

CONTINUING AND PROFESSIONAL EDUCATION LEARNING COLLABORATIVE

Nobody knows the challenges that continuing and professional education providers are facing better than you. You're being asked to achieve more with fewer resources, enroll more students but maintain quality, increase surpluses and reduce expenditures, find new markets and launch new products - all on the back of already over-stretched staff.

At times, you may well feel as though you're flying in the dark, without the answers you need to make well informed decisions about how best to reach new students, which marketing channels to invest in, which market segments to look to for growth, and how to compellingly communicate your institution's distinctiveness in an over-crowded marketplace.

QUESTIONS YOU FACE:

- How do I identify new revenue streams?
- Do I launch new programs or grow existing ones?
- What is the optimal program portfolio?
- Can I retire existing non-profitable offerings while still fulfilling my institution's mission?
- What are my competitors' marketing strategies and how can my institution differentiate in an increasingly crowded market?
- What are the evolving demands among adult prospective students?



Deans and Directors at Eduventures Annual Member Meeting

MB Keiller Photography

HOW WE HAVE HELPED OUR MEMBERS:

"The research and the collaboration, and the access to a wide range of knowledge, colleagues, experiences, and expertise is so critical for our strategy formulation and critical thinking about where we're going and what our future looks like, and Eduventures is a key part of that. I can't conceive of our strategy development and the discussions that we have in our planning occurring without the resources that Eduventures brings to the table for us."

-William Clements, Ph.D.

Dean and Professor
School of Graduate and Continuing Studies
Norwich University

CONTINUING AND PROFESSIONAL EDUCATION LEARNING COLLABORATIVE

Our Continuing and Professional Education Learning Collaborative (CPE-LC) partners with universities to:

- Improve operational efficiencies
- Develop and grow programs to meet the needs and interests of current and potential students
- Stay competitive by developing strategic positioning and differentiation

We partner with our members to save them time, money, and resources by providing thought leadership, research, and data needed to make the informed decisions for success.

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EXCLUSIVE OFFERINGS INCLUDE

The following membership offerings demonstrate how the Continuing and Professional Education Learning Collaborative is able to successfully work with Deans and Directors of Continuing Education to solve the challenges they face.

Collaborative Research	Custom Projects	Member Networking Events	Advising	Research Library
<ul style="list-style-type: none">Focuses on long-term strategic issuesReports are executed and delivered by CPE-LC expertsTopics are identified and prioritized by membersIncludes a few major studies annuallyTopics range from latest trends on adult and non-traditional students to operational benchmarks to trends in continuing education, online, and for-profit	<ul style="list-style-type: none">Research projects that address challenges specific to your campus and are flexible in scopeThese targeted projects may involve either primary and/or secondary data collectionTopics range from competitive assessment to launching and retiring programs to understanding best practices and benchmarks against peers	<ul style="list-style-type: none">Regularly scheduled customized web teleconferences, referred to as Member Roundtables, are one opportunity to network with other collaborative members taking place 4-6 times per yearThe Annual Member Meeting is an in-person networking event, bringing together over 300 leaders from all Eduventures Learning Collaboratives once per year	<ul style="list-style-type: none">Access to your own account manager, who synthesizes past research, provides market insight, and strategizes with member institutions on a wide array of topics from scoping out custom reports for your specific institution to strategizing with your team to incorporate data and research into your planning process	<ul style="list-style-type: none">Access at any time to a rich library of research studiesConsists of over 1,000 research reports dating back to 2004The library is organized by research type and includes reports, archived presentations, recordings, and summaries

WHO WE ARE:

Eduventures partners with senior leaders at over 300 schools across the country. As a research and consulting firm, we are committed to providing colleges and universities with cost-effective, data-driven insight and guidance to achieve organizational goals and solve pressing challenges. We help you achieve this in two ways: through our Learning Collaboratives and through our Consulting Division.

We offer our members the following benefits:

- A trusted partner with a deep expertise and insight in higher education
- Cost effective and time saving research and data collection with expert analysis
- Access to network and share best practices with other institutions in the membership

FOR MORE INFORMATION ON JOINING THE CONTINUING AND PROFESSIONAL EDUCATION LEARNING COLLABORATIVE

Gain new insight to make informed decisions through immediate access to higher education experts and thought leaders, access to a wide range of data and research, and the opportunity for discussion, networking, and learning with your peers.

For more information about the Continuing & Professional Education Learning Collaborative, please contact Blair Maloney at bmaloney@eduventures.com, or 617-532-6063.

