

University of Arkansas Grantham

2024 Annual Report



UNIVERSITY OF
ARKANSAS
GRANTHAM

Chancellor's Letter

December 2024

Dear students, alumni, colleagues, faculty, and staff,

The past year has been nothing short of transformational for University of Arkansas Grantham, as we successfully reached key milestones in our years-long journey of integration into the University of Arkansas System.

Throughout this journey, which began in mid-2021, every part of the organization has been overhauled, streamlined, and made more effective: Curricula have been rewritten, outdated technology replaced, regulatory approvals secured at all levels, and teams and facilities consolidated for greater efficiency.

All the while, we never lost sight of our north star, our mission: **“To provide quality, accessible, affordable, professionally relevant programs in a continuously changing global society”.**

As I write this, we expect that more than 3,700 students will have been enrolled and become active in their UA Grantham classes in 2024. This, impressive as it may sound, is but the culmination of our work receiving and responding to nearly 90,000 inquiries from prospective students and supporting thousands of applications.

And so, we have no doubt as to the validity of our mission, the need for our work, the urgency with which we must meet it, and the overall prospects for our university.

This Annual Report serves several purposes: first, it provides a high-level introduction to the university: our work, our teams, and – most importantly – those whom we serve; second, it presents the accomplishments of the past year in the broader context of joining the UA System; lastly, it serves as a template for future annual reports.

There is a lot of information in these pages, but what we are most honored to be part of are the stories of our graduates: coming from all walks of life and overcoming adversity with grit and determination, told in their own words.

Our graduates' stories are testament to the promise of education as a transformational force for good. I hope you will find their testimonials as moving, inspiring, and motivating as we do.



Lindsay Bridgeman, MBA '19
Chancellor

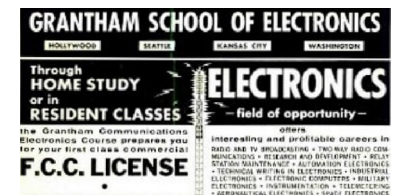


University Timeline

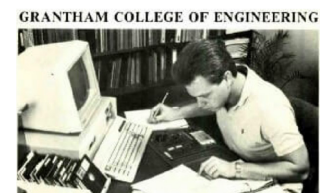
- **1951** The **Grantham Radio License School** is founded by WWII veteran Donald Grantham to serve US service members; the name is later changed to **Grantham School of Electronics**
- **1955** The school opens sites in Washington, D.C., and Los Angeles, CA
- **1961** The school receives accreditation from the Distance Education and Training Council, today's Distance Education Accrediting Commission (DEAC)
- **1968** The institution is named **Grantham College of Engineering**
- **1971** The college moves to Falls Church, Virginia; begins awarding its first associate degrees
- **1976** The college focuses on distance education; closes residential operations
- **1977** The college is the only school in the US offering an accredited Bachelor of Science in Electronics through distance education
- **1990** The college receives approval to operate in and relocates to Louisiana
- **2002** The college becomes **Grantham University**
- **2005** The university relocates to Kansas City, Missouri after Hurricane Katrina destroys all but one building on the Slidell, Louisiana, campus
- **2014** The university relocates to Lenexa, Kansas
- **2016** The university receives programmatic accreditation from ABET for its Bachelor of Science in Electronics Engineering Technology program
- **2020** During the pandemic shutdown, a virtual commencement ceremony is held to honor the Class of 2020
- **2021** The university becomes a remote workplace
- **Nov. 1, 2021** The university joins the University of Arkansas System and becomes **University of Arkansas Grantham**



Donald Grantham



1960s ad in Popular Mechanics



1989 ad in Popular Electronics



GRANTHAM
UNIVERSITY



UNIVERSITY OF
ARKANSAS
GRANTHAM

Joining the University of Arkansas System

In 2021, the University of Arkansas System acquired Grantham University from its corporate owner for \$1.00. This transaction was a first of its kind: the first time a proprietary institution joined a public university system without any further ongoing contractual obligations between the two parties.

Over the next three years, the University of Arkansas System and the newly named University of Arkansas Grantham worked diligently to meet every regulatory requirement and check every box in a long list of necessary actions.

Far from being a foregone conclusion, gaining approvals required a sustained effort focused on gaining the trust of key bodies and decision makers.

In addition to the external work, teams across the university collaborated on an ambitious internal overhaul that completely remade the university; the following timeline represent this external and internal work.

2021

- **July** University of Arkansas System announces plan to acquire Grantham University
- **August** Arkansas Division of Higher Education (ADHE) notified of the acquisition and votes to recognize the university as a member of the UA System and a public, not-for-profit university
- **September** Change of Ownership Application, Part 1 submitted to Distance Education Accrediting Commission (DEAC); the US Department of Education is informed of the transaction
- **October** Kansas Board of Regents (KBOR) is notified of and approves the transaction
- **October - November** Programmatic accrediting bodies ABET, CCNE, ACEN, and IACBE notified
- **November 1** The university becomes University of Arkansas Grantham and joins the University of Arkansas System; headquarters is relocated to Little Rock, Arkansas; an administrative location is maintained in Lenexa, Kansas
- **December** The Department of Education issues a Temporary Provisional Program Participation Agreement

2022

- **January** UA System's eVersity staff are integrated into UA Grantham
- **March** Change of Ownership Application, Part 2 submitted to DEAC
- **April** UA System's eVersity students wishing to continue studies transfer to UA Grantham
- **July** DEAC issues final approval of the Change in Ownership, Name, and Location; new website unveiled

2023

- **March** The Student Information System and university-wide business processes are migrated to a new system; a new student portal is introduced
- **June** The US Department of Education approves the Change in Ownership and confirms public status
- **July** The university's Customer Resource Management (CRM) and marketing automation system is migrated to a more cost-efficient platform
- **August** All undergraduate programs – 27 in total – are revised to align to the general education requirements of the Arkansas Division of Higher Education (ADHE)

2024

- **January** All faculty and staff are onboarded into official State of Arkansas positions
- **April** National Council for State Authorization Reciprocity Agreements (NC-SARA) recognizes UA Grantham as an Arkansas institution
- **May** Arkansas State Approving Agency for Veterans Training approves the transition from Kansas to Arkansas
- **August** The Lenexa, KS, administrative location is closed; operations consolidated in Little Rock
- **September** The university renews the Department of Defense (DOD) Memorandum of Understanding and completes the transition to UA Grantham with the DOD



Clare Morgan

Fallon, Nevada

UA eVersity and UA Grantham Graduate Bachelor of Business Administration

It has not been an easy road by any means ... I am a late grad. I started on my two-year degree right out of high school but burned myself out quickly working full time... At 18, it's so hard to decide what path to pursue. I wound up taking about a year and a half off ... and then found University of Arkansas eVersity. Since 2019, I have been working full time and taking as many classes as possible. ... I received my associate degree, and then took about 10 months off to focus on work and raising our daughter. I began again in 2022 with UA Grantham to finish my bachelor's ... It may have taken a bit longer than I planned, but I am completing perhaps one of the most important goals I will ever set in my whole life.

Strategic Priorities

UA Grantham has established three key strategic priorities to drive its mission of supporting students in reaching their educational and professional development goals.

- 1 Student Success** Focuses on fostering student persistence and ultimately supporting students from enrollment to graduation. This commitment ensures that students not only start but also complete their academic journeys, paving the way for long-term achievements.
- 2 Student Experience** Encompasses the quality and consistency of the university's "product" – from that first interaction with an Admissions team member to the continuing engagement of students with the core educational offerings, our work aims to provide a seamless, supportive, and enriching experience.
- 3 University Excellence** Underscores a dedication to operational excellence, emphasizing continuous improvement in all facets of university operations, and supporting the overarching goal of strengthening UA Grantham as a thriving, self-sustaining institution.

