



Digital Education

UNIVERSITY OF COLORADO

Boulder | Colorado Springs | Denver | Anschutz Medical Campus

Putting High-Quality Online Learning Within Reach



Agenda



ODE Services



Service Levels



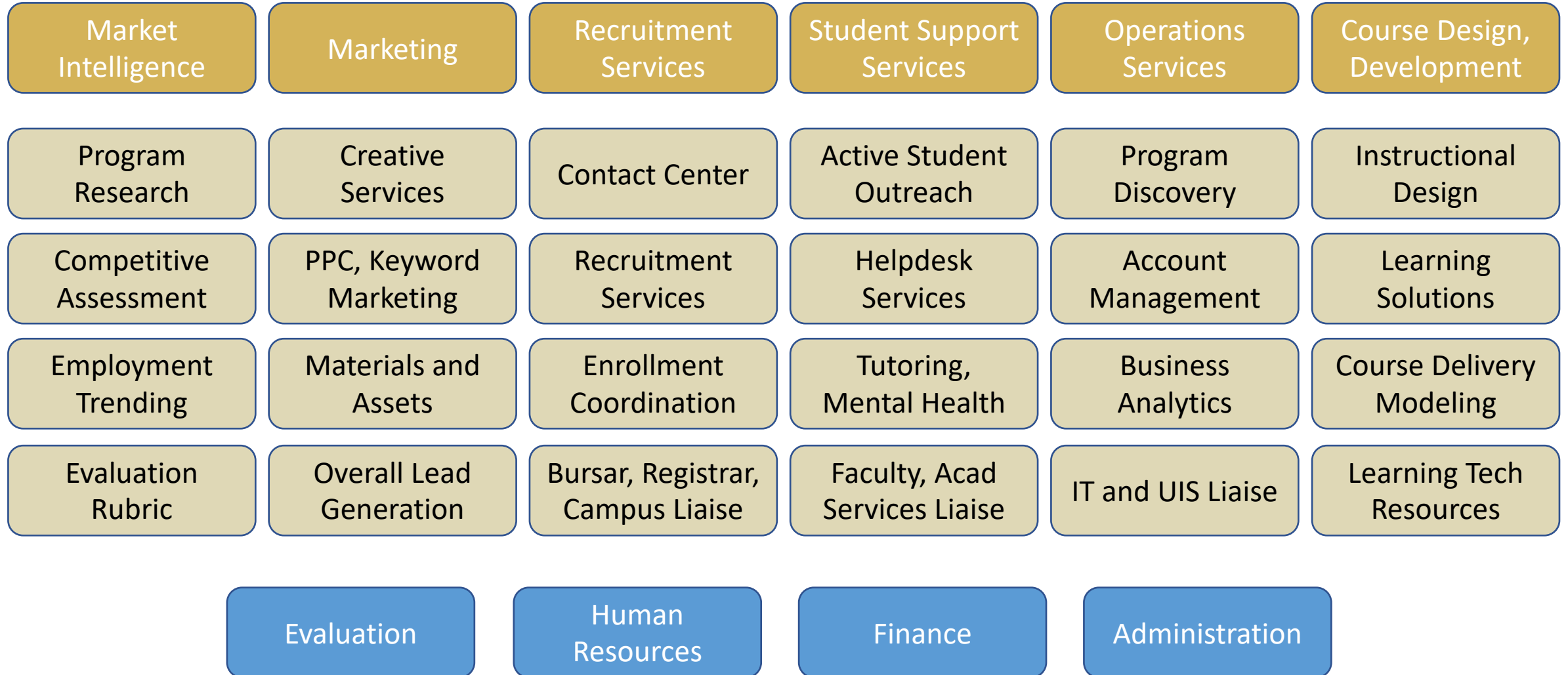
Program Selection
Process



Questions &
Answers

ODE Services

Gold represents a view of the services in Services Agreement; Blue represents additional central operating competencies



