

ONLINE HIGHER EDUCATION LEARNING COLLABORATIVE

Nobody knows the challenges that online higher education providers are facing better than you. The increasingly mainstream nature of online higher education raises complex questions of mission, brand, funding, staffing, and compliance at institutional, state, and federal levels. The particular issues a school faces vary by institutional type and starting point, and evolve as a school grows in online scale and experience. By definition, the increasingly mature nature of online higher education means that all schools, from the most to the least experienced, will continue to encounter unforeseen possibilities and roadblocks.

This may leave you feeling as though you're flying in the dark, without the answers you need to make well informed decisions about:

- How to best expand your online presence
- Which marketing channels to invest in
- Which market segments to look to for growth
- How to compellingly communicate your institution's distinctiveness in an increasingly competitive marketplace

The mission of Eduventures' Online Higher Education Learning Collaborative (OHE-LC) is to help universities and colleges make strategic decisions about the opportunities and challenges of online delivery.

QUESTIONS YOU FACE:

- What is the current and forecasted size of the online higher education market, and will growth continue at its current rate?
- What are my competitors' marketing strategies and how can my institution differentiate in an increasingly crowded market?
- What is the evolving demand from prospective students, employers, policymakers, and other constituents, and what disciplines will be in most demand?
- What steps are other schools taking to maintain compliance?



Deans and Directors at Eduventures Annual Member Meeting

MB Keiller Photography

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Our Online Higher Education Learning Collaborative (OHE-LC) partners with universities to:

- Improve operational efficiencies
- Grow online enrollments to expand online presence
- Develop and grow online programs to meet the needs and interests of current and potential students
- Stay competitive in the online market 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.

HOW WE HAVE HELPED OUR MEMBERS:

"The research (by the OHE-LC research team) allowed us to convince people both internally and externally that the program under consideration was a doable project and was instrumental in helping us gain the support we needed to launch the program."

-Dr. Larry Gould
Provost
Fort Hays State University

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EXCLUSIVE OFFERINGS INCLUDE

The following membership offerings demonstrate how the Online Higher Education Learning Collaborative is able to successfully work with leaders of online units 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 OHE-LC expertsIncludes a few major studies annuallyTopics are identified and prioritized by membersTopics range from latest trends on adult and non-traditional students to operational benchmarks to trends in online, continuing education, 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

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FOR MORE INFORMATION ON JOINING THE ONLINE HIGHER EDUCATION LEARNING COLLABORATIVE

Having a resource of 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 will give you the insight you need to make informed decisions.

If you would like to talk directly with us about how a membership with Eduventures could benefit you or your colleagues, please contact Blair Maloney at bmaloney@eduventures.com, or 617-532-6063.

For more information about OHE-LC, visit www.eduventures.com/services

2011 Collaborative Research Agenda

Each program year, the Online Higher Education Learning Collaborative (OHE-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 online higher education market. Where appropriate, OHE-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 OHE-LC membership, please contact your account manager.

On-Going From 2010

- **Testing the Online 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 online education. A better understanding of the views and experiences of non-traditional alumni will help cement the value proposition of online higher education, address outstanding confidence issues among consumers and regulators, 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*
- **Non-Profit Online Growth Potential** – This study will explore the prospects for online growth at scale at non-profit universities and colleges in the years ahead. This study will address factors that might accelerate or inhibit non-profit online scale, and identify some plausible scenarios, for both for-profit and non-profit institutions online over the next decade. On a broader level, this study will also anticipate key differences between online higher education today and in 2020. *Projected completion: Summer 2011*
- **Online Higher Education Market Update 2011/2012** – Following on three years of online market sizing, this 2011/12 study will characterize current online headcount, historical and future growth potential, online headcount by field of study and credential, among other indicators. *Projected completion: Winter 2011/12*

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RESEARCH LIBRARY

KEY BENEFITS

A key benefit of the Online Higher Education Learning Collaborative (OHE-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 mastering online and hybrid delivery, expanding online presence, and refining marketing and positioning strategy.