By aligning activities to these three priorities, the university aims to create an environment that supports students and upholds a high standard of service, education, and institutional effectiveness. Key achievements in support of these priorities include:

- **Transition to Open Education Resources (OER)** Replacing costly textbooks with free and up-to-date content to support program relevancy. So far, 60% of 420 courses have been transitioned to OER this year.
- **Better new student onboarding** UA Grantham Engage, the new student orientation course, has been enhanced and streamlined; the course won the Anthology Exemplary Course Program Award for 2024.
- **Improved first-term experience** A new pilot program focused on improving and increasing the frequency of instructor-student interaction. Student success rate in courses that are part of the pilot improved 20%.
- **Consolidation of operations in Little Rock** This year we successfully closed the administrative location in Lenexa, Kansas, and consolidated all university operations in Little Rock. Estimated annual savings are nearly \$1.2 million.
- **Prospective student nurture and student communications** This year we expanded use of Element451, our CRM system, and converted all nurture communications from manual to automated processes.
- **Student Information System** This year we continued to expand usage of Anthology Student, our new Student Information System. Notably, new workflows enabled transition from manual to automated processing of student status changes for applicants and students.
- **UA System collaboration** This year we continued to work with community colleges that are part of the UA System on pathways for their graduates to enroll in UA Grantham programs. To date, two agreements have been signed, one is close to signing, and three are in advanced development.
- **Technology** Significant milestones in our multi-year journey to the cloud included retiring the old telephony system (savings: \$700k annually) and closing the second of three data centers (savings: \$140k annually).
- **Human Resources** Completed the build of a full-service HR organization supporting hiring, benefits, and payroll for a remote workforce distributed across 44 states.
- **Student support** This year, students and Student Advisors were matched based on the month on which students started, which aligned Advisors' workload with students' progress through the academic term.

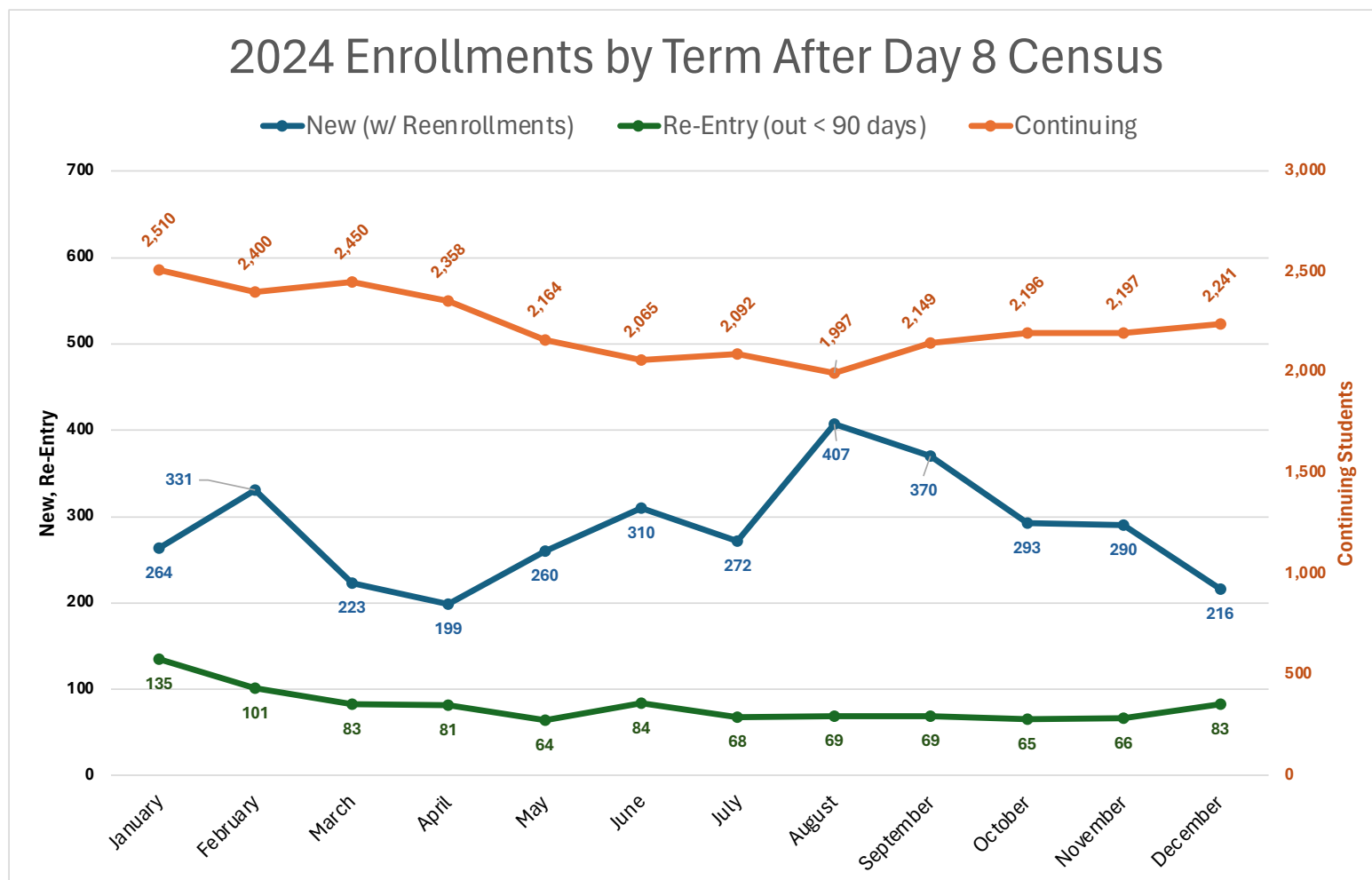
Journey to Sustainability

The only institution in the University of Arkansas System not reliant on state funding, UA Grantham is focused on sustainability. But while the bottom line remains critical, becoming a not-for-profit, public institution presented an opportunity to redirect university activities.

As part of this realignment, we have gone through many changes. Over the past three years, our workforce has been reduced by half, mostly through voluntary attrition. Operating expenses and budgets have been reduced by many millions of dollars. For example, marketing expenses, which amounted to nearly a quarter of the university's budget (as is typical for a for-profit, online university) have been reduced by 75%.

UA Grantham is a smaller university than it was even three years ago. The total number of active students at any point in time has decreased from ~4,000 to ~2,600, and the number of students we graduate every year has also decreased significantly. Yet we expect to add nearly 1,000 new graduates to our alumni roll in 2024.

Today's UA Grantham is a more "organic" university, focused on retention rather than top-line growth. In June, enrollments have largely stabilized at a new equilibrium, thanks to the maturation of enrollment processes and retention systems developed over the prior two years. The university, thus, is well-positioned for stability in the coming year.



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Michael Weathersbee
Director, Student Advising
UA Grantham

UA Grantham Graduate
**MS in Performance
Improvement**

As a graduate of UA Grantham and member of the university's Student Advising team, I can put to use ... my unique perspective and intimate understanding of how to succeed in the educational journey. If you are a person willing to put in the effort required, **the staff, faculty, and me are here to help students through challenges, remove barriers and get them to the finish line.**

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Expect More. Achieve More

At UA Grantham we fulfill our brand promise of “Expect More. Achieve More” every day. Over the years we have pulled together a wide range of benefits and services focused on student success, while doing the utmost to limit tuition increases, despite rising costs.