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2011 Collaborative Research Agenda

Each program year, the Continuing and Professional Education Learning Collaborative (CPE-LC) undertakes Collaborative Research investigations to examine issues of importance to the entire membership. Collaborative Research is designed to address the most pressing challenges in the continuing education market. Where appropriate, CPE-LC staff works with members themselves to enhance and administer projects.

If you have any questions on Collaborative Research, or have a topic you feel would be of high value to the CPE-LC membership, please contact your account manager.

On-Going From 2010

- **Practices in “Human-Driven” Recruiting** – Consumer research indicates that prospective adult students value marketing approaches involving personal/human interaction. This study will analyze human-driven recruitment practices gleaned from “secret shopper” interactions with CE units and targeted interviews with institutional leaders. *Projected completion: Winter 2011*
- **Testing the Continuing Education Value Proposition: Alumni Satisfaction and Engagement** – This survey of nearly 7,000 non-traditional alumni aims to fill a major gap in our knowledge of continuing education. A better understanding of the views and experiences of non-traditional alumni will help cement the value proposition of continuing education and help individual schools identify scope for innovation and differentiation. *Projected completion: Winter 2011*

New For 2011

- **2010 Assessing Consumer Preferences for Adult Education** – This study builds on our robust foundation of previous adult consumer surveys. Garnering over 20,000 responses from adult students nationally, this unique, large-scale study will explore the evolution of consumer perceptions of adult education opportunities by demographics, credential, field of study, and delivery mode. *Projected completion: Winter through Summer 2011*
- **Sizing the Continuing and Professional Education Market** – This study will attempt to size the diverse, wide-ranging continuing and professional education market in the U.S. today. Relying on multiple data sources, including institutional data collected from continuing education institutions directly, this study will characterize the evolving adult education market, clarify the continuing education contribution to higher education, and identify scope for innovation and differentiation. This study will also look ten years into the future, anticipating the key differences between continuing and professional education today and in 2020. *Projected completion: Summer 2011*
- **Non-Credit Program Database Analysis** – To track programmatic and provider trends in non-credit education, this study will create a database of non-credit programs (based on 100 representative providers) within higher education and non-higher education providers. This database will offer a unique view of non-credit trends by specific characteristics, such as program type, field of study, purpose, and school type. *Projected completion: Fall 2011*

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RESEARCH LIBRARY

KEY BENEFITS

A key benefit of the Continuing and Professional Education Learning Collaborative (CPE-LC) membership is our robust Research Library that members can leverage at any time to address their research needs. The library is organized by research type including: Annual Member Meeting (past archived presentations), Collaborative Research, Custom Research, and Member Roundtables (recordings and summaries). The research addresses key issues for members, some of which include: operational benchmarks, assessing program viability, and marketing and recruiting best practices.

The Research Library is organized by Type and Publication Date

Annual Member Meeting

Collaborative Research

Custom Research

Member Roundtables

ANNUAL MEMBER MEETING

Gathering of peers and key decision-makers from each member institution to network, share best practices, and discuss pressing issues in the industry. Past presentations from this meeting have featured topics such as national trends in adult and other non-traditional student enrollment over time, competitive positioning and differentiation, and operational best practices pertaining to continuing education division identity, structure, and relations with other parts of the parent institution.

COLLABORATIVE RESEARCH

Institutions looking for insight on long-term strategic issues confronting continuing and professional education providers can consult our collaborative research. The agenda for this research is member-driven and conducted by the CPE-LC Research Team to address major challenges and to provide insight into big picture trends.

CUSTOM RESEARCH

Institutions looking for assistance in overcoming strategic or operational challenges specific to their institution can commission a custom study. Custom Reports utilize several possible methodologies such as benchmarking, analysis of members' in-house data, or primary research investigations

MEMBER ROUNDTABLES

The CPE-LC Research Team organizes and hosts regular Member Roundtable teleconferences to address issues of emerging concern to the membership. Drawing on the expertise of the membership and other thought-leaders in the higher education field, these facilitated discussions are designed to address current information gaps, share best practices, and identify future research directions.

