



# Report on Utilization of IVC Website by Potential Students to Locate Distance Education Programs (April 2007 - September 2007)

## Illinois Virtual Campus



This report was derived from analysis of the Illinois Virtual Campus (IVC) Web site logs. The number of visits to the description of each program in the IVC catalog was compiled by the WebTrends log analysis software. Visits to the description page indicate interest in that program by potential students.

In January 2007, the IVC debuted a new Web site. The page description URLs were changed on the new site. Therefore, there is some decrease in number of visits for months after January as bookmarked pages are now listed as “page not found.”

Further analysis of the IVC Website data shows that seven of the top ten programs accessed by potential students fall within the Bachelor’s degree category. The top ten programs also consist of one certificate and two Associate's degrees. The top ten programs are:

1. Associate in General Education - Illinois Central College
2. B.S. in Information Systems Technologies - Southern Illinois University Carbondale
3. Bachelor of Business Administration - University of Illinois at Springfield
4. Bachelor of Science in Computer Science - University of Illinois at Springfield
5. School for New Learning - DePaul University
6. B.A. in Business and Applied Science - Governors State University
7. Certificate in Project Management Principles - Black Hawk College
8. Bachelor of Arts in General Studies - Eastern Illinois University
9. Bachelor of General Studies in Liberal Arts and Sciences - Northern Illinois University
10. A.S. with a Concentration in Management Information Systems - Waubonee Community College

The Illinois Virtual Campus will continue to monitor the logs of the Website and present information that we feel will be interesting and helpful to institutions offering distance education. If you have any questions or comments about the IVC or the IVC Website, please feel free to contact Dr. Iris Stovall, IVC Director at [istovall@uillinois.edu](mailto:istovall@uillinois.edu) or by phone at 217.244.9531.

The following pages contain the entire listing of programs accessed on the IVC Website.

### Appendix

#### Complete Six Month Visit Summary Table for April 2007 - September 2007

Program	Institution	Apr	May	June	July	Aug	Sept	Total
General Education	Illinois Central College	88	51	56	70	93	61	419
B.S. in Information Systems Technologies	Southern Illinois University Carbondale	63	80	60	75	81	53	412
Business Administration	University of Illinois at Springfield	58	75	58	66	65	55	377
Bachelor of Science in Computer Science	University of Illinois at Springfield	65	69	48	61	65	50	358
School for New Learning	DePaul University	56	66	59	42	88	46	357
Bachelors of Arts in Business and Applied Science	Governors State University	47	49	42	56	69	75	338
Certificate in Project Management Principles	Black Hawk College	41	43	78	73	56	41	332
Bachelor of Arts in General Studies Degree Program	Eastern Illinois University	54	58	49	54	74	40	329