In 2021 we began providing Lenovo laptops at no cost to every new student enrolling in a degree program. We make a modern laptop accessible for our students because we know they need it, and that it will enhance their learning experience. Nearly 10,000 laptops have been shipped so far as part of this initiative. About 70% of newly enrolled students proceed to order a laptop as part of this program, and we are observing a 20-point higher persistence rate among these students.

But we're about so much more than technology. At the heart of our work is a caring team of experienced Student Advisors who personally support students every step of the way. From orientation to graduation, and through every kind of challenge imaginable – from class assignments to life events – UA Grantham Student Advisors help students as much as humanly possible.

And we make college-level learning even more possible by providing 24/7 access to online learning centers, databases and resources, live tutoring, and career services.

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[My Student Advisor] **Louise Strickland has been nothing but a great advisor to me. She always checked in on me and encouraged me to push through my most difficult times.** [Professor] Nicole Payne is very genuine, compassionate, and empathetic to her students; she shows real understanding of what some of us might be going through.

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Ramonda Mack
Lonoke, Arkansas
UA Grantham Graduate
Bachelor of Arts in Criminal Justice

Graduate Testimonials

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I was never able to finish college when I was younger because it was hard being a single mother and working full time without any help. After I was diagnosed with stage 3 breast cancer, I was determined to fight and to never give up. I . . . always wanted to finish college. In the beginning, I had wanted to drop out again, but my fiancé had motivated me to finish. It was hard achieving this goal while working six and seven days weekly, but I did it, not only once but twice. I am now a C-MAA and C-MCB graduate. I'm proud to say that I am a fighter and it's never too late to achieve an education!

Latoyia J., Certificate - Medical Coding and Billing

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Balancing the demands of being a soldier, as well as a father, husband, along with school, has tested my resilience in every way. As a black young man from Pine Bluff, Arkansas, I faced unique challenges, but the thought of bettering myself to provide for my family fueled my determination to complete. The support of my family and the wise words of my mentor kept me going. "Your education is a legacy—claim it." That advice became my mantra during the toughest times. Earning this degree is not just a milestone; it's a testament to resilience, discipline, and the power of community.

Lee M., BBA in Business Administration - Human Resource Management

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I came into this program with an open mind, but I was very nervous and anxious at first. I had already tried to make it with getting a degree and didn't really have the right support or motivation to get me there. With the help at UA Grantham, I was able to successfully complete my courses and now I'm GRADUATING! I had the best support system with the instructors and academic advisors and couldn't have asked for any better! My kids and my husband all pushed me to get through everything and motivated me every day to get up and do better than the next and it's paid off tremendously!

Faith C., AAS in Medical Coding and Billing

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Attending school while being an active-duty soldier is extremely hard. It's a balance with family, as well. This triangle has allowed me to navigate to a degree and expand my educational path which I not only benefit from it, but my family as well as my military career. This has been a journey and not one that stops here, and I plan to continue with UA Grantham for a BBA in logistics and supply chain management.

Daniel L., AA in Criminal Justice

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Jerrod Gray
Austin, Arkansas

UA Grantham Graduate
**Masters of Healthcare
Administration**

Completing the Masters degree program is indeed a significant milestone... *For me, it was not just about acquiring knowledge but also about personal growth and overcoming various challenges that tested my limits.* The journey was filled with moments of doubt, stress, and uncertainty, but through perseverance and resilience, I managed to push through and achieve my academic goals. Throughout this journey, motivation played a vital role in keeping me focused on my goals. *Whenever I felt discouraged or tempted to give up, I would remind myself why I started this journey in the first place: to create a better future for myself and make my family proud!*

Impact in Arkansas

Since joining the University of Arkansas System in of 2021, UA Grantham has become an attractive option for adult learners in Arkansas who appreciate the convenience and flexibility of online learning.

For context, in 2020 and 2021, the two years prior to joining the University of Arkansas System, 70 university graduates were from Arkansas.

By 2023 – the last year for which we have full 12 months of data – Arkansas became the state from which we graduated the second highest number of students. In 2024, through early December, Arkansas overtook Texas to become the state from which the university graduates the highest number of students.

- In 2023 the university graduated **143** students from Arkansas, across all degree levels
- In 2024 the university conferred **152** degrees to Arkansas residents; Arkansas ranks first in bachelor degrees conferred during this period.

Arkansas Course Transfer System (ACTS)

UA Grantham participates in the Arkansas Course Transfer System, the post-secondary education resource service coordinated by the Arkansas Department of Higher Education. ACTS provides course information to facilitate student transfer within Arkansas public colleges and universities. The ACTS database contains faculty-generated comparable course information for courses offered at public institutions in Arkansas. Comparable courses within ACTS are guaranteed to transfer for full credit to any Arkansas public institution.

- **33** UA Grantham courses were assessed as part of this work.

2+2 Agreements with UA System Community Colleges

UA Grantham collaborated with University of Arkansas System community colleges to enable associate degree graduates of these colleges to continue their education and earn a bachelor degree from UA Grantham.

- **UA Hope-Texarkana** graduates from the Funeral Services, Information Technology, and Business Administration associate degree programs can enroll in UA Grantham’s bachelor degrees in Multidisciplinary Studies, Information Systems, and Business Administration, respectively.
- **UA Community College at Batesville** graduates from the Business, Computer Technology, and Criminal Justice associate degree programs can enroll in UA Grantham’s bachelor degrees in Business Administration, Information Systems or Computer Science, and Criminal Justice, respectively.

University of Arkansas System Employee Tuition Discount

In accordance with University of Arkansas System Board of Trustees policy, UA Grantham extends a tuition discount of 50% to qualified UA System employees enrolling in UA Grantham undergraduate programs. In addition, spouses and dependents are eligible for a 40% discount for undergraduate programs.

- In 2024, **18** UA Grantham students were identified as UA System employees.

Arkansas Rural Health Partnership

Arkansas Rural Health Partnership (ARHP) is a non-profit hospital and economic development organization composed of fourteen independently owned south Arkansas rural hospitals.

ARHP is a recipient of a government grant provided to support training and development of healthcare professionals in southeast Arkansas. ARHP partnered with UA Grantham in 2023 to offer residents of the south Arkansas delta tuition-free admission to UA Grantham fully online certificate, associate, and bachelor degree programs in Health Information Management, Healthcare Administration, and Medical Coding and Billing.

In total, **80** Arkansas residents have enrolled in UA Grantham as part of this program, distributed as follows:

- Associate in Healthcare Administration: **20 students**
- Associate in Medical Administrative Assistant: **3 students**
- Associate in Medical Coding and Billing: **24 students**
- Associate of Arts in Business Management: **1 student**
- Bachelor of Science in Health Information Management: **7 students**
- Certificate in Electronic Health Records: **3 students**
- Certificate in Medical Administrative Assistant: **1 student**
- Certificate in Medical Coding and Billing: **21 students**

20 students have already graduated.



Joela Osejo

Fayetteville, Arkansas

ARHP Program Participant
UA Grantham Graduate
**Associate of Applied
Science in Healthcare
Administration**

Working towards my associate degree was challenging, fascinating, and extremely rewarding. Being a wife, mother of two little ones, and working full time while going to school was a terrifying thought. However, I proved to myself that the saying "It's never too late" holds truth. What I thought impossible, became possible through University of Arkansas Grantham!

Supporting Degree Completion

According to National Student Clearinghouse research¹, the population of U.S. adults under age 65 with some college but no credential was 36.8 million in July 2022; these adult learners continue to attempt going back to school, with nearly one million re-enrolling during the 2022-23 academic year (the last year for which data was available).