COLLABORATIVE RESEARCH

Institutions looking for insight on long-term strategic issues confronting online education providers can consult our collaborative research. The agenda for this research is member-driven and conducted by the OHE-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 OHE-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 OHE-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>Market Overview of Doctoral Programs in Social Work</i>	4/2010
<i>OHE-LC Meeting Agenda - AMM 2010</i>	2/2010

COLLABORATIVE RESEARCH

Title	Publication Date
<i>Testing the Non-Traditional Higher Education Value Proposition: Alumni Satisfaction and Engagement</i>	4/2011
<i>Online Learning Across State Borders: March 2011 Update</i>	4/2011
<i>Consumer Preferences Update: Continuing, Professional, and Online Higher Education</i>	4/2011
<i>Online Learning Across State Borders</i>	1/2011
<i>Showcasing the Online Learning Experience: Methods, Differentiators, and Innovative Tools</i>	11/2010
<i>Putting All The Pieces Together: Analysis of Adult Student, Continuing Education, Online, and For-Profit Trends</i>	6/2010
<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 Assessment for Doctor of Management Programs</i>	5/2011
<i>Market Analysis: Bachelor of Science in Technology with a focus in Sustainable Energy</i>	5/2011
<i>Assessing the Market for Bachelor's Degree Completion Programs in the Midwest</i>	5/2011
<i>International Markets: Business and Management Programs</i>	5/2011
<i>Demand for Master of Science in Nursing (MSN) Programs</i>	5/2011
<i>Bridge Program Models</i>	5/2011
<i>Market Assessment for Doctorate of Education (EdD) Programs</i>	4/2011
<i>Online Higher Education: An Overview of Distance Learning Research Part 1: Distance Learning Students</i>	4/2011
<i>Overview of the Nurse Practitioner Market</i>	4/2011
<i>Master's Degree Programs in Food Packaging: Demand and Supply</i>	4/2011
<i>An Assessment of the National Online Market for Master's Degrees in Public Administration</i>	4/2011
<i>Market Assessment for Doctorate of Education (EdD) Programs</i>	3/2011
<i>An Overview of the Agricultural Market in the United States</i>	3/2011
<i>Competitive Assessment for a Textile and Apparel Workforce Training Certificate or Non-Credit Program</i>	3/2011
<i>Understanding Cyber Security Educational Opportunities: Demand and Supply</i>	3/2011
<i>Corporate Development Sales</i>	3/2011
<i>Data & Feedback on Online Course Development (Membership Q&A)</i>	3/2011
<i>Market Overview of Board Certified Behavior Analyst (BCBA) Certificate</i>	2/2011
<i>Assessing the Market for Online Bachelor's Degrees in Medical Technology</i>	2/2011
<i>Applied Social Sciences Programs: Portfolio Assessment</i>	2/2011
<i>Bachelor's and Master's Programs with an Emphasis in Emergency Management: Demand and Supply</i>	2/2011
<i>Demand and Supply: Master of Science in Nursing</i>	2/2011
<i>An Exploration of the Potential Market Opportunity for an Online M.F.A. in Screenwriting</i>	2/2011
<i>An Overview of the Alternative Energy Industry in the United States</i>	2/2011
<i>Adjustments Made for Disabled Students in Online Courses or Programs</i>	2/2011
<i>Third-Party Vendors in Lead Generation, Marketing, and Re-Enrollment/Retention</i>	2/2011
<i>An Overview of the Vocational Training Market</i>	12/2010
<i>Master's Degree Programs in Forensic Engineering: Demand and Supply</i>	12/2010
<i>Staffing Online Operations</i>	12/2010
<i>Frequency of Mobile Course Evaluations in Online Higher Education</i>	12/2010
<i>Competitive Market for Tourism Programming in Canada</i>	12/2010
<i>M.A. Programs with an Emphasis in Administration of Justice: Demand and Supply</i>	11/2010
<i>A Market Assessment for Bachelor's Degrees in Finance</i>	11/2010

