

**FOR IMMEDIATE RELEASE**

## **University-based Executive Education enjoys global growth, continues to experiment with delivery methods**

January, 2015 —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 enjoy robust growth around the world. While that growth was largely independent of specific delivery methodologies, providers continue to experiment with online and blended learning platforms, particularly in Europe.

Year over year, the industry grew by almost 7% - about twice the global GDP growth rate. While the United States is home to almost half of the worldwide executive education industry, most of the growth is coming from outside the U.S., driven by larger providers in Europe and Latin America. 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 18% of their programs were delivered via online learning or a hybrid of face-to-face and online learning. That compares to 11% for North American universities. Most online and hybrid learning is being delivered by larger universities, many of which are based outside the United States.
- More than half of all executive education delivered around the world is of the “custom” variety – i.e. tailored to a specific organization’s development needs. Open Enrollment programs for heterogeneous audiences affiliated with multiple organizations, account for the smallest percentage of total executive education revenue in several years. Smaller providers tend to recognize more revenue from custom programs than do larger universities.

“In general, this survey - which had our highest-ever member participation rate - indicates that the university-based executive education industry continues to expand around the world,” said UNICON Chair Kelly Bean, Associate Dean for Executive Education at UCLA’s Anderson School of Management. “It is very exciting to see the growth outside the traditional powerhouses of the United States and Europe. This is something UNICON has encouraged and fostered for many years.”

“The growth of this industry is a result of the confidence felt by thousands of successful organizations - large and small - that executive education is an effective tool in driving results. And it is a testament to the dedication, ingenuity and results-orientation of UNICON’s member organizations,” added Bean. “UNICON is committed to fostering this successful collaboration by presenting new approaches to executive learning through our conferences and research activities.”

### **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 2014 and included responses from 83 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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