UA Grantham has long supported this “Some College, No Credential” (SCNC) audience; in fact, a substantial portion of our students come to us with credits earned in other institutions.

- Transfer credits: **25%** of newly enrolled students received credit for academic coursework in other institutions
- Average number of credits transferred: **44**



It's been a challenge - returning to college at 40 with a college aged daughter and a disabled husband. I work full-time and I can already see improvement in my career. It's really exciting that both my daughter and I are graduating with associate degrees in December.



Sabrina Gooch
Searcy, Arkansas

UA Grantham Graduate
Associate in Healthcare Administration



Travis Sharp
Alma, Arkansas

UA Grantham Graduate
**Bachelor of Arts in
Criminal Justice**

I started in March of 2023 with some previous credits toward my BA in Criminal Justice. I completed my degree while working 40+ hours a week and raising two teenagers, with my wife's help of course! I will be 46 when I graduate. It's never too late to finish college and I will be so proud to have my diploma.

¹ <https://nscresearchcenter.org/wp-content/uploads/SCNCReport2024.pdf>

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Christina Coleman

Fort Smith, Arkansas

UA Grantham Graduate Bachelor of Business Administration

I wanted to show my family that no matter your age, status, or obstacles, you can accomplish anything you set your mind to. There were many moments when I felt like giving up... I blocked out the noise of doubt, fear, and anxiety, and focused on my goal with unwavering determination. Despite the odds, I maintained a 4.0 GPA throughout my degree plan. This achievement is a testament to the power of resilience and the human spirit. If I can do this, anyone can. My journey is a reminder that with determination, hard work, and a positive mindset, you can overcome any obstacle and achieve your dreams.

College of Business

The College of Business is the university's largest college by enrollments. It is dedicated to preparing students for dynamic roles in today's evolving business landscape through flexible, accessible, and relevant education.

63% of the college's students are female.

Associate Programs

The **Associate of Business Administration and Management** provides a strong foundation in business principles and essential skills for entry-level positions.

Bachelors Programs

The **Bachelor of Business Administration** allows students to specialize in **Financial Planning, General Management, Human Resource Management, Logistics and Supply Chain Management, Marketing, and Operations Management**. Each of these specializations is designed to develop practical expertise aligned with industry needs.

Masters Programs

The college's graduate programs further enhance professional knowledge and leadership capabilities.

- The **Masters of Business Administration** program can be taken in three tracks: a general track, plus two concentrations, in **Information Management**, and **Project Management** – equipping students with the advanced skills necessary for high-level decision-making and strategic planning.
- The college also offers a **Masters in Human Resources**, ideal for professionals aiming to lead data-driven initiatives and foster continuous improvement within their organizations.

The college's faculty members are practitioners in their fields; they take great care mentoring and guiding the college's students.

Matthew Schigur, MBA

Director, College of Business

Graduates / **296**

Active students / **1,768**

2024 Data (through Nov.)

College of Health Professions

The College of Health Professions is the university's second largest by enrollments; it is the college that has the highest rate of female students. Its diverse student body is motivated to make a difference in healthcare and contribute to positive patient outcomes. The college's focus is to provide the solid educational foundation for these students, enabling them to excel in this industry.

94% of the college's students are female.

Certificate Programs

For students seeking specialized knowledge in a shorter time frame, the college offers certificates in **Medical Coding and Billing** and **Medical Administrative Assistant**, ideal for gaining focused skills in these high-demand areas.

Associate Programs

Associate degree programs include **Healthcare Administration**, **Medical Administrative Assistant**, and the highly popular **Medical Coding and Billing** program, each designed to equip students with essential skills and knowledge for specialized entry-level roles.

Bachelors Programs

For those looking to continue their studies, the college's associate programs roll up to the **Bachelors in Health Information Management**, which provides advanced training in managing patient data, compliance, and health information systems.

Masters Programs

The **Masters in Healthcare Administration** prepares students for leadership roles in healthcare organizations, focusing on the strategic and operational challenges faced by healthcare professionals.

Faculty in the college of Health Professions are inspired by the challenge of uplifting our students into productive and rewarding roles in healthcare; faculty members remain focused on providing the skills, flexibility, and resources the college's students need to drive positive patient outcomes.

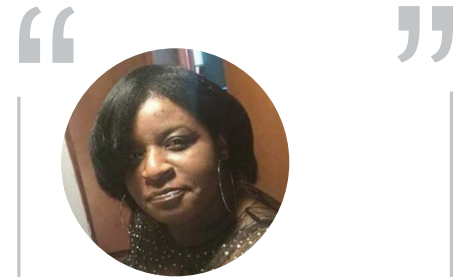
Brina Hollis, PhD

Director, College of Health Professions

Graduates / **261**

Active students / **1,624**

2024 Data (through Nov.)



Geneva Vanderbilt

Chicago, Illinois

UA Grantham Graduate
**Bachelor of Science in
Health Information
Management**

First, I am extremely proud of myself for this accomplishment. I started this journey in 2009 as a young parent of four children, trying to find my way, and looking for a better opportunity. Fast forward to now, 15 years later, and four adult children, and one grandchild later, I can finally celebrate that I have completed the very task I set out to do, finishing my bachelor's degree. I sit back and remember the same day I started this journey, and to now see how far I have come is a blessing.



Cherry Blake

Florence, South Carolina

UA Grantham Graduate
**BA in Strategic
Communications**

I am the fourth child of 14 children. *My parents were sharecroppers; therefore, education was not a priority in my family* growing up. I graduated from high school but could not afford college until now.

Graduating with my BA degree is a lifelong accomplishment for me. I became a mother figure for the ten younger siblings whom I cared for before marriage. My husband and I continued to care for them along with our two children. I worked in the public sector for 25+ years as an Administrative Assistant and earned the name “Mother of Ninety Adult Children” the number employees [I served]...



College of Humanities and Social Sciences

The College of Humanities and Social Sciences serves a diverse student body, including many military service members, first responders, and government employees. The college is committed to providing flexible, cross-functional programs that blend hard and soft skills – an ideal combination for those who serve their communities and seek versatile, impactful education.

64% of the college’s students are female.

Associate Programs

At the associate level, the college offers the programs in **Criminal Justice** and **Paralegal Studies**, providing foundational knowledge and skills for aspiring professionals in law enforcement, legal support, and public service.

Bachelors Programs

For students pursuing a bachelor degree, the college offers the programs in **Criminal Justice**, **Multidisciplinary Studies**, and **Strategic Communications**. These programs develop expertise in fields that require strong critical thinking, communication, and problem-solving skills, preparing graduates for a wide range of roles.

Masters Programs

The **Masters in Leadership** program is highly valued by professionals from military, government, and business backgrounds alike. This program is designed to equip leaders with advanced knowledge in organizational dynamics, decision-making, and strategic planning – essential skills for those who aim to lead and inspire in complex, high-stakes environments.

The college’s faculty members have served in law enforcement, government, military, and business organizations, and are particularly focused on sharing their hard-earned lessons with the next generation of leaders.

Tina Freestone, M.A.

Director, College of Humanities and Social Sciences

Graduates / 124
Active students / 805
2024 Data (through Nov.)

College of Science, Engineering, and Technology

The College of Science, Engineering, and Technology traces its origin to the founding of the university as the Grantham Radio License School in 1951; since then, the college stayed true to its mission of providing hands-on programs that empower students seeking technology education and making them accessible.

72% of the college's students are male. The implied 2.6 to 1 male to female ratio is better than the national male to female STEM ratio which is ~4:1, according to phys.org.

