas, who joined UMassOnline on September 14th from his previous role as Executive Director of Penn State World Campus, attributes the continued strong growth in part to the ongoing development of quality online programs that are meeting timely educational demands. In 2010 alone, he noted, three University of Massachusetts campuses – Amherst, Boston and Lowell – launched six new offerings to the current portfolio of 95 undergraduate and graduate degree, certificate and professional development programs and more than 1,500 courses. The new programs included:

- Bachelor of Arts in Children's Learning and Development (University Without Walls, UMass Amherst);
- Leadership Excellence Certificate (UMass Amherst in conjunction with the Donahue Institute);
- Graduate Certificate in Laboratory and Biological Safety (UMass Lowell);
- Doctor of Nursing Practice (UMass Boston);

- Master's in Vision Rehabilitation Therapy (UMass Boston); and,
- Vision Rehabilitation Therapy Certificate (UMass Boston).

Looking ahead, in addition to more anticipated program developments and outreach efforts, Dr. Udas said further growth is apt to be spurred in coming years by a series of next-generation enhancements to the technology systems that UMassOnline supports and offers. To lead that process, UMassOnline on March 18th announced that Patrick Masson had been selected to be the organization's new Chief Technology Officer. With more than 17 years experience in instructional and information technologies supporting education, research, and healthcare within traditional and online campus and university-wide environments, he joins UMassOnline from executive leadership roles within the State University of New York (SUNY) system and with the University of California at Los Angeles (UCLA).

"Also this year," Dr. Udas said, "we have aligned our organization and our leadership model to address and spotlight our two most significant missions which are the provisioning of the best possible online learning and teaching technology available today and providing the business development expertise to market and promote the UMass brand of online offerings globally. This not only means our technology will continue to be world class, but I anticipate UMassOnline will also become more involved this year as well in driving new potential collaborations or associations which will further advance our position." Last month, long-term UMassOnline Marketing Director Jennifer Brady was elevated to Associate Vice President, Business Development. In part, in this broader role, she is responsible for organizational outreach in support of reaching new and additional constituencies for UMassOnline programs.

About UMassOnline

UMassOnline, the online learning consortium of the University of Massachusetts, provides the highest quality education offered by the UMass system in a flexible, online format enabling students, professionals, and lifelong learners to take courses anywhere, anytime. With 95 undergraduate and graduate degree, certificate and professional development programs and more than 1,500 courses, UMassOnline offers one of the largest accredited online programs available. Programs span the disciplines for which the University is best known: liberal arts, education, management, nursing, public health, information technology, and other disciplines. For more about UMassOnline, go to www.umassonline.net or visit our blog at www.umassonlineblog.com.

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