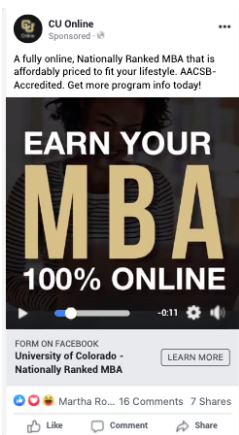
	STANDARD	ENHANCED
	<i>Bundled Standard Service Model</i>	<i>Enhanced Co-Invested Service Model</i>
Marketing & Market Intelligence	<ul style="list-style-type: none"> CU Online Website Search Engine Optimization Brand Marketing Transfer Campaign Healthcare/Business Vertical Campaign CU Online Brand Campaigns Offered at as a fee-for-service 	<ul style="list-style-type: none"> CU Online Website Search Engine Optimization Brand Marketing Marketing Intelligence Paid Search (Programmatic) Email Marketing
Recruitment Services	<ul style="list-style-type: none"> Contact Center Lead nurturing 	<ul style="list-style-type: none"> Contact Center Lead nurturing
Student Support Services	<ul style="list-style-type: none"> Student enrollment support Student retention support Online Tutoring Online Counseling Help Desk 	<ul style="list-style-type: none"> Student enrollment support Student retention support Online Tutoring Online Counseling Help Desk
Course Design, Development Services	<ul style="list-style-type: none"> Offered at as a fee-for-service 	<ul style="list-style-type: none"> Program optimization & consulting Program design Course design Program evaluation
Operations Services	<ul style="list-style-type: none"> CRM- Salesforce Email Automation – Pardot Phone System/Recording – Five9 	<ul style="list-style-type: none"> Project management Account management (relationship & program success support) CRM – Salesforce Email Automation – Pardot

Programmatic Strategy

SEO

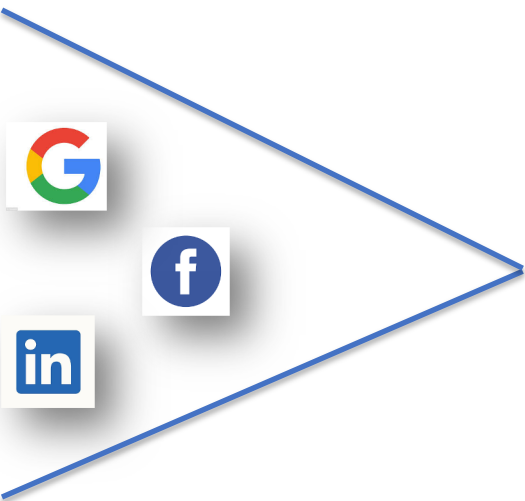
Search Engine Optimization

Paid Search (PPC)