Associate Programs

The college's programs emphasize practical skills that go beyond theory, equipping students for real-world success. At the associate level, it offers degrees in **Computer Science, Electronics and Computer Engineering Technology**, and **Engineering Management Technology** — foundational programs designed to introduce our students to these high-demand fields.

Bachelors Programs

The college's flagship program is the ABET-accredited **Bachelor of Science in Electronics Engineering Technology**, a rigorous program recognized for meeting the highest standards in engineering technology education. Other bachelor programs include **Computer Science, Computer Engineering Technology, Cybersecurity, Engineering Management Technology**, and **Information Systems**, each designed to meet industry needs.

Masters Programs

The **Masters in Information Technology** provides specialized expertise in this burgeoning field and is focused on advanced technical skills that prepare students for leadership roles.

Faculty members of the college embrace engineering and technology as the growth engines of today's post-industrial economy; each is dedicated to sharing knowledge and real-world experience with the college's students.

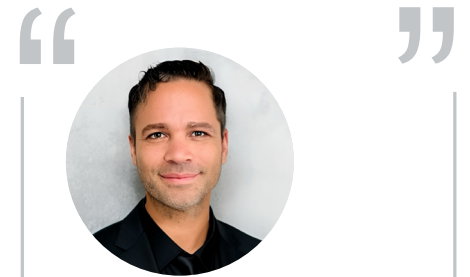
Nancy Miller, PhD

Dean, College of Science, Engineering, and Technology

Graduates / **197**

Active students / **1,220**

2024 Data (through Nov.)



Eric Rennert

Ewa Beach, Hawaii

UA Grantham Graduate
**Bachelor of Science in
Cybersecurity**

Currently serving ... I welcomed my newborn in April just before completing my degree. *With invaluable support from UA Grantham and their exceptional faculty, I earned my BS in Cybersecurity.* This achievement sets a solid foundation for my career and future retirement. *Thanks to Grantham, I can confidently step into the professional realm of cybersecurity.* Despite the relentless 24-month journey, I've emerged successfully, paving the way for not just my own future but also for the generations to come.

UA Grantham Teams:

Academics

The Academics team is responsible for coordinating day-to-day operations of UA Grantham's four colleges, for managing and supporting faculty, and for ongoing enhancement of course content using best-in-class instructional design principles. Academics is comprised of four teams:

College Leadership The dean of the College of Science, Engineering, and Technology and the three directors of the College of Business, College of Health Professions, and College of Humanities and Social Sciences lead the development of professional and relevant program curriculum. These leaders rely on input from faculty, students, and industry experts to update content so that it reflects current industry standards and technology, in alignment with accreditation requirements and institutional goals.

Program Chairs Program Chairs actively participate in the curriculum development and assessment processes. Chairs teach, assist with accreditation, and serve as primary contacts for various departments. Chairs manage the general policies and procedures of each college, assuring compliance; they also participate in program effectiveness data gathering, analysis, and action planning.

Instructional Design and Education Technology This group maintains and improve course material within Blackboard, our Learning Management System. Team members facilitate the design process for effective quality instruction. They develop information modules for subject matter experts, faculty, staff, and students. Educational Technology Specialists support Instructional Designers as they work to assist faculty in course development.

Faculty Training and Development This team oversees recruitment, development, and evaluation of faculty members, ensuring that programs are delivered with excellence and are aligned with the university's mission and goals. Team members work closely with academic leadership, faculty, and staff to foster a collaborative and innovative teaching environment. The team also manages part-time faculty members, who do the bulk of teaching.

2024 accomplishments include

- **Instructor-student outreach (pilot)** This pilot program aims to increase instructor-student interactions in the top five 5 courses which enroll the highest number of new students and have a low student success rate.
 - Realized a 20% improvement in student success rate; program is being expanded.
- **Open Educational Resources (OER) transition** OER materials are either in the public domain or licensed to allow anyone to use, reuse, revise, remix, and redistribute them.
 - This project aims to achieve two goals: reduce costs and ensure that academic content is current.
 - Through the end of the year 251 out of 420 courses were migrated (60%).
- **Quality** Completed more than 11,000 course checks to improve instructor presence and ensure a positive student experience.
- **Program improvements** Health Professions program improvements included sunsetting of NHA certification, mapping courses to learning outcomes and accreditation requirements, and benchmarking to peer programs to ensure program competitiveness.

Faculty Accolades

UA Grantham faculty are part-time instructors who bring experience, compassion, and mentorship to their online classes. These are some of the hundreds of testimonials provided this year by UA Grantham graduates.

“

Dr. David McNamee was a great instructor who helped me in becoming a better leader, I am grateful to have had the opportunity in studying under him.

Andro A., MS in Leadership

”

“

Dr. Nathanson is the perfect example of academia, professionalism and leadership. ... He cares about his students and their success throughout their studies. He is the reason why I have told others about UA Grantham. *If every professor was like Dr. Nathanson, every student would become an inspiring and successful leader.* Thank you Dr. Nathanson!

Janette S., MS in Leadership

”

“

Professor Sarah Powell had the ability to see that someone (me) is overwhelmed and trying hard not to show it, and still recognizes you. *That makes you want to help as many people as you can!*

Charles O., BS in Accounting

”

“

Professor Susan Walker has been instrumental in translating the university's mission into reality. ... She consistently goes above and beyond to ensure that her students not only understand the course material but also feel empowered to apply leadership principles in their personal and professional lives. ... *Professor Walker's encouragement and constructive feedback have helped me develop a deeper understanding of leadership dynamics and enhanced my confidence in my abilities as a leader.* [She] embodies the spirit of UA Grantham She has truly made a difference in my academic journey, and I am grateful for her support and guidance.

Diana W., BBA in Business Administration

”

“

My Instructor, Michele Chappell, was just amazing. She always went above and beyond to help me understand things I did not quite understand. She took her time and was always very pleasant.

Rhonda R., Medical Coding and Billing Cert.

”

UA Grantham Teams:

Student Experience

The Student Experience team is responsible for supporting students from first inquiry through initial enrollment and all the way to graduation. This work encompasses managing the admissions, enrollment, first-term student onboarding, and retention processes.

Admissions The Admissions team helps prospective students determine whether online education is a good fit, and which UA Grantham program fits their educational goals. Admissions members help students complete their application, collect documents for admissibility, and motivate them to complete UAG Engage, the new student orientation course. Combining self-paced activities and instructor-led sections, UAG Engage prepares new students for the online classroom, introduces databases and resources, and sets substantial academic interaction expectations.

Student Advising Following successful completion of UAG Engage, student support transitions to the Student Advising team, which is responsible for assisting students from the time they complete UAG Engage to graduation. Members of the Advising team assist students with a variety of issues including course navigation, degree planning, time management, motivation, step-out and re-entry, and satisfactory academic progress.

Student Services The Student Services team is responsible for UAG Engage, tutor.com online tutoring, the learning center, accommodations, code of conduct and plagiarism workshops, and career services.

Training and Operations The Training and Operations team is responsible for new hire training, ongoing training, knowledge base resources, and ultimately making sure that systems and processes are efficient and effective.