<b>Program</b>	<b>Institution</b>	<b>Apr</b>	<b>May</b>	<b>June</b>	<b>July</b>	<b>Aug</b>	<b>Sept</b>	<b>Total</b>
Bachelor of General Studies in Liberal Arts & Sciences	Northern Illinois University	45	56	37	45	71	53	307
AS with a concentration in MIS	Waubonsee Community College	45	38	42	49	49	34	257
AA with a Concentration in Liberal Arts	Waubonsee Community College	35	42	38	46	34	40	235
Certificate in Online Teaching	Governors State University	39	29	31	39	41	39	218
Liberal Studies	University of Illinois at Springfield	40	34	34	25	49	28	210
Bachelor of Arts (B.A.) in Psychology Degree Completion Program	Argosy University	40	44	27	30	37	21	199
Medical Laboratory Technician	Illinois Central College	41	34	27	26	33	32	193
Business Administration	Illinois Central College	31	32	27	30	30	42	192
Board of Trustees Bachelor of Arts Degree	Western Illinois University	32	42	22	25	35	32	188
Public Administration	University of Illinois at Springfield	23	47	24	38	31	24	187
Mathematical Sciences	University of Illinois at Springfield	34	34	28	30	41	17	184
Community College Teaching and Learning (Ed.M.)	University of Illinois at Urbana-Champaign	29	38	20	29	31	30	177
Master of Arts in Legal Studies	University of Illinois at Springfield	24	42	26	28	21	25	166
AA with a concentration in Psychology	Waubonsee Community College	39	25	22	24	27	26	163
History	University of Illinois at Springfield	28	19	32	25	35	24	163
Web Designer - Certificate	Illinois Central College	28	31	18	32	27	25	161
Adult Education Masters Program (ACE Masters Online)	National-Louis University	26	31	17	35	29	22	160
Associate of Arts with a concentration in Criminal Justice	Waubonsee Community College	16	26	31	21	29	33	156
Associate in Science (A.S.) General	McHenry County College	33	23	15	29	30	23	153
Master of Business Administration	Benedictine University	29	24	27	25	19	24	148
ExCEL Track in Forensic Psychology	Chicago School of Professional Psychology	28	39	18	18	22	22	147
Global Human Resource Development	University of Illinois at Urbana-Champaign	29	35	19	34	18	11	146
Doctor of Education (EdD): Curriculum and Instruction or Educational Leadership	Argosy University	19	30	31	26	26	14	146
Bachelor of Arts Degree Program	Governors State University	24	33	2	19	37	27	142
Bachelor of Science in Organizational Leadership	University of St. Francis	24	22	19	28	29	18	140
English	University of Illinois at Springfield	22	30	21	25	18	24	140
Master of Arts in Education (M.A.Ed.)	Argosy University	23	32	19	20	20	25	139
Master of Education	Olivet Nazarene University	18	26	13	26	28	22	133
AS with a concentration in Computer Science	Waubonsee Community College	23	26	31	25	3	24	132
Human Services Program with a Concentration in Social Services Administration (SSA)	University of Illinois at Springfield	19	27	25	27	18	16	132
Business Administration	Lake Land College	15	24	24	19	28	20	130
Accountancy	Illinois Central College	17	25	27	27	15	18	129

Program	Institution	Apr	May	June	July	Aug	Sept	Total
Biology	Illinois Institute of Technology	16	18	12	28	35	20	129
Economics	University of Illinois at Springfield	12	27	26	16	23	23	127
Master of Business Administration	University of St. Francis	20	21	22	26	17	18	124
DACE Online - Management and Leadership	Judson College	17	19	22	23	24	18	123
Environmental Studies	University of Illinois at Springfield	26	18	25	18	21	14	122
ExCEL Track in Industrial & Organizational Psychology	Chicago School of Professional Psychology	17	27	17	23	18	20	122
NetMath - Online Math Courses	University of Illinois at Urbana-Champaign	33	21	14	21	17	11	117
Management Information Systems	University of Illinois at Springfield	17	26	20	23	11	20	117
M.A. in Teacher Leadership Online (MTL)	University of Illinois at Springfield	18	24	19	18	16	19	114
Illinois Teacher Certification in Post-Secondary Mathematics	University of Illinois at Springfield	17	20	13	16	24	24	114
Philosophy	University of Illinois at Springfield	20	21	15	20	20	17	113
Doctor of Business Administration (DBA)	Argosy University	19	20	21	23	17	13	113
Curriculum, Technology, and Education Reform	University of Illinois at Urbana-Champaign	16	21	23	21	20	10	111
Doctor of Nursing Science	Rush University	2	5	3	-	5	-	109
Business Administration	Midstate College	19	24	14	17	17	17	108
Accounting	Danville Area Community College	20	14	16	21	19	14	104
Master of Arts of Business Administration (M.B.A.)	Argosy University	19	24	19	15	18	9	104
Business Management AAS	Parkland College	14	13	15	18	17	27	104
LEEP: Library and Information Science	University of Illinois at Urbana-Champaign	17	18	20	10	24	14	103
Loyola University Chicago's Mundelein College Online Computer Science Certificate Program	Loyola University Chicago	17	13	18	18	17	17	100
Certificate of Advanced Study (CAS) in Library and Information Science	University of Illinois at Urbana-Champaign	15	11	16	27	16	12	97
Global Studies in Education	University of Illinois at Urbana-Champaign	24	19	7	15	14	15	94
Bachelors of Science in Health Care Leadership	University of St. Francis	15	18	20	-	28	13	94
Associate Degree in Applied Science	Danville Area Community College	13	17	17	16	14	17	94
Midmanagement Certificate Online	Waubensee Community College	5	4	7	3	3	7	92
Master of Arts in Education: Teaching and Learning with Technology	Quincy University	19	13	11	20	19	8	90
Online Secondary (grades 6-12) Math Certification	University of Illinois at Springfield	15	22	13	10	14	15	89
Information Systems	University of Illinois at Urbana-Champaign	12	13	10	19	20	13	87
Developmental Studies Graduate Program	National-Louis University	16	15	10	14	23	8	86
RN to BSN	Illinois State University	13	16	12	14	19	12	86
School Nurse Certificate Program	University of Illinois at Chicago	15	18	10	17	13	12	85
Master of Computer Science	University of Illinois at Urbana-Champaign	19	13	8	15	22	7	84

