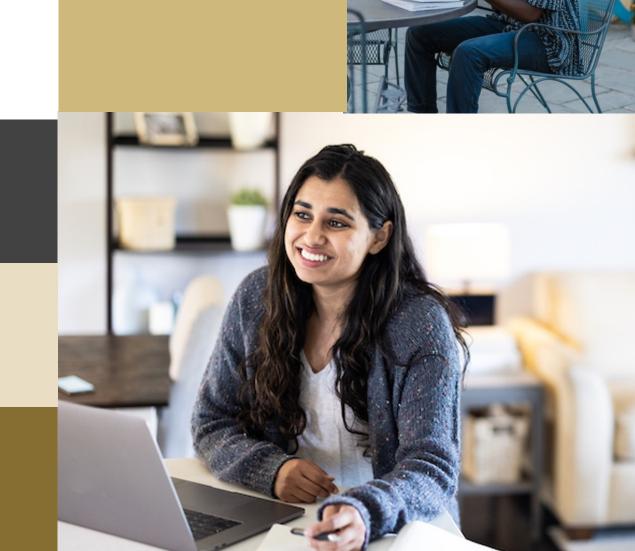


Boulder | Colorado Springs | Denver | Anschutz Medical Campus

Putting High-Quality
Online Learning Within
Reach



# Agenda



# **ODE Services**

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

| Market       | Marketing            | Recruitment        | Student Support | Operations        | Course Design,  |
|--------------|----------------------|--------------------|-----------------|-------------------|-----------------|
| Intelligence |                      | Services           | Services        | Services          | Development     |
| Program      | Creative             | Contact Center     | Active Student  | Program           | Instructional   |
| Research     | Services             |                    | Outreach        | Discovery         | Design          |
| Competitive  | PPC, Keyword         | Recruitment        | Helpdesk        | Account           | Learning        |
| Assessment   | Marketing            | Services           | Services        | Management        | Solutions       |
| Employment   | Materials and Assets | Enrollment         | Tutoring,       | Business          | Course Delivery |
| Trending     |                      | Coordination       | Mental Health   | Analytics         | Modeling        |
| Evaluation   | Overall Lead         | Bursar, Registrar, | Faculty, Acad   | IT and UIS Liaise | Learning Tech   |
| Rubric       | Generation           | Campus Liaise      | Services Liaise |                   | Resources       |
|              | Evaluation           | Human              | Finance         | Administration    |                 |

Resources

| Marketing • |  |  |  |  |  |  |
|-------------|--|--|--|--|--|--|
|             |  |  |  |  |  |  |
| Ç           | Online UNIVERSITY OF COLORADO Boulder   Colorado Springs   Denver   Anschutz M |  |  |  |  |  |

| Online UNIVERSITY OF COLORADO Boalder (Colorado Springs) Demer I Anschulz Medical Campus | STANDARD   | ENHANCED  |
|--|--|---|
|  | Bundled Standard Service Model   | Enhanced Co-Invested Service Model  |
| Marketing & Market Intelligence  | <ul> <li>CU Online Website</li> <li>Search Engine Optimization</li> <li>Brand Marketing         <ul> <li>Transfer Campaign</li> <li>Healthcare/Business Vertical Campaign</li> <li>CU Online Brand Campaigns</li> <li>Offered at as a fee-for-service</li> </ul> </li> </ul> | <ul> <li>CU Online Website</li> <li>Search Engine Optimization</li> <li>Brand Marketing</li> <li>Marketing Intelligence</li> <li>Paid Search (Programmatic)</li> <li>Email Marketing</li> </ul> |
| Recruitment Services   | <ul><li>Contact Center</li><li>Lead nurturing</li></ul>  | <ul><li>Contact Center</li><li>Lead nurturing</li></ul>   |
| Student Support<br>Services  | <ul> <li>Student enrollment support</li> <li>Student retention support</li> <li>Online Tutoring</li> <li>Online Counseling</li> <li>Help Desk</li> </ul>   | <ul> <li>Student enrollment support</li> <li>Student retention support</li> <li>Online Tutoring</li> <li>Online Counseling</li> <li>Help Desk</li> </ul>  |
| Course Design,<br>Development Services   | Offered at as a fee-for-service  | <ul> <li>Program optimization &amp; consulting</li> <li>Program design</li> <li>Course design</li> <li>Program evaluation</li> </ul>  |
| Operations Services  | <ul> <li>CRM- Salesforce</li> <li>Email Automation – Pardot</li> <li>Phone System/Recording – Five9</li> </ul>   | <ul> <li>Project management</li> <li>Account management (relationship &amp; program success support)</li> <li>CRM – Salesforce</li> <li>Email Automation – Pardot</li> </ul>                    |

## **Programmatic Strategy**

## **SEO**

### Search Engine Optimization

### Website



# Paid Search (PPC)



AACSB-Accredited Online MBA | Top-Ranked Online MBA in CO | 12 MBA Concentrations Avail.

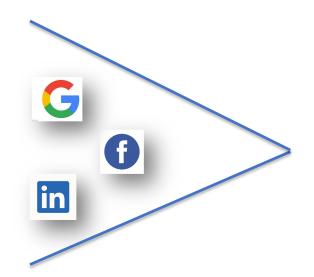
Ad www.example.com/online-mba

Students gain full access to network of over 300+ employers upon graduation. Learn more. Get info on tuition & costs, curriculum, admissions process, and more.

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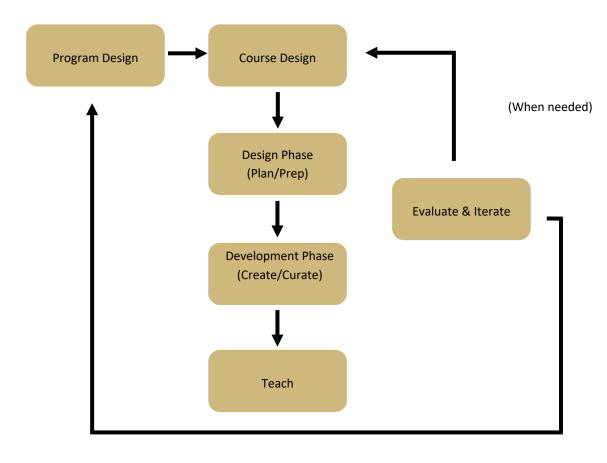
Students gain full access to network of over 300+ employers upon graduation. Learn more. Get info on tuition & costs, curriculum, admissions process, and more.



### Landing Page



# Overview of Systematic Instructional Design



(3 year revision cycle)

### 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

#### **Enhanced Programs**

Comprehensive marketing
Enrollment management support
Course Design, Development
Significant financial investment

### **Regularly Scheduled Partner Meetings**

ODE shares market demand information Campus shares potential interest areas Both groups review enrollment forecasts

ONLY MUTUALLY AGREED PROGRAMS WILL

GO FORWARD

#### **ODE Review Process**

Market Demand, Career Outlook,
Competitive Dynamics
ODE Financial Review

Market and demand intelligence, enrollment forecasts

#### **Campus Review Process**

Program, Department Nomination Central Campus Financial Review Campus's Ability to Achieve Scale