2024 accomplishments include:

- **Zoom contact center implementation** At the beginning of 2024 Student Experience partnered with the IT team to implement a new phone system. This project required a full rebuild of the phone tree, and changing phone number to include an Arkansas area code. The transition to Zoom yielded \$700k in annual cost savings.
- **UAG Engage streamlining** The Student Services team collected user experience feedback for UAG Engage, and implemented a series of improvements which resulted in a significant uptick in the number of new students completing the course. In the 2024 Anthology Together Conference, UAG Engage received the Exemplary Course Award, which recognizes instructors and course designers whose courses demonstrate best practices in four major areas: Course Design, Interaction and Collaboration, Assessment, and Learner Support.
- **Cohort alignment** UA Grantham terms start every month, and last eight weeks. Thus, at the beginning of every month, just as students enrolled in the prior month required additional support, their Advisors had to also support the next batch of students. Early in 2024, all students were reassigned to Advisors based on whether the student is a member of an odd cohort (started in January, March, May, and so on) or an even cohort (started in February, April, June, and so on). With this change, all students supported by any Advisor are starting classes at the same time, are in the same week of their term, and are ready to start a new term at the same time – allowing the advisors to more effectively ensure student persistence.

Student Advisor Kudos

These are some of the hundreds of testimonials provided this year by UA Grantham graduates.

“

All the student counselors I dealt with were really helpful and their advice was well taken. Especially Ms. Jaclyn Hansen who made me aware of how close I was to finishing at the moment I was asking for a break. I'm glad I took the advice to continue.

Jose H., BA in Multidisciplinary Studies - Homeland Security

”

“

Richard Chesney never gave up on me even when I gave up on myself.

Sharita B., AAS in Medical Administrative Assistant

”

“

Christina McBroom was an excellent advisor. She, at all times, was willing to do everything she could to ensure my success and help me on my educational journey.

Tyler C., BS in Accounting

”

“

Tammy Anderson is that advisor that push you along the way when you feel like giving up. I was at that point ... once, but she checked up on me and gave me the resources to help me achieve my goal.

Loriann B., MBA in Business Administration - Project Management

”

“

Lynn Berry, my advisor, has helped me so much through my journey. Without her I wouldn't have made it this far.

Christy T., AAS in Medical Coding and Billing

”

“

Anna Walters is an amazing advisor. She was so supportive, and she knows her stuff. She checked in often and always had something positive to say if I was feeling overwhelmed. She assisted in getting information, staying on top of what I needed, and invested so many hours in me and my education.

Synthia T., BBA in Business Administration - Logistics and Supply Chain Management

”

UA Grantham Teams:

Enrollment Services

Enrollment Services is comprised of four groups: Registrar, Student Financial Services, Compliance, and Institutional Research.

Registrar's Office The Registrar's office is responsible for general maintenance of records in the Student Information System (SIS). The team supports students, staff, and faculty in the admission cycle; status progression; grade submission; course scheduling; degree progress audit; clearinghouse enrollment reporting; degree checkout; and various student requests such as transcripts and verifications.

Student Financial Services The Financial Aid and Student Accounts teams work with students and staff to support all financial aspects, and to administer the awarding of Title IV aid; Veterans Administration education benefits; and military Tuition Assistance funds. The group helps students through various processes (including verification, troubleshooting FAFSA, etc.). It also assists students with payments, refunds, and calculations of Return of Title IV Funds (R2T4).

Compliance The Compliance team is responsible for the oversight of various processes related to accreditation, federal and state guidelines, and UA Board and System policies. The team also serves as the representative for Arkansas State Authorization Network (SAN) for the UA System.

Institutional Research This team is responsible for the external (IPEDS, State of Arkansas, ADHE, etc.) and internal (UA Grantham and UA System Office) reporting. It is responsible for providing clear, consistent, and accurate information and analysis through various formats including general spreadsheets, PowerBI visualization and dashboard creation, written analysis, data validation input, relational database table manipulation, and more.

2024 accomplishments include:

- **Long-term SIS improvement** UA Grantham retired Banner, its legacy Student Information System, in March of 2023, and transitioned to using Anthology Student. In 2024 the team continued to expand use of the new SIS. Notably, the launching of new workflows enabled transition from manual to automated processing of student status changes for applicants and students.
- **2+2 partnerships** These agreements with community colleges in the UA System facilitate the admission of students who have earned a two-year associate degree into UA Grantham bachelors programs. Two agreements have already been signed, one is about to be signed, and three are in development.
- **Arkansas Department of Higher Education** Initiated and completed participation in ADHE's Arkansas Course Transfer System (ACTS) program, which allows students enrolled in public colleges and universities in Arkansas schools to easily receive credits for certain courses between schools. 33 UA Grantham courses were assessed as part of this work.
- **Sophia Learning** Partnered with Sophia to match ACE-recommended credit for most courses offered by Sophia. This partnership provides pathway for Sophia learners to receive credits for Sophia courses when enrolling into UA Grantham degree programs.

UA Grantham Teams:

Information Technology

The IT team is responsible for delivering and supporting the digital infrastructure that enables remote learning, including the university's centralized technology infrastructure and applications, and a variety of solutions directly managed by other UA Grantham teams. IT is organized into three teams:

Service Desk The Service Desk team handles employee onboarding and separation, software license management and installation, workstation provisioning, and initial technical support for all centralized IT services. The team also provides an additional level of support for student technical issues that cannot be resolved by other student support personnel.

Technology Services The Technology Services team is responsible for legacy physical datacenter infrastructure and cloud-based virtual infrastructure services that underlie user-facing services. The team also manages technical services such as email, single sign-on, file sharing, workstation deployment, and cybersecurity monitoring.

Information Systems The Information Systems team manages the online course system, legacy database archives, and data reporting tools. The team also develops and maintains data integration software that ties together critical systems used for admissions, financial aid, student records, student outreach, human resources, finance, and user authentication.

2024 accomplishments include:

- **Telephony** The legacy telephone system was retired as part of the multi-year project of migrating from on-premises technology to modern cloud solutions that offer lower cost and better reliability.
 - The transition to Zoom Contact Center and Zoom Phone yielded \$700k in annual cost savings.
- **Going to the cloud** The second of three datacenters, which was based in the Lenexa, KS, location, was shut down.
 - Cost savings: \$140k annually.
 - Completed planning, testing, and preparation for shutting down third and last physical datacenter site, expected in early 2025, with projected savings of \$300k annually.
- **Classroom support** Migrated students from third-party web hosting service to Microsoft Azure for web development classes.
 - Cost savings of \$2,400 annually; new service already included in annual Microsoft subscription.
 - In collaboration with Academics and Instructional Design, this project also teaches students to use state-of-the-art cloud technology.

UA Grantham Teams:

Finance

The Finance team is responsible for maintaining the university's financial integrity. The group is responsible for finance operations, accounts payable, and tax reporting.

Finance Operations The team ensures accurate recording of all financial transactions, completes internal and external financial reporting, and analyzes financial data and trends. The team also partners with university leaders to develop the annual budget and monitor budget variances.

Accounts Payable The team manages the procurement process in compliance with state regulations and ensures timely payment of university obligations.

Tax Reporting The team ensures all taxes are filed and paid in compliance with federal, state, and local regulations, including all payroll related taxes in partnership with HR.

2023-2024 accomplishments include:

- **Payroll implementation:** Worked with the HR department on the implementation of the new HR Information System as well as the ongoing payroll tax processing for over 100 tax jurisdictions across the 44 states and 67 localities where our employees work.
- **PaymentWorks implementation:** Continued work with the UA System office on implementation of the system-wide business identity platform that allows for supplier onboarding in a secure networked environment.

UA Grantham Teams:

Marketing

The Marketing team is responsible for branding, communication, and leveraging the university's advertising budget to generate prospective student interest in UA Grantham programs. Activities managed by the team span the entire student lifecycle: from first impressions on social media or the university's website, through using communications to support the enrollment process, to maintaining current student engagement and developing the alumni community.

Creative Services The Creative Services team is responsible for communications, social media, content development, and graphic design.

