

FOR IMMEDIATE RELEASE

University-based Executive Education continues to embrace Online Learning

January, 2016 —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 university-based executive education continues to enjoy robust growth around the world, and that the method of program delivery continues to evolve.

Globally, the industry grew by more than 5% from 2013-14 to 2014-15. Year-over-year growth in Europe was more than 8%, with European providers also enjoying the highest per-school revenue in the world.

In North America, 10% of industry revenue comes from learning that is entirely online, or a blend of online and face-to-face engagement. In Europe, more than 20% of all university-based executive education contains an online element.

Other key findings in the survey include:

- 57% 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 account for a higher percentage of activity at larger schools where the revenue split between custom and open enrollment programs is closer to 50/50.
- Generally speaking, larger schools are adopting online learning at a more rapid pace than smaller providers.
- The Open Enrollment business is essentially local. Across all providers, nearly 90% of Open Enrollment Program revenue comes from local/regional markets, compared to 75% of Custom Program revenue.

- The number of offices located outside the provider's home country increased this year, with Latin American schools leading the way.
- There has been a sharp increase in the number of schools providing services beyond classroom instruction. In particular, nearly all providers report offering business simulations and coaching, and the vast majority offer 360-degree feedback, networked learning and webinars.

“In general, this survey - which had our highest-ever member participation rate - indicates that the university-based executive education industry continues to expand and evolve around the world,” said UNICON Chair Clark Callahan, Executive Director of Tuck Executive Education at Dartmouth University. “The industry was hit quite hard at the beginning of the financial crisis with many companies scaling back their commitments to executive development. But we seem to have made a full recovery since then, with clients now fully engaged in building leadership talent.”

“It is interesting to note the relative size of university-based executive education providers in Europe compared to those in the United States,” added Callahan. “Relative to population, there are fewer universities offering executive education in Europe, resulting in the average European executive education department being more than twice as large as the average U.S. department. Executive Education had an earlier start in the United States, resulting in a more distributed market. It remain to be seen whether or not there will be increased proliferation of European schools in the future.”

Callahan added: “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. 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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