<b>Program</b>	<b>Institution</b>	<b>Apr</b>	<b>May</b>	<b>June</b>	<b>July</b>	<b>Aug</b>	<b>Sept</b>	<b>Total</b>
Associate of Applied Science in Multimedia Communications	College of Lake County	10	18	18	8	16	14	84
Associate of Arts	Kaskaskia College	12	7	15	14	13	22	83
Associate in Arts - General	Waubensee Community College	10	10	12	19	18	14	83
Master of Health Professions Education	University of Illinois at Chicago	15	14	7	14	14	17	81
Master of Science in Management	University of St. Francis	14	12	16	21	9	9	81
Computer Science	Illinois Institute of Technology	11	12	11	11	15	20	80
R.N.-B.S.N. Fast Track	University of St. Francis	16	14	9	15	17	7	78
Health Care Management Certificate	Lewis University	10	20	9	13	9	15	76
Post-Graduate Certificate in Applied Analysis (BCBA)	Chicago School of Professional Psychology	9	8	13	10	23	12	75
Accounting	Highland Community College	16	9	14	14	11	10	74
Distance Education Associate in Arts (AA) Degree	McHenry County College	15	11	6	11	15	15	73
Writers Series Online Courses	University of Illinois at Chicago	16	12	14	6	15	9	72
Master of Science in Training and Development	University of St. Francis	15	14	4	13	18	7	71
Software Engineering	University of Illinois at Urbana-Champaign	15	9	15	7	12	13	71
Prior Learning Assessment Certificate Program	DePaul University	14	8	14	-	17	15	68
Elementary Education AA	Parkland College	8	13	4	12	16	14	67
Psychology AA	Parkland College	11	21	9	8	9	8	66
Master of Engineering	University of Illinois at Chicago	8	13	23	6	9	7	66
Associate of Arts in Business Administration	College of Lake County	9	9	10	10	15	12	65
Bioinformatics Certificate Program	University of Illinois at Chicago	9	15	11	10	8	12	65
E-Business Strategy	University of Illinois at Chicago	5	3	4	9	-	3	65
Beginning Web Page Design Certificate of Achievement	Waubensee Community College	15	10	12	5	13	8	63
Accounting	Lake Land College	7	7	9	10	-	9	62
Computer Science with specialization in software engineering	Illinois Institute of Technology	5	4	1	5	4	5	62
Accounting Clerk Certificate	Harper College	9	6	10	12	13	11	61
Certificate in Professional Human Resource Management	Black Hawk College	7	8	14	8	12	10	59
Real Estate Sales Professional Certificate	Harper College	7	5	8	6	7	8	59
Graduate Certificate in Training and Development	Roosevelt University	6	5	4	-	5	4	58
RN to BS in Nursing	Southern Illinois University Edwardsville	11	14	14	7	7	3	56
Word Specialist Certificate	College of DuPage	9	9	4	7	14	13	56
Computer & Information Sciences	Knowledge Systems Institute	10	7	10	4	13	10	54
Electrical and Computer Engineering	Illinois Institute of Technology	7	3	4	11	5	2	54
RN-BSN Completion	Rush University	9	15	7	10	7	5	53
Computer Engineering	Illinois Institute of Technology	5	8	4	4	7	2	53