Marketing Operations The Marketing Operations team is responsible for managing advertising on Google and Facebook, and for maintenance and development of web properties.

2024 accomplishments include:

- **New phone-optimized landing pages** delivered a significant increase in prospective student inquiry.
- **Increased activity in social media** yielded lower cost per lead and higher engagement.
- **Increased the use of student and graduate testimonials** across social media, website, marketing material, and university communications.
- **Greater focus on SEO** yielding an increase in clicks from search.
- **Maturation of the new CRM system** Element451:
 - Transitioned from manual processing of email communication to fully-automated prospective students nurturing via email and text messaging.
 - Deployed new workflows that significantly reduced the number of steps required to send communications.
 - Connected spend data to prospective student progression through the enrollment process, which enhanced ability to optimize return on marketing spend.

UA Grantham Teams:

Human Resources

The HR team is responsible for all HR functions including talent acquisition and development, payroll, benefits, and Title IX coordination. The team is comprised of two specialists, a senior administrator, a Director of HR and the Vice Chancellor of HR, who oversees HR management and operations.

HR Management and Operations Encompasses compensation and benefit program design, leave processes, HRIS technology, and workforce analytics required to support the university stakeholders' needs. The function also manages employee relations and coaches UA Grantham managers to effectively lead their teams, align staff performance with university goals, and ensure a productive and engaged workforce.

Talent Acquisition Partners with university leaders to forecast hiring needs, conduct full life cycle recruiting, and build relationships internally and externally, creating a positive hiring experience for all candidates

Payroll Manages end-to-end payroll administration for multi-state workforce in compliance with university policy and federal, state, and local regulations.

Title IX Acts as Title IX Coordinator ensuring compliance with federal regulations related to discrimination, harassment, and equity.

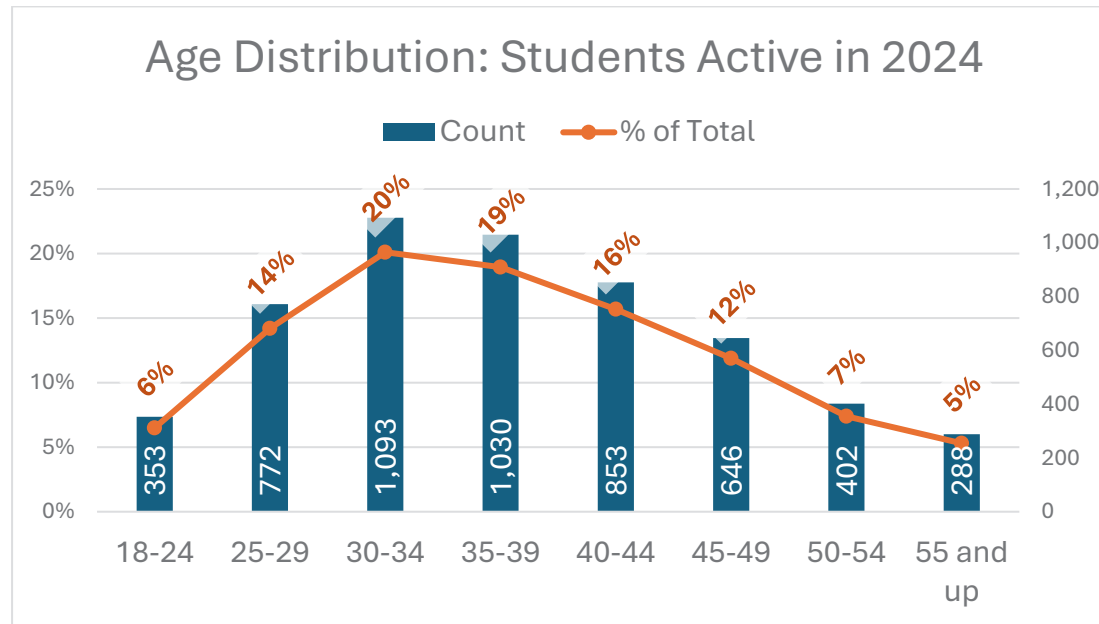
2023-2024 accomplishments include:

- **Transition of UA Grantham employees from leased employees to Arkansas state employees** When UA Grantham was established, as a temporary measure, university employees were transferred to a professional employer organization (PEO) and leased back to the UA System. In 2023, HR began transitioning employees from the PEO. This involved reclassification of all employees to state titles and approved positions, updating legal documents, configuring the Workday HRIS system to align with the 100% remote workforce needs, and aligning policies and handbooks with UA Systems policies and procedures. HR partnered with the UA Systems Benefits and Risk Management Office, General Counsel, the Office of Finance, and University Relations to ensure all legal and compliance issues were identified and resolved in accordance with state regulations.
 - In total, this project involved transferring 149 full-time staff and 240 part-time faculty as new hires, including multi state onboarding, open enrollment, and payroll and benefits.
- **Creation of an in-house, multi-state payroll department** In the UA System, each campus administers payroll, including filing withholding, unemployment, and other required reports for its employees. As a fully remote workplace, UA Grantham has employees in 44 states and 67 localities, which comprise two federal, 88 state, and 67 local tax and withholding registrations, and 14 state program registrations. This created a need to design and implement a system that could manage payroll for 365 employees living across the US and employed by the State of Arkansas.
 - The project included registering by state for income tax withholding, unemployment insurance, and specific state tax requirements; filing quarterly and annual tax returns; generating year-end tax filings and W-2 forms and reporting; and staying up to date with changes in tax rates, wage laws, benefits requirements, and other regulation across multiple jurisdictions. (Streamlining payroll operations in-house ensures timely and accurate payments to employees and state jurisdictions, and mitigates legal risks by adhering to various tax and labor laws by state.)

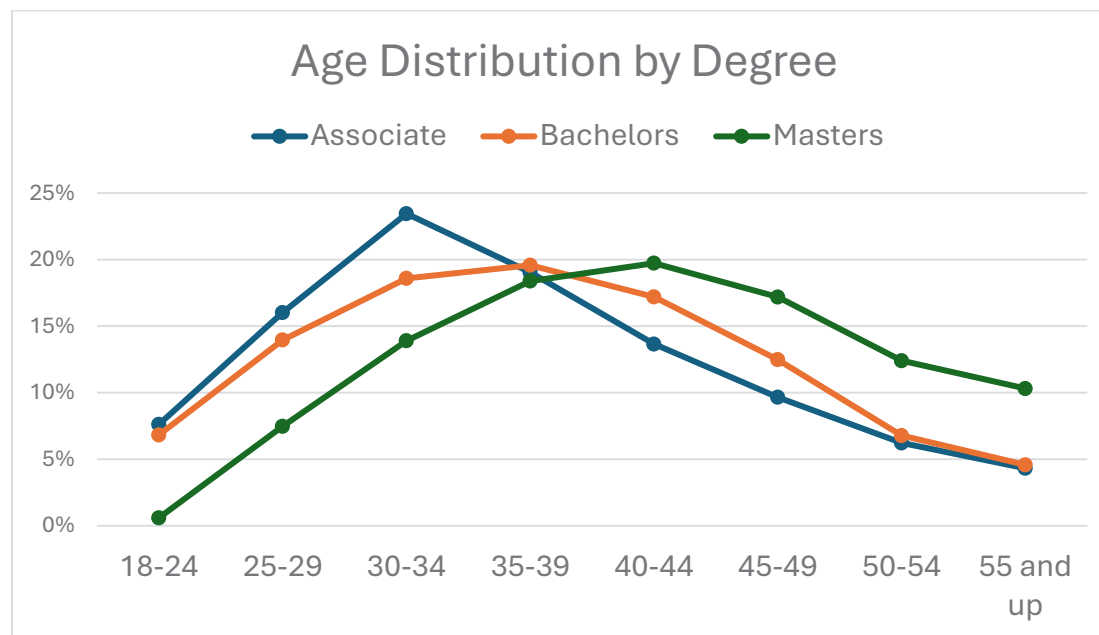
Charts and Tables: 2024 Active Students

The following charts and tables are based on a dataset of all students – new and continuing – that have participated in a UA Grantham class in 2024.