CUSTOM RESEARCH

Title	Publication Date
<i>Assessing the Market for Online Bachelor's Degrees in Economics</i>	11/2010
<i>Military Market Drivers & Overview</i>	11/2010
<i>Online Group Projects and Online Study Groups</i>	10/2010
<i>Click Through Rates for Banner Ads and Paid Search Ads</i>	10/2010
<i>Competitive Analysis of Select MBA Providers: A Focus on the Canadian Market</i>	10/2010
<i>Identification of Underserved Online Markets in the U.S. - Part II</i>	8/2010
<i>Exploring the California Market: Underserved Markets - Part III</i>	8/2010
<i>Bachelor's Degree Market Assessments: Political Science and Social Science</i>	8/2010
<i>Disability Services for Online Students</i>	8/2010
<i>Online Nursing Programs: Course Lengths and Student Demand</i>	8/2010
<i>Executive Coaching: An Overview</i>	8/2010
<i>An Overview of the Cyber Security Master's Degree Market in the Tri-State Area and Online</i>	8/2010
<i>Online Student Portals</i>	7/2010
<i>An Overview of Master's Programming in Corporate Sustainability and Related Degree Areas</i>	6/2010
<i>Tracking Online Students</i>	5/2010
<i>Online Business Enrollments</i>	5/2010
<i>Strategic Program Plans</i>	4/2010
<i>State Licensure and Regulation</i>	4/2010
<i>Hosted Learning Management Systems (LMS)</i>	4/2010
<i>Supply of Online Master of Education (M.Ed) Programs Among Online Active Schools</i>	4/2010
<i>Transitioning to a New Learning Management System</i>	3/2010
<i>An Assessment of the U.S. Online Doctorate Market</i>	3/2010
<i>Understanding Students' Online Readiness</i>	3/2010
<i>Overview of the Computer and Information Technology Market</i>	3/2010
<i>Examining Quality in Online Programming</i>	3/2010
<i>Best Practices in Providing Internships to Online Students</i>	2/2010
<i>Understanding Online Enrollment Decisions and Program Structure Preferences</i>	2/2010
<i>Adjunct Faculty Benchmarking</i>	2/2010
<i>Assessment of the Market for Master's Degree Programs in Human Resource Management</i>	2/2010
<i>Demand for an Online Bachelor's Degree in Business Administration</i>	1/2010
<i>Third-Party Vendors in Lead Generation, Marketing, and Re-Enrollment/Retention</i>	2/2011
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<i>Adjunct Faculty Benchmarking</i>	2/2010
<i>Assessment of the Market for Master's Degree Programs in Human Resource Management</i>	2/2010
<i>Partnering with Higher Education Institutions: Examining the Academic-Employer Partnership Lifecycle</i>	1/2010
<i>Identification of Underserved Online Markets in the U.S. - Part I</i>	1/2010
<i>Understanding Academic-Employer Partnerships</i>	1/2010
<i>Acquiring and Developing Online Courses</i>	1/2010
<i>Positioning and Differentiation of Bachelor's and Master's Programs in Social Work</i>	1/2010

MEMBER ROUNDTABLES

Title	Publication Date
<i>Taking Stock of Online Service Providers</i>	4/2011
<i>Online Student Retention & Completion: Problem Solved or Problem Buried?</i>	1/2011
<i>Online Learning vs. State Regulation: Navigating New Federal Rules on Distance Learning Across State Lines</i>	12/2010
<i>Tutoring Firms/Roles: An Effective Solution for Student Engagement/Retention</i>	9/2010
<i>Employer Advisory Councils</i>	7/2010
<i>The Veteran Market: Enrollment Trends, Obstacles and Potential</i>	5/2010
<i>The Nursing Market- Will Online Supply Grow to Meet Demand</i>	4/2010
<i>Employer Partnerships: Unleashing the Potential of a B2B Approach</i>	3/2010
<i>Social Media and Online Higher Education: Making Sense of the Hype</i>	1/2010

OTHER

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

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

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