<b>Program</b>	<b>Institution</b>	<b>Apr</b>	<b>May</b>	<b>June</b>	<b>July</b>	<b>Aug</b>	<b>Sept</b>	<b>Total</b>
MPH in Public Health Informatics	University of Illinois at Chicago	9	8	7	11	9	8	52
Master of Science in Instructional Technology Systems	DePaul University	6	1	5	5	1	1	52
Master of Science in Computer Science	University of Illinois at Springfield	8	14	8	10	6	4	50
Health Physics	Illinois Institute of Technology	11	4	6	11	8	9	49
Distance Education Associate in General Education (AGE)	McHenry County College	8	5	10	6	11	9	49
Liberal Arts and Sciences AA	Parkland College	8	6	4	7	15	8	48
Community Based Correction	Illinois Central College	7	11	7	5	5	9	48
Math Teacher Link	University of Illinois at Urbana-Champaign	11	3	8	5	11	9	47
Intro to Geographic Information Systems	Lake Land College	8	11	3	2	13	10	47
Veterinary Education Online	University of Illinois at Urbana-Champaign	7	13	10	7	14	8	47
Management Certificate	College of DuPage	9	5	8	4	10	10	46
Undergraduate Certificate in Organizational Leadership	Roosevelt University	13	4	10	2	8	8	45
Marketing	Danville Area Community College	8	7	13	5	6	6	45
Certificate for Professional Technical Communications	College of Lake County	8	11	8	6	4	8	45
Graduate Certificate in e-Learning	Roosevelt University	5	4	3	4	4	1	45
The Professional in Human Resources Online Certificate	DePaul University	5	6	10	8	5	6	45
Basic BSN for Traditional, Adult and Transfer Students	University of St. Francis	10	9	7	10	6	2	44
Agriculture	Lake Land College	7	14	7	17	10	7	44
Master of Science in Mechanical Engineering	University of Illinois at Urbana-Champaign	5	5	6	9	12	5	44
Real Estate Brokers License Preparation	Harper College	9	5	9	10	2	8	43
Telecommunications and Software Engineering	Illinois Institute of Technology	7	4	4	8	11	4	43
Rich Internet Application Developer	Illinois Central College	7	7	6	5	8	14	43
Accounting	Danville Area Community College	7	8	6	5	11	6	43
Environmental and Water Resources Engineering	University of Illinois at Urbana-Champaign	12	3	7	4	11	5	42
System Software	University of Illinois at Urbana-Champaign	7	5	1	4	5	11	42
Network Engineering	Illinois Institute of Technology	5	3	3	7	4	2	42
Industrial and Business Security Certificate	Illinois Central College	5	9	5	8	9	9	42
Information Technology and Management	Illinois Institute of Technology	9	5	10	6	6	5	41
Wireless Communication Technology Certificate	University of Illinois at Chicago	8	3	7	8	7	7	40
Early Childhood Education AA	Parkland College	6	10	3	7	12	14	40
Computers in Business Certificate	Harper College	4	1	2	2	2	7	40
Anti thrombosis Therapy Management Certificate Program	University of Illinois at Chicago	9	10	12	6	1	-	38
Certificate in Nonprofit Management	University of Illinois at Chicago	7	10	10	8	9	10	38
International Business Studies	McHenry County College	4	1	1	2	2	2	38

