

SUBJECT: IDEA: An Online Higher Education Alliance

DATE: January 2025

PURPOSE:

Explain the intent and operation of IDEA in relation to academic programs in the College of Health and Human Sciences at Texas Tech University.

REVIEW:

Participation parameters for participation in IDEA will be reviewed when major changes in IDEA operations are made or when there are changes in academic membership.

OVERVIEW

The College of Health and Human Sciences at Texas Tech is one of the founding members of the Innovative Digital Education Alliance (IDEA). Formerly known as Great Plains IDEA (GPIDEA), this group is a consortium of several renowned public universities. The purpose of the Consortium is to offer degree programs that the member universities could not offer independently because of enrollment and/or faculty availability issues. The Consortium offers a variety of faculty-designed and university-approved degree programs taught exclusively online. Participation in IDEA involves actively recruiting students into the degree plan, teaching courses on a prescribed rotation, and contributing to program development, assessment, and enhancement. Participating institutions offer a degree to their own students; no transfer work is involved because every course on the degree plan is available as a Texas Tech course, though it might be taught by a faculty member at another university.

Detailed information can be found at the [IDEA website](#) and at the [TTU IDEA website](#) for information specific to Texas Tech.

Note: The TTU Davis College of Agriculture and Natural Resources participates in a closely related program. Please see the [Davis College IDEA website](#) for more information.

PROCESS

1. Participation in a particular degree program offered by IDEA requires an application and acceptance process. The IDEA website provides information on joining an academic program



2. The applicant academic program must establish the ability to provide the degree at Texas Tech.
 - All courses in the degree plan (not just the ones that TTU faculty will teach) must be available as a Texas Tech course. For those courses currently offered at Texas Tech, a request to offer online will be needed. If there are courses that are not on the TTU course inventory, then a new course request should be submitted.
 - If the degree is new to Texas Tech, a request for a new degree program must be submitted and approved through the usual course and program approval mechanisms.
3. As a part of participation in an academic program, each school is expected to recruit “home” students, those who have chosen to earn their degree from Texas Tech. A student matriculates at Texas Tech in the same way any TTU student does and must meet all admission and graduation requirements.
4. Funding for this program is based on students paying a common price (the same at every institution) with no additional fees or expenses. This funding model negates any issues with out of state tuition – all pay the same regardless of where they live or which institution they select. Of the funding generated through the common price:
 - a. 75% to the teaching institution
 - b. 12.5% to the student’s home school, regardless of whether the home school is teaching the class
 - c. 12.5% to the Alliance main office.
5. Course offerings, enrollment, and grade submission are handled through a centralized student management system.
6. The IDEA campus coordinator (also serves in this role for IDEA programs in the Davis College) is the main point of contact and handles much of the interaction between TTU and the Consortium, including scheduling and grade posting. Students are advised by a designated faculty member in the academic program.
7. A percentage of faculty salary (based on percent of workload taught to consortium students) should be paid from IDEA revenue.

DOCUMENTS INCLUDED

[IDEA website](#)

[Course or Program Changes and Additions](#)

