



PRESENTATION HANDOUT



Leading Transformational Change with Graduate and Online Enrollment

Dawn Hiles and Greg O'Brien

with host Brian Gawor

Today's Presenters



Greg O'Brien,
Chief Growth Officer



Dawn Hiles,
Chief Business
Development Officer



Brian Gawor,
Vice President of
Research

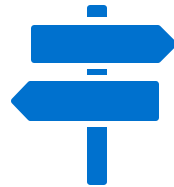


Join the discussion:
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All polls are 100% anonymous

Defining the questions: 3 big ones

What are the expectations students bring to online and graduate programs?



What are my options for growth?

How do I evaluate my options and pick the one(s) best for my campus?



What are the expectations students bring...

to online and graduate programs?



Speed of
Response



Flexible Format



Continuous
Improvement

A blue-tinted photograph of a university courtyard. In the foreground, there are several large, ornate stone arches supported by columns. In the background, a large, multi-story building with a central dome and a spire is visible. The scene is framed by trees and a clear sky.

Poll:

As you consider options for growing your online programs, what are your top considerations?

What are my options for growth?

- Build internal capabilities
- Engage and outsource to an OPM
- Partner with an OPE

Need to carefully consider short and long-term impact

What are the downstream impacts of these decisions?



50-65%



OPM revenue
share

Build internal capabilities





**Engage and
outsource to
an OPM**

Partner with an OPE



The government is watching

and things are about to change

"The Committee is deeply concerned by the proliferation of for-profit OPMs in higher education.

Specifically, the Committee is troubled by how tuition-sharing agreements between universities and for-profit OPM companies can create perverse incentives that drive up costs, waste taxpayer dollars, and rip off students."



Your needs across the student lifecycle



Interest



Enrollment



Educational
Program



Post-
Graduation

Partnerships have a start and a finish



The background is a blue-tinted photograph of a university courtyard. In the foreground, there are several large, ornate stone arches supported by columns. In the background, a large, multi-story building with a central tower and a dome is visible, surrounded by trees and a green lawn. The overall scene is a typical university campus setting.

Word Cloud:

What word(s) describe your ideal online program enablement?

Keys to online program enablement



Flexible



Transparent



Economics
that work

A blue-tinted photograph of three people in a meeting. A woman on the left is pointing at a document on a table. A man in the middle and a woman on the right are looking at the document. The scene is set in a modern office with large windows in the background. The word "Questions?" is overlaid in white text in the center of the image.

Questions?