



Opportunities for Partnership

November 9, 2016

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Pearson Learning Services Partnerships

41 Academic Partners in 22 States



USC University of Southern California

UNIVERSITY OF MARYLAND

Brandeis University

THE GEORGE WASHINGTON UNIVERSITY
WASHINGTON, DC

D'Amore-McKim
Northeastern University
School of Business

UF UNIVERSITY of FLORIDA

CASE WESTERN RESERVE UNIVERSITY
EST. 1826

BOSTON UNIVERSITY

HOFSTRA UNIVERSITY

UC RIVERSIDE
UNIVERSITY OF CALIFORNIA

ASU

UNIVERSITY OF CINCINNATI

PEPPERDINE UNIVERSITY

NJIT

VILLANOVA UNIVERSITY



RUTGERS

N
University of Nevada, Reno

ADDELPHI UNIVERSITY

A THE UNIVERSITY OF ARIZONA

WAKE FOREST UNIVERSITY

UNIVERSITY OF SAN FRANCISCO

EASTERN GATEWAY COMMUNITY COLLEGE

UIC UNIVERSITY OF ILLINOIS AT CHICAGO

CHAMPLAIN COLLEGE
Graduate Studies

BRADLEY University

WASHINGTON STATE UNIVERSITY

Cincinnati State
TECHNICAL AND COMMUNITY COLLEGE

STETSON UNIVERSITY

New England College



OHIO UNIVERSITY

MARYVILLE UNIVERSITY
ST. LOUIS

Regis College

NORWICH UNIVERSITY
1819

VERMONT LAW SCHOOL

ACU ABILENE CHRISTIAN UNIVERSITY

MARYLHURST UNIVERSITY

UAB THE UNIVERSITY OF ALABAMA AT BIRMINGHAM

KENT STATE UNIVERSITY

EKU EASTERN KENTUCKY UNIVERSITY

Portland State UNIVERSITY

ADVENTIST UNIVERSITY OF HEALTH SCIENCES
Florida Hospital's University

UNE UNIVERSITY OF NEW ENGLAND

Assessment Scope

Understand, Document, and Make Recommendations for Improvement of:

Marketing, Recruitment, and Onboarding



Student Support

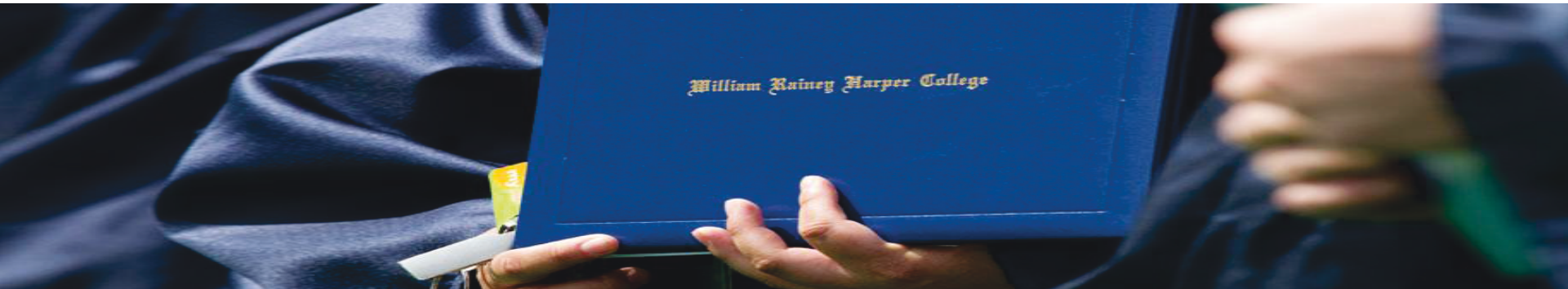


Technology



Strengths

- + High school penetration on track to meet 24%-25% goal for 2016
- + Recruitment connect and conversion rates
- + High FA package rate; integration with One Stop and orientation
- + Committed, coordinated, savvy marketing and recruiting teams
- + Specialized assistance available for many situations and students
- + Early alert, degree planning, and advisor dashboard system



STUDENT FUNNEL

TRAFFIC

LEADS

APPLIED

ENROLLED

GRADUATION
RATE

Total Leads - website, open-houses,
informational sessions, area high schools:
(2010 - 2016) 7 years of data

