

OREGON STATE UNIVERSITY ECAMPUS | OLC COLLABORATE 2020

IMPROVING ACCESS

NAVIGATING THE CORPORATE OPPORTUNITY



Oregon State
University

Speakers



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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)



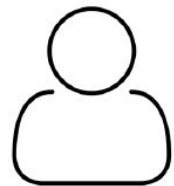
9,752 DISTANCE
STUDENTS



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+

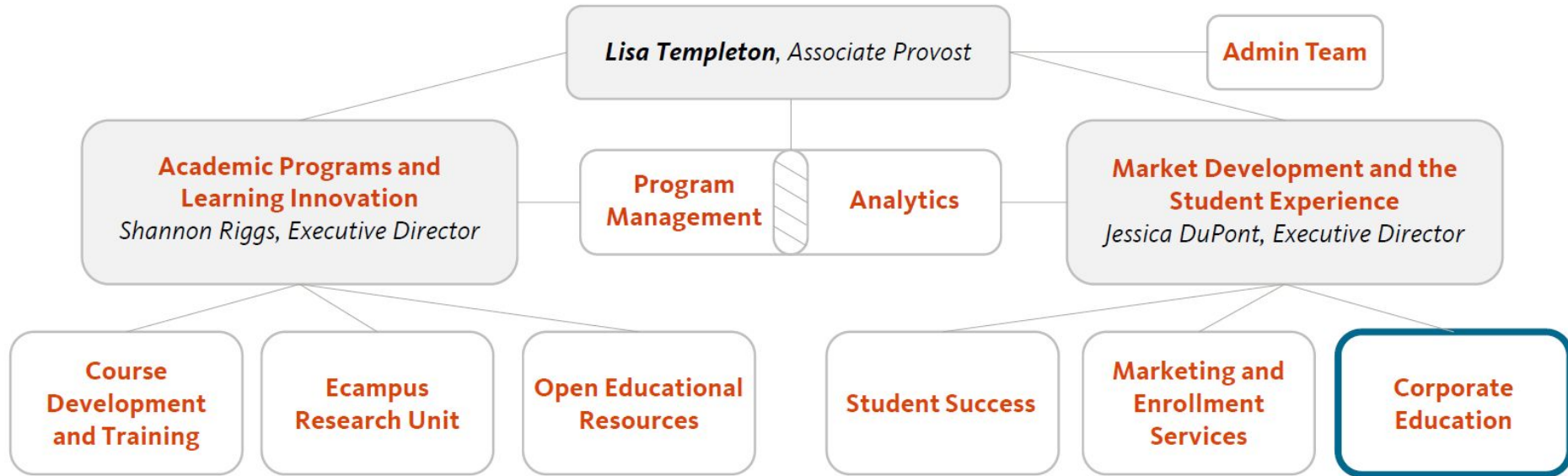
Faculty partners annually

6,000+

Graduates

Oregon State University Ecampus

Organizational Structure





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)

Why form corporate agreements?



Mission alignment
and access to adult
learners



Enrollment potential
and opportunity



Cost barriers
reduced

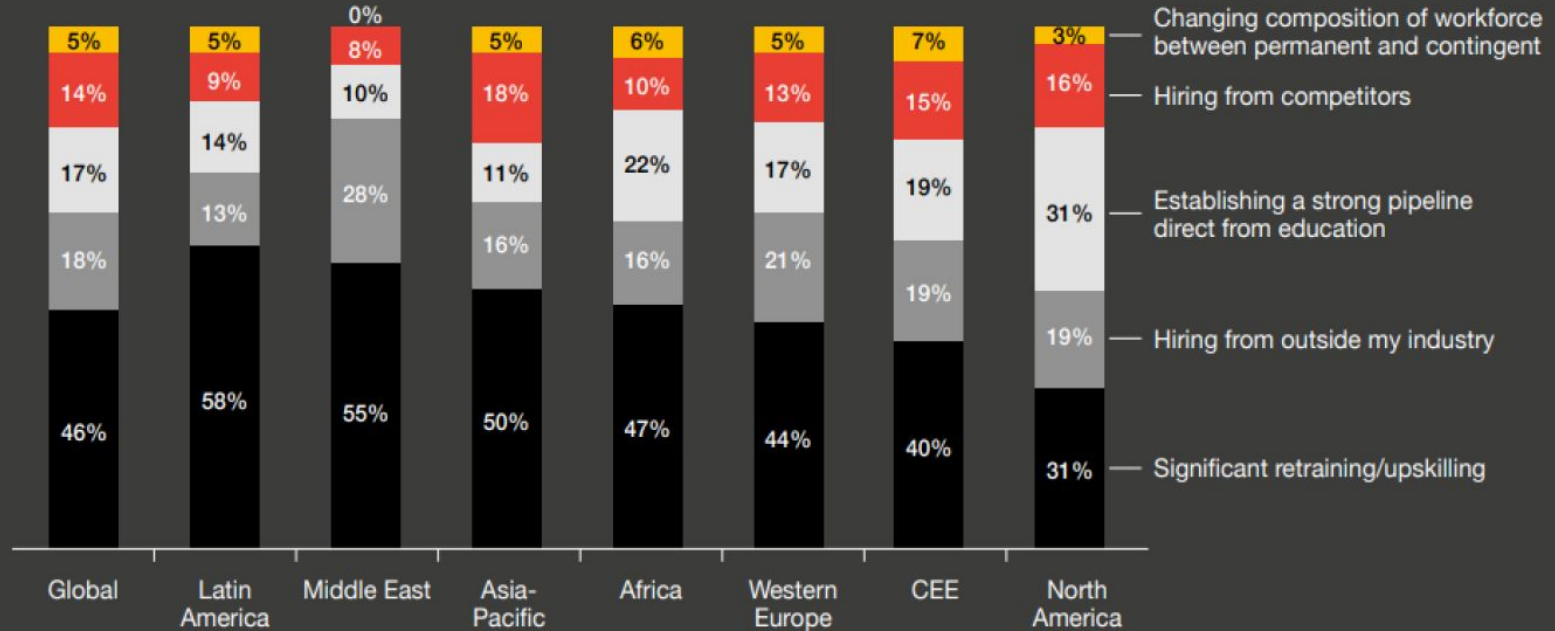


Brand elevation &
direct marketing
channels



Partnership value for corporate

Bridging the skills gap



Source: PwC, 22nd Annual Global CEO Survey
Base: All respondents (2019=1,378)

Why a university partnership?



Competitive benefit package



Talent attraction/development



Enhancing customer experience



Retention



Opportunity



Influence

OSU Ecampus partner profile

2019 Industry Student Partner Profile



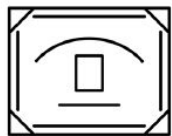
91% DEGREE
SEEKING



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



○ 5000+ employees

○ 2017



○ 150+ companies

○ 2018



○ 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



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