ANNUAL MEMBER MEETING

Title	Publication Date
<i>2011 CPE-LC Collaborative Research Agenda</i>	1/2011
<i>Putting All The Pieces Together: Analysis of Adult Student, Continuing Education, Online & For-Profit Trends</i>	6/2010
<i>Employment Trends and the Growth of Online Higher Education</i>	6/2010
<i>Developing and Demonstrating Your Value Proposition</i>	6/2010
<i>Continuing and Professional Education Market Overview and Outlook: Health, Innovation & Prospects</i>	6/2010
<i>Alumni Engagement - To What End?</i>	6/2010
<i>Engaging the Board</i>	6/2010
<i>Changing Landscape of Campaigns</i>	6/2010
<i>Emerging Opportunities for Higher Education Philanthropy</i>	6/2010
<i>Innovators Among Us</i>	6/2010
<i>Using Enrollment Data and Development Packaging to Achieve Financial Aid Goals</i>	6/2010
<i>The Chief Academic Officer Study: Today's Challenges - Tomorrow's Leaders</i>	6/2010
<i>Faculty Governance Structures: Obstacles, Opportunities, and Lessons Learned</i>	6/2010
<i>Developing the Next Generation of Academic Leaders on Campus: Pathways and Program Considerations</i>	6/2010
<i>Key Issues in the Education Field</i>	6/2010
<i>Faculty Productivity and Quality</i>	6/2010
<i>Future Directions for Schools of Education and the SOE-LC</i>	6/2010
<i>Improving Pre-service Field and Clinical Experiences</i>	6/2010
<i>Eduventures 2010 Annual Member Meeting Agenda</i>	6/2010
<i>Master's Degree Programs in Education with Specializations in STEM and Gifted Education: Demand and Supply</i>	2/2010
<i>CPE-LC Meeting Agenda - AMM 2010</i>	2/2010

COLLABORATIVE RESEARCH

Title	Publication Date
<i>Online Learning Across State Borders: March 2011 Update</i>	4/2011
<i>Testing the Non-Traditional Higher Education Value Proposition: Alumni Satisfaction and Engagement</i>	4/2011
<i>Consumer Preferences Update: Continuing, Professional, and Online Higher Education</i>	4/2011
<i>A Secret Shopper Study of Human-Driven Recruiting: Best Practices & Cost-Effective Strategies</i>	3/2011
<i>Online Learning Across State Borders</i>	1/2011
<i>Non-Credit Education: A Neglected Solution to the Obama Administration's 2020 Goal?</i>	11/2010
<i>Putting All The Pieces Together: Analysis of Adult Student, Continuing Education, Online, and For-Profit Trends</i>	6/2010
<i>Exploring Customer Relationship Management (CRM) in Continuing Education</i>	3/2010
<i>Online Marketing: Benchmarks, Opportunities, and Challenges</i>	1/2010

CUSTOM RESEARCH

Title	Publication Date
<i>Market Overview for Certificates in Environmental Management</i>	4/2011
<i>Market Analysis of MBA Concentration and Certificate Offerings in Project Management</i>	4/2011
<i>Community College Baccalaureate Degrees</i>	4/2011
<i>Assessing the Demand and Exploring the Market for Genetics Certificates</i>	4/2011
<i>An Overview of the Music Market</i>	4/2011
<i>Data & Feedback on Online Course Development (Membership Q&A)</i>	3/2011
<i>Professional Development Certificates and Courses for Engineering Professionals</i>	2/2011
<i>Overview of the Market for Online Undergraduate Programming in Film</i>	2/2011
<i>Human-Driven Recruitment</i>	2/2011
<i>Graduate Certificate Programs Market Scan and Competitive Landscape</i>	2/2011
<i>Exploring the Market Opportunity for an Online EdD in Reading</i>	2/2011
<i>Evaluating the Current Market of Paralegal Certificate Programs</i>	2/2011
<i>Bachelor's of Fine Arts in Integrated Media: Market Evaluation</i>	2/2011
<i>Assessing Programmatic Demand for Master's Degrees in New England</i>	2/2011
<i>An Analysis of Adult and Military-Focused Programming in Close Proximity to U.S. Military Bases</i>	2/2011
<i>A Market Assessment of Communications Programs</i>	2/2011
<i>Overview of the Market for Online Sociology Bachelor's Degrees</i>	1/2011
<i>Online Continuing Education Expansion Opportunities: National, Regional, and New Jersey Landscape</i>	1/2011
<i>Graduation Procedures for Online and Satellite/Branch Campus Students</i>	1/2011
<i>eLearning Course Programming: Overview of Online/Hybrid Market, Canadian Providers, and Course Evaluations</i>	1/2011
<i>Demand for an Online Clinical Nurse Leader MSN</i>	1/2011
<i>Assessing the Market for Certificate Offerings in Paralegal Studies</i>	1/2011
<i>Academic Quality and Rigor of Online Learning for Working Adults</i>	1/2011
<i>A Review of Learning Management Systems (LMS) and Other Online Technologies</i>	1/2011
<i>The Business of eLearning</i>	11/2010
<i>Recruiting Working Adults Through Social Media</i>	11/2010
<i>Military Market Drivers & Overview</i>	11/2010
<i>Graduate Credit Transfer Policies</i>	11/2010
<i>Doctor of Education (Ed.D.) Programs in Postsecondary Education Leadership: Demand and Supply</i>	11/2010
<i>Corporate and Business Sales/Marketing Positions</i>	11/2010
<i>Competitive Assessment of Non-Credit Programming in Natural Resources Offered in the Summer</i>	11/2010