<b>Program</b>	<b>Institution</b>	<b>Apr</b>	<b>May</b>	<b>June</b>	<b>July</b>	<b>Aug</b>	<b>Sept</b>	<b>Total</b>
General Studies Certificate	Waubensee Community College	6	3	4	8	5	4	37
Teaching Certificate in Nursing Education	University of Illinois at Chicago	4	6	1	2	5	5	37
Master of Arts in Information Technology	DePaul University	13	6	3	4	8	2	36
Ag Sales – John Deere	Lake Land College	2	3	2	2	-	2	36
Computer Engineering	Illinois Institute of Technology	13	4	5	2	5	6	35
Legal Aspects in Education	University of Illinois at Springfield	9	6	5	4	5	6	35
Business Education AS	Parkland College	4	4	2	5	3	7	35
QuickBooks Professional Certificate	Highland Community College	4	3	-	2	4	6	35
Accounting	Lake Land College	9	3	4	7	7	4	34
Business English	University of Illinois at Chicago	6	2	3	1	8	4	34
Network Specialist Certificate (Cisco)	Harper College	3	4	4	5	3	3	34
Analytical Chemistry	Illinois Institute of Technology	7	4	3	6	4	7	33
Certificate for Microcomputers for Business	College of Lake County	6	3	6	4	8	7	33
Professional Development Sequence in Translation French	University of Illinois at Urbana-Champaign	4	5	8	5	5	5	33
Master of Science in Health Services Administration	University of St. Francis	9	6	2	3	7	5	32
Business Marketing AAS	Parkland College	7	5	9	10	8	9	32
Case Management for Aging Clients	Lewis and Clark Community College	4	10	6	10	4	4	32
Management	Danville Area Community College	4	3	-	5	7	4	32
Manufacturing Excellence	Black Hawk College	2	4	17	24	33	29	32
Bachelor of Science in Nursing for Registered Nurses	University of Illinois at Chicago	-	-	-	9	17	8	32
Advanced Electronics	Illinois Institute of Technology	7	9	4	5	11	7	31
E-Commerce	Illinois Central College	6	3	5	10	3	1	31
Certificate in Public Health Informatics	University of Illinois at Chicago	5	14	7	6	10	11	31
Master of Science in Health Informatics	University of Illinois at Chicago	-	3	8	3	8	4	31
Special Education AA	Parkland College	6	6	4	8	9	7	30
Certificate Program in Computer & Information Sciences	Knowledge Systems Institute	5	6	13	14	17	10	30
Mass Communications: Advertising/Public Relations AA	Parkland College	3	8	5	1	6	6	30
Marketing	Harper College	8	7	5	2	3	4	29
GME Core Curriculum	University of Illinois at Chicago	5	7	1	2	5	1	29
Computer Science w/options	Illinois Institute of Technology	3	7	5	3	6	10	29
Office Technology Information Essentials Certificate	College of DuPage	2	5	-	2	1	12	29
Computer Security	University of Illinois at Urbana-Champaign	6	11	5	10	15	11	28
Computer Science w/specialization networking and telecommunications	Illinois Institute of Technology	3	2	5	1	8	5	28
Philosophy Minor	University of Illinois at Springfield	6	4	3	3	7	2	27
Strategic Technology Management (STM)	University of Illinois at Urbana-Champaign	5	3	2	3	3	1	27

Program	Institution	Apr	May	June	July	Aug	Sept	Total
Electrical Engineering w/thesis option	Illinois Institute of Technology	5	2	3	5	4	2	27
Public Health	University of Illinois at Springfield	-	-	-	13	18	11	27
Botanicals for Women's Health	University of Illinois at Chicago	3	6	3	2	2	3	26
Mass Communications: Integrated AA	Parkland College	-	2	3	4	4	3	26
Networks and Distributed System	University of Illinois at Urbana-Champaign	6	4	3	8	7	5	25
Business Management Certificate	Lake Land College	6	4	4	8	5	10	25
Master of Science in Distributed Systems	DePaul University	4	4	6	2	4	-	25
Environmental Health Informatics	University of Illinois at Chicago	6	5	5	4	7	-	24
Consumer Marketing Certificate	College of DuPage	6	3	4	3	3	5	24
Supervision Certificate	College of DuPage	6	2	1	3	3	4	24
Materials	University of Illinois at Urbana-Champaign	5	4	6	2	5	2	24
Associate Degree in Science and Arts	Danville Area Community College	5	9	11	6	18	13	24
Master of Science in Computer Science	DePaul University	5	3	7	6	5	1	24
History AA	Parkland College	5	7	44	19	7	10	24
Control Systems	Illinois Institute of Technology	5	4	8	4	5	1	24
Doctor of Nursing	Rush University	4	4	2	2	2	3	24
Master of Science in Telecommunication Systems	DePaul University	3	1	3	5	7	7	24
Engineering Law and Management Certificate	University of Illinois at Chicago	6	6	2	-	3	1	23
Travel and Tourism Certificate of Achievement	Waubensee Community College	4	2	4	4	5	4	23
Radio Sales Certificate	Lake Land College	4	4	5	3	4	4	23
Master of Science in Software Engineering	DePaul University	4	4	1	5	3	2	23
Material and Chemical Synthesis	Illinois Institute of Technology	11	3	2	2	1	3	22
Secondary Education AA	Parkland College	4	6	6	8	9	4	22
Marketing Certificate	College of DuPage	4	7	6	7	3	8	22
Master of Science in Information Systems	DePaul University	3	4	2	2	3	3	22
The Culture of U.S. Business Online	University of Illinois at Chicago	2	-	2	2	2	-	22
Emergency Management and Continuity Planning Online Certificate Program	University of Illinois at Chicago	5	8	3	1	5	2	21
Psychiatric/Mental Health Nursing	Rush University	5	3	6	6	3	8	21
Business Administration AS	Parkland College	5	7	11	6	8	5	21
Adult Health Clinical Nurse Specialist	University of St. Francis	1	4	4	3	7	-	21
Purchasing Certificate	Harper College	6	2	4	4	4	5	20
Electromagnetic Technology Certificate	University of Illinois at Chicago	4	2	3	5	2	1	20
Political Science AA	Parkland College	6	4	3	1	6	3	19
Interpreter Preparation	John A. Logan College	5	4	3	14	11	7	19
Master of Science in E-Commerce Technology	DePaul University	4	8	5	8	5	5	19
Marketing Strategy in the Digital Age	University of Illinois at Chicago	4	3	8	1	-	-	19
Post-Baccalaureate Certificate in Health Informatics	University of Illinois at Chicago	4	8	7	3	1	5	19
Institutional Corrections	Illinois Central College	3	4	5	9	5	4	19