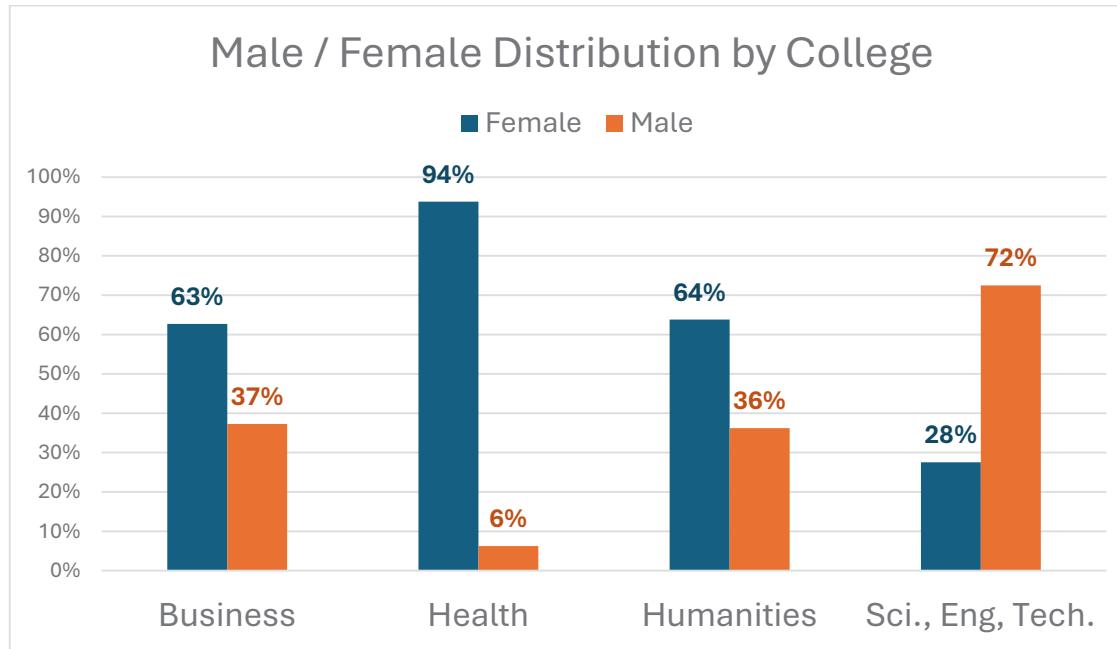
- 80% of UA Grantham students are 25 or older:



- Student age distribution differs by degree level:



- Male / female distribution by college:

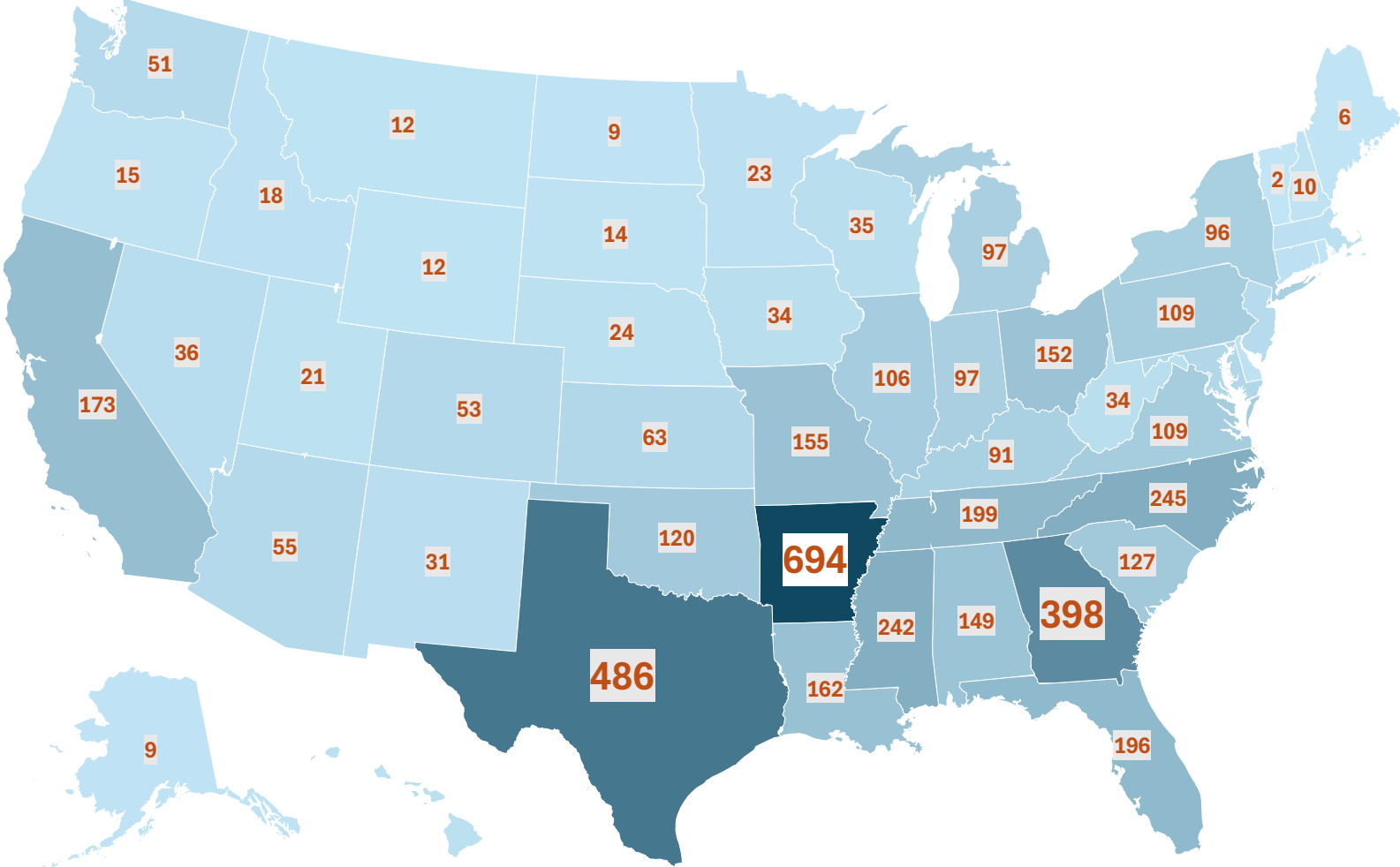


- 2024 active student, by degree level, race:

Degree Level	Total
Associate	2,153
Bachelors	2,227
Certificate	338
Graduate Cert.	30
Masters	669
Non-degree	20
Grand Total	5,437

Race	Total	%
White	2,143	39%
Black or African American	1,709	31%
Not Specified	829	15%
Two or more races	439	8%
Hispanic	116	2%
Race and Ethnicity Unknown	76	1%
Asian	67	1%
American Indian or Alaska Native	40	1%
Native Hawaiian or Other Pacific Islander	17	0%
(blank)	1	0%
Grand Total	5,437	100%

2024 Students by State



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GRANTHAM