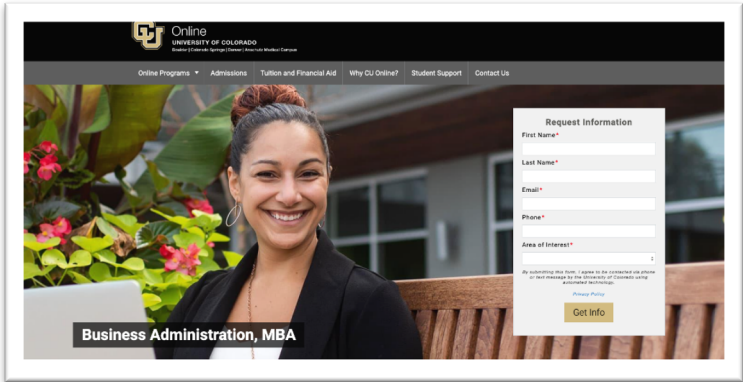


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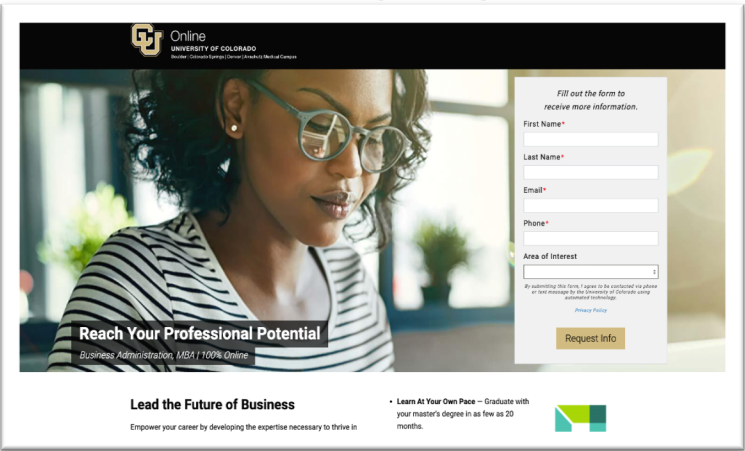
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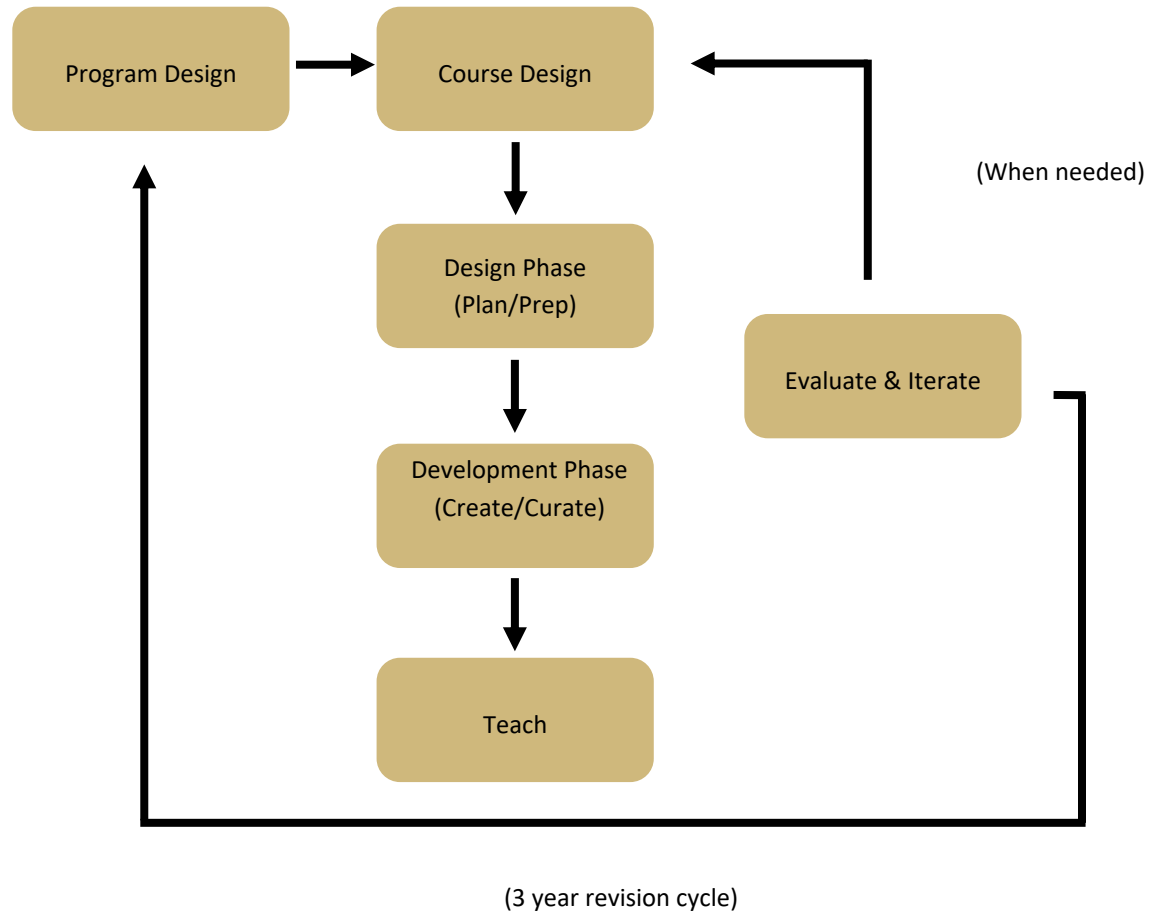
Website



Landing Page



Overview of Systematic Instructional Design



What we do now:

- Program Design, Course Design, Faculty Training, Instructional Resource and Media Development, Program Evaluation, Technology and Pedagogy Consultations

How we will grow:

- Course Development Services, Expanded Media Development, Technology Management and Support, Learning & Technology Innovations

How Program Selection Process Will Work