26,253

W/O Recruiting Record: 59,650
W/ Recruiting Record 19,456
Total APPLIED: 79,106

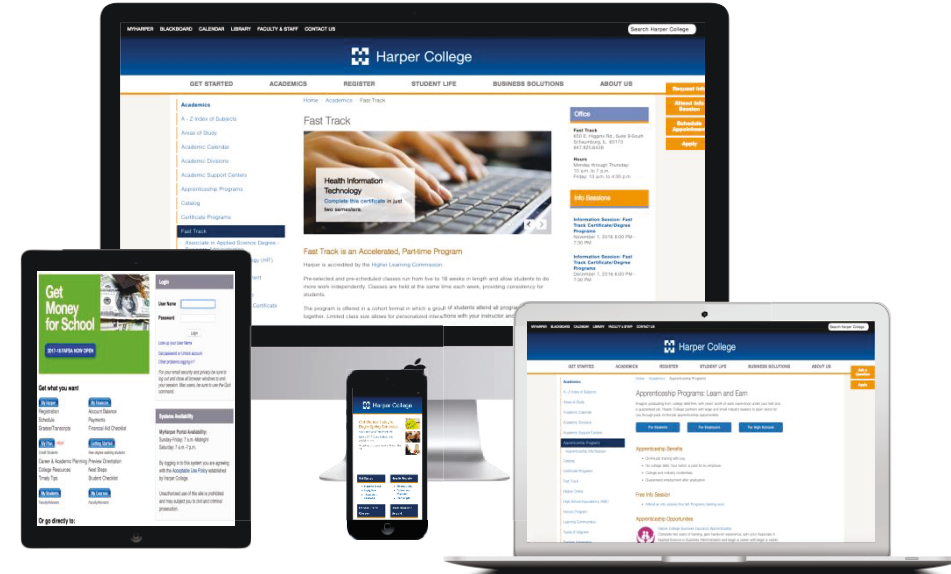
30,462 students
applied but did
not enroll

Total - 48,644

24.12%*

Top-Level Recommendations

1. Double-down on opportunities to serve *adult learners*
 - Program alignment for adult students
 - Next-level corporate partnerships
2. Expand, refine and optimize *marketing and recruitment*
 - Vendor consolidation
 - Analytics
 - CRM and marketing automation technology



Top-Level Recommendations – continued

3. Think *beyond physical plant* to engage students
 - Online and hybrid programs – not just courses
 - Professional development for new learning modalities
 - Consistency and quality of online courses
 - Support services after hours and at a distance
4. “Connect the dots” for students using *guided pathways*
 - Engagement of students according to their meta-major
 - Coordination across high school, Harper, university
 - Mandatory, intrusive advising
 - Next-level corporate partnerships





Shared Opportunities

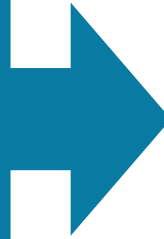
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“Communiversality” Enablement

Pearson Contribution:

- Wrap-around services to support students through baccalaureate degree, with substantial coursework through Harper College
- Place-independent service model for recruitment, advising, and student support
- Packaged and/or custom online content



Expected Outcomes:

- Enroll more baccalaureate degree seekers
- Improve student success rates
- **Implement a new national exemplar model for 2-year/4-year coordination**

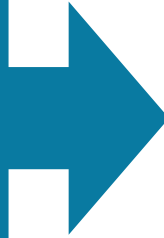
Considerations:

- Three-way partnership with regional university
- Many specifics to be thought through
- Capacity to accommodate growth – faculty (full-time or adjunct,) administration, facilities

Guided Pathways Implementation

Pearson Contribution:

- Integrated organization and service model to recruit students into specific academic and career pathways
- Curriculum modeling, carousel, and scheduling
- Student support technologies
- Supplemental recruiting and/or student support staff as needed to enable growth
- Academic content if/as needed



Expected Outcomes:

- **Significant improvements in student completion, time to graduate, loan repayment**
- **National recognition for innovative leadership**

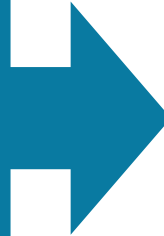
Considerations:

- Partnership model
- Scope and sequencing of pathways
- High school reach-back, and partnership roles

Marketing / Recruitment Efficiency

Pearson Contribution:

- Full service marketing agency – 150+ staff
- CRM and marketing automation systems
- Creative and website redesign, implementation, and operation
- Additional recruiting staff to enable growth



Expected Outcomes:

- Updated marketing strategy
- Media spend optimized through testing and analytics
- Messaging tailored for audiences and programs
- Student-friendly, mobile-responsive website
- **Transformational growth of adult student enrollment**

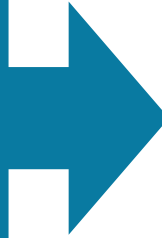
Considerations:

- Capacity for additional campus-based and online enrollments
- Ability to hire faculty (full-time or adjunct) to accommodate growth

Online Growth Services

Pearson Contribution:

- Market research to align program offerings to meet current and emerging demand
- Curriculum modeling, carousel, and course scheduling
- Faculty development for online and hybrid course creation and instruction
- Packaged and/or custom course content



Expected Outcomes:

- Consistent, high quality online experience for students
- Improved retention and success of online students
- Improved reputation and brand
- **Growth of adult enrollments by offering and marketing fully online programs**

Considerations:

- Updated marketing and recruitment approaches
- Further study of opportunity for growth of adult population from outside service area
- Ability to hire faculty (full-time or adjunct) to accommodate growth



Thank You



Pearson