CUSTOM RESEARCH

Title	Publication Date
<i>Summer Session Enrollments</i>	10/2010
<i>Overview of the Market for Online Bachelor's in French, German, and Spanish</i>	10/2010
<i>Click Through Rates for Banner Ads and Paid Search Ads</i>	10/2010
<i>An Overview of the Doctor of Nursing Practice Market</i>	10/2010
<i>Competitive Assessment of Spanish-Language Degree Programs</i>	9/2010
<i>Using Agents and Provisional Acceptance Programs to Aid in International Recruitment</i>	8/2010
<i>Use of Agents for International Recruitment</i>	8/2010
<i>Fundraising Certificate Programs: A Market Assessment</i>	8/2010
<i>Demand for an Online Occupational Therapy Doctorate (OTD)</i>	8/2010
<i>Master's Degree Programs in Supply Chain Management/Logistics</i>	7/2010
<i>Exploring the Market for Workers-in-Transition</i>	7/2010
<i>Demand and Supply: Master's Degree in Geographic Information Science (GIS)</i>	7/2010
<i>Re-Thinking Continuing Education: Anticipating Future Trends and Business Model Implications in Continuing and Adult Education</i>	6/2010
<i>Overview of the Market for Online Master's in Public Health Programs</i>	6/2010
<i>Master's Degree in Fundraising Management</i>	6/2010
<i>Exploring the Market Opportunity For Offering Social Work Degree Programming Online</i>	6/2010
<i>Understanding "Stealth" Applicants</i>	5/2010
<i>Employer Preferences for B.A. in Business Programs</i>	5/2010
<i>Strategic Program Plans</i>	4/2010
<i>Exploring the Market for Continuing Education Units (CEUs) in Speech- Language Pathology and Audiology</i>	4/2010
<i>Trends in Corporate Tuition Discounting</i>	3/2010
<i>Publishing Student Course Evaluations</i>	3/2010
<i>Demand for Bachelor's Degree Completion Programming in North Carolina</i>	3/2010
<i>Demand for Bachelor's Degrees in Florida</i>	3/2010
<i>Understanding Demand for Bachelor's Degree Programs at an Off-Campus Location</i>	2/2010
<i>Non-Credit Courses in the Humanities, Arts, and Sciences</i>	2/2010
<i>Exploring the Market for Degree Completion Programs in Human Services, Psychology, and Social Work</i>	2/2010
<i>Environmental Scan of Existing Postsecondary Providers of Pre-MBA Programs</i>	2/2010
<i>Demand for Bachelor's Degree Completion Programs in California</i>	2/2010
<i>Understanding Academic-Employer Partnerships</i>	1/2010
<i>Theology and Ministry Education</i>	1/2010
<i>Exploring the Market for a Post-Master's Certificate in Forensic Vocational Rehabilitation</i>	1/2010
<i>Demand for an Online Bachelor's Degree in Business Administration</i>	1/2010

MEMBER ROUNDTABLES

Title	Publication Date
<i>Online Learning vs. State Regulation: Navigating New Federal Rules on Distance Learning Across State Lines</i>	12/2010
<i>Business Program Opportunities and Challenges</i>	11/2010
<i>Employer Advisory Councils</i>	7/2010
<i>The IT Market for Continuing Education: Trends and Issues</i>	2/2010

OTHER

Title	Publication Date
<i>CPE-LC Research Overview</i>	1/2011
<i>Online Higher Education 2009 Annual Report</i>	1/2010
<i>Development 2009 Annual Report</i>	1/2010
<i>Academic Leadership 2009 Annual Report</i>	1/2010
<i>Enrollment Management 2009 Annual Report</i>	1/2010
<i>From Survival to Sustainability: A Perspective on the State of Higher Education</i>	1/2010
<i>Schools of Education 2009 Annual Report</i>	1/2010
<i>Continuing and Professional Education 2009 Annual Report</i>	1/2010

NOTE: The full list of resources in the Library dates back to 2006

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