

Back to the Future: Online Opportunities in Executive Education

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What the Future Looks Like Today

Strong online content showcasing faculty expertise that meets the critical needs of professional learners and is distributed globally while generating revenue for Executive Education



Online Context



- Archived videos
- Chats
- Live streams
- Discussion boards
- Videoconferencing
- Skype (webcams)
- Podcasts
- What your institution does best
- Whatever client wants and you can execute

Applicable To:



- Credit and non-credit courses
- Certificates of completion
- Certificates of competency
- Open and custom

What We've Heard from the Marketplace



- Budget cuts
- Travel is limited
- Time out of office is limited
- Need for knowledge, quickly
- Clients pushing for online delivery (faculty resisting)

Our Reaction



- Shorter in-person sessions
- Blended courses
- 100% online courses
- Varying learning models (group vs. individual)

How the Heck Do You Do This and Do It Well?



- Protecting the brand
- Creating the client experience
- Quality interface and content
- Strong technological infrastructure
- Technical support
- Customer service - start to finish
- Measurable learning outcomes (assessments, evaluations, follow-up)

Faculty Dynamics



- Compensation
- Time commitment
- Resistance to the unfamiliar (online)
- Generational division
- Content Ownership (university policies)
- Ability to teach online
- Academic focus (personal incentives)

How to Make It Profitable



- Long Tail Theory: lowering upfront costs to meet the needs of new clients and more clients
- Utilize existing IT infrastructure at University
- Pricing Models
 - Subscription Based
 - Custom Program Pricing
 - Etc.

Outstanding Questions & Forward Thinking



- What's the trigger for the buyer's decision of an online course?
- Should the customer perception of online being cheaper require that online courses are cheaper?
- Who owns the content? ExecEd, faculty, or institution?
- How do you appropriately leverage the license of the online content?
- How and when do you include academic strategic partners?
- How do you connect with corporate strategic partners?

Final Thoughts...



- Marketplace is coming to us
- We are nothing without faculty
- We must deliver online programs that are:
 - Right price
 - Right product
 - Profitable