<b>Program</b>	<b>Institution</b>	<b>Apr</b>	<b>May</b>	<b>June</b>	<b>July</b>	<b>Aug</b>	<b>Sept</b>	<b>Total</b>
Ag Professional Custom Application	Lake Land College	1	-	-	1	1	-	19
Certified Fire Fighter II	University of Illinois at Urbana-Champaign	6	2	2	2	4	4	18
Ag Business and Supply	Lake Land College	4	5	3	4	4	2	18
Tax Practitioner Certificate	McHenry County College	5	7	12	7	6	8	17
Online Master's Degree in Agricultural Education	University of Illinois at Urbana-Champaign	4	7	4	6	6	6	17
Tourism	Danville Area Community College	4	3	3	3	4	5	17
Power Engineering	Illinois Institute of Technology	3	6	6	7	3	4	17
Business: Independent Business Management Certificate	Parkland College	4	4	2	2	3	4	16
Gas Engineering	Illinois Institute of Technology	2	3	2	3	4	1	16
Master of Science in Health Care and Nursing Administration	Southern Illinois University Edwardsville	-	-	7	8	14	3	16
Wireless Communications Engineering	Illinois Institute of Technology	2	3	3	-	3	-	15
NetPrep Senior Network Specialist Certificate	Harper College	2	1	-	1	-	1	15
International Business Management Certificate	Parkland College	-	3	1	1	1	5	14
IBHE Post Master's Certificate in Health Informatics	University of Illinois at Chicago	1	7	-	2	2	2	13
Fire Science AAS	John Wood Community College	4	5	5	4	8	6	12
Ag Power Technology	Lake Land College	1	-	5	1	2	1	12
Adult Nurse Practitioner Track	University of St. Francis	2	8	8	5	6	3	11
Graduate Program in Computer and Information Sciences	Knowledge Systems Institute	2	6	1	5	6	1	11
Materials Failure	University of Illinois at Urbana-Champaign	1	2	2	-	2	-	11
Network Specialist Certificate (NetPrep)	Harper College	-	3	-	2	-	-	11
Professional Development Sequence in Dairy Science	University of Illinois at Urbana-Champaign	1	1	4	1	2	2	11
RN BS to MSN for RNs with Non-Nursing Baccalaureate Degrees	University of St. Francis	-	10	5	7	7	2	10
Quality and Systems Management Program	Aurora University	2	4	1	5	2	2	8
Sales Management and Development Certificate	Harper College	1	1	2	1	3	5	7
Basic Vocational Specialist in Management	Elgin Community College	2	4	6	5	11	8	5
Computer Science w/specialization in information systems	Illinois Institute of Technology	-	-	11	2	7	7	5
Ag Tech – John Deere	Lake Land College	1	4	3	-	2	2	3

Note: A dash (-) indicates months a program was not available in the IVC catalog.