

FOR IMMEDIATE RELEASE

University-based Executive Education providers continue to explore new avenues for growth

December 2013—The International Consortium for Executive Education (UNICON) today released findings from its annual membership survey, which includes more than 100 universities from around the world with significant executive education programs. The survey found that the industry continues to rebound from a global slowdown, and that university-based executive education providers around the world are becoming more creative in the way they service their clients.

69% experienced growth in 2012-13, down from the 81% reported in the previous year. 45% of schools reported growth of more than 10%. Other key findings in the survey include:

- The primary delivery method for university-based executive education is still face-to-face. However, European universities reported that 19% of their programs were delivered via online learning or a hybrid of face-to-face and online learning. This compares with just 8% for North American universities.
- Non-classroom services continue to grow as a revenue source for all universities. These services include business simulations, coaching, 360 degree feedback processes, and webinars. Growth of these services since 2010 ranges from 10% for business simulations to 61% for webinars.
- 51% of universities have offices or representatives outside their home country. This is up from 35% in 2010.
- The largest 25% of universities accounted for nearly 75% of total university-based executive education revenues.

“In general, this survey suggests that the university-based executive education industry continues to recover from the economic downturn at about the same pace as the global economy,” said UNICON Chair Rochelle Weichman, Associate Dean for Executive Education at MIT’s Sloan School of Management. “Our members are sustaining that growth by employing multiple methods of delivery, and by expanding both their definitions of “executive education” and their geographic base. Still, it is worth noting that most of our members’ revenue still comes from the regional market in which they are located.”

Once again, custom programs accounted for most of the university-based executive education activity around the world. This was particularly true at the smallest schools, where custom programs represented 70% of the business, up from 65% in 2011-12.

“Custom programs allow university-based executive education providers to offer original research and academic rigor combined with client-specific context and application in ways that distinguish these offerings from those of other providers” Weichman noted. “As the data suggests custom programs are particularly well-suited for smaller providers, in part because they may require fewer marketing resources than open enrollment programs.”

About the survey

The questionnaire was developed by UNICON in collaboration with Percept Research to provide consortium members with a credible and comparative assessment of the non-degree executive education industry. It was conducted in October 2013 and included responses from 71 percent of UNICON’s membership.

About UNICON

Founded in 1972 as an association of executive education program directors, UNICON has evolved from an informal common-interest group into an

incorporated non-profit consortium committed to advancing the field of university-based executive education. Membership is composed of more than 100 educational institutions from the Americas, Europe, Asia and Africa.

UNICON is committed to the principle that university-based executive education provides a combination of thought-leadership at the highest levels of rigor, masterful learning environments and practical application that cannot be replicated by non-academic providers.

UNICON sponsors and conducts research studies that bring to the forefront this unique value of university-based executive education. It also provides industry/operational knowledge and networking opportunities for members through conferences, webinars, workshops, research, benchmarking, website, newsletters, job postings, discussion boards and forums and other activities.

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