Speakers

Jessica DuPont
Executive Director, Market Development & the Student Experience
Oregon State University Ecampus
jessica.dupont@oregonstate.edu

Howard M. Burns
Director, Corporate Education
Oregon State University Ecampus
howard.burns@oregonstate.edu
Agenda

- About Oregon State Ecampus
- Partnership value for higher education
- Partnership value for corporate education
- Emerging corporate agreement models
- Process for establishing agreements
- Enhancing the partnership
About Oregon State Ecampus
Ecampus students at a glance (2018-19)

9,752 Distance Students
50 States + Countries
17% First Generation
31 Average Age
Online and hybrid degrees and programs

36 Undergraduate programs

34 Graduate programs

1,300+ Credit course available online in 110+ subjects

10 OSU college partners

900+ Faculty partners annually

6,000+ Graduates

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Oregon State University Ecampus

Organizational Structure

Lisa Templeton, Associate Provost

Admin Team

Market Development and the Student Experience
Jessica DuPont, Executive Director

Academic Programs and Learning Innovation
Shannon Riggs, Executive Director

Program Management

Analytics

Course Development and Training

Ecampus Research Unit

Open Educational Resources

Student Success

Marketing and Enrollment Services

Corporate Education
Partnership value for higher education
Sizing the opportunity

56% of employers in the US offering tuition assistance programs
(SHRM, 2019a, p. 7)

~$20B employer’s annual tuition benefit program expenditure
(Burns & Simon, 2017)

42% of employers work with educational partners to upskill its employees
(SHRM, 2019b, p. 17)

36M Americans have some college credits but no degree (10% potential completers)
(Shapiro et al., 2019)

22 industries represented in EdAssist/Bright Horizons network

>70% of companies measure the impact of skills training
(SHRM, 2019b, p. 7)

See handout for references.
Why form corporate agreements?

- Mission alignment and access to adult learners
- Enrollment potential and opportunity
- Cost barriers reduced
- Brand elevation & direct marketing channels
Partnership value for corporate
Bridging the skills gap

Source: PwC, 22nd Annual Global CEO Survey, 2019
Why a university partnership?

- Competitive benefit package
- Enhancing customer experience
- Opportunity
- Talent attraction/development
- Retention
- Influence
OSU Ecampus partner profile
2019 Industry Student Partner Profile

- **91%** Degree Seeking
- **15%** Graduate
- **85%** Undergrad
- **37%** First-Time Bachelor’s
- **45%** Pursuing Computer Science
- **1,644** Student Credit Hours

n = 136
Drivers of university selection

- Quality and accreditation
- Fully online
- Programs of interest
- Student support services
- Cost and tuition scholarship
Emerging corporate models
Industry partnerships

- Peet's Coffee
  - 5000+ employees
  - 2017

- Bright Horizons EdAssist Solutions
  - 150+ companies
  - 2018

- PHPA
  - 10,000+ players, alums & dependents
  - 2019
Model #1: Exclusive (non-network)

**PROS**
- Branding & custom marketing
- Single point of contact (POC)
- Shared goal-setting & passion for success
- Service and program customization
- Simpler processing (verification, reimbursement)

**CONS**
- Time-consuming (esp. process side)
- Non-aligned definition of success
- Higher risk (than network)
- Variances in exclusive agreements
- Benefit verification (employee+)
- Shifting business priorities impact promotion
Model #2: Open/Exclusive network

**PROS**
- Network manages expansion
- Network provides initial student support and guidance
- Leverage network strategy (i.e., Virtual Fair)

**CONS**
- Not managing the end-to-end student experience
- Benefit verification (employee+)
- Executing to network’s calendar/ expansion timeline
- Data challenges
- Email vs. named point of contact (POC)
- Differentiation/competition with other institutions
Model #3: Exclusive network

**PROS**
- Affiliation with a selective, potentially more prestigious or mission-aligned, group of academic partners
- Client companies pre-vetted for commitment to fund/promote tuition benefits
- Company portfolio typically comprised of larger industry organizations

**CONS**
- Increased vetting may prohibit institution’s participation and/or extend the decision timeframe
Process for establishing agreements
Establishing agreements: Timeline

1 | The first knock on the door
2 | FAQs on the first call
3 | Vetting partner with university stakeholders
4 | Reasons to pass on the opportunity
5 | Agreement
6 | Kick-off!
The basics of partnership vibrancy

- **Understand** partner’s goal(s)
- **Engage in** a predictable cadence of interactions
- **Establish** “go-to” contact(s)
- **Create** basic program positioning collateral
- **Ensure timely** data exchange
- **Agree upon** partnership health indicators
- **Celebrate** successes/milestones
Advanced efforts

Transition from reactive to proactive engagement.

Tools and tactics for driving program growth

Key Performance Indicators (KPIs)
Takeaways

- Tremendous **opportunity for both sides**
- **Marketing resources and business processing** are key building blocks
- Universities & corporate have different **cultures, goals and timelines**
- **Network agreements**, easier to start than exclusive
- Program vibrancy rests on **clear goals, roles and regular communications with corporate**
- Program vibrancy also depends on **strong internal relationships** (FA, Billing, Registrar)
THANK YOU