



Welcome to #WCETWebcast

April 20, 2017

- *The webcast will begin shortly.*
- *There is no audio being broadcast at this time.*
- *An archive of this webcast will be available on the WCET website next week.*

Strategic Portfolio Development: Maximizing Course Offerings While Lowering Costs

April 20



Welcome!

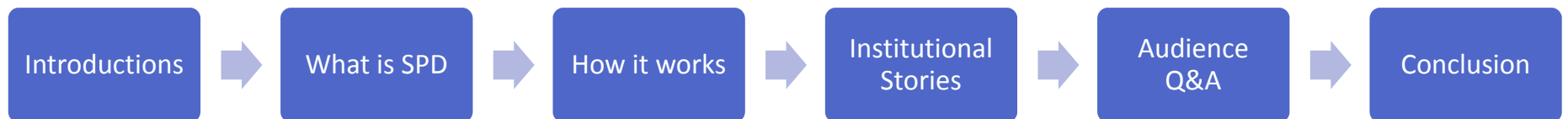
- *Use the question box for questions and information exchange.*
- *Archive, PowerPoint, and Resources available next week.*
- *PowerPoint can be downloaded in the handouts pane.*
- *Follow the Twitter feed: #WCETwebcast.*



Megan Raymond
Assistant Director, Programs
& Sponsorship
WCET

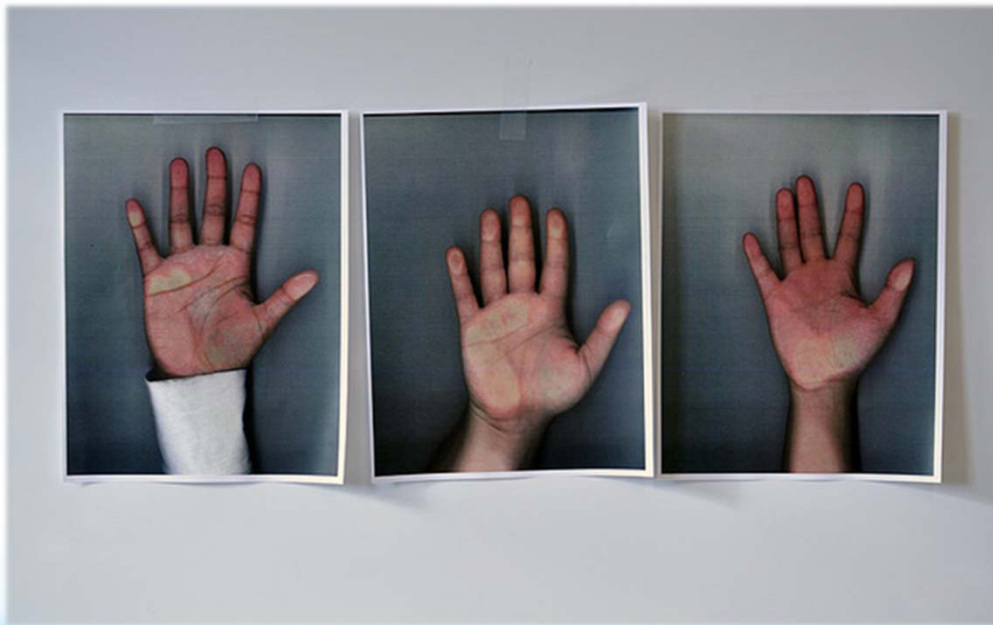
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Overview



Questions from the Audience

- *If you have a question during the presentation, please add your questions to the question box.*
- *We will monitor the question box and have time for Q&A in the last part of the webcast.*



Moderator

Myk Garn

- Assistant Vice Chancellor for New Learning Models,
- Board of Regents of the University System of Georgia



Presenters

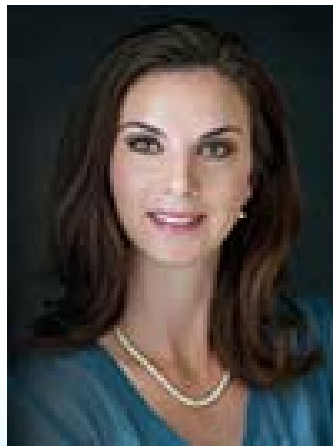
David Capranos

- Market Strategy and Research Manager,
- Wiley Education Services



Jourdan Hathaway

- Senior Director of Marketing Program Management,
- Wiley Education Services



Steven J. Szydlowski

- Wiley Faculty Fellow Associate Professor, Health Administration,
- University of Scranton



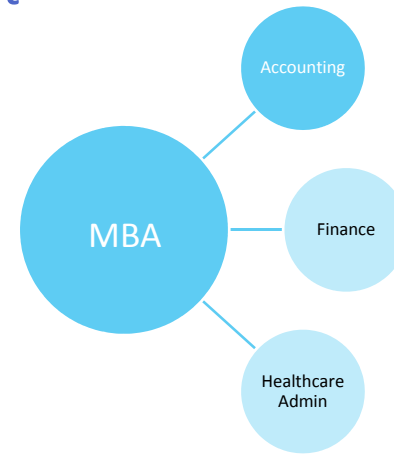
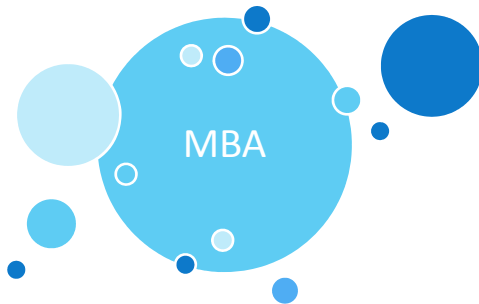
David Capranos

- Market Strategy and Research Manager
- Wiley Education Services



Approaches to Online Portfolio Development

Make Program Launch Choices a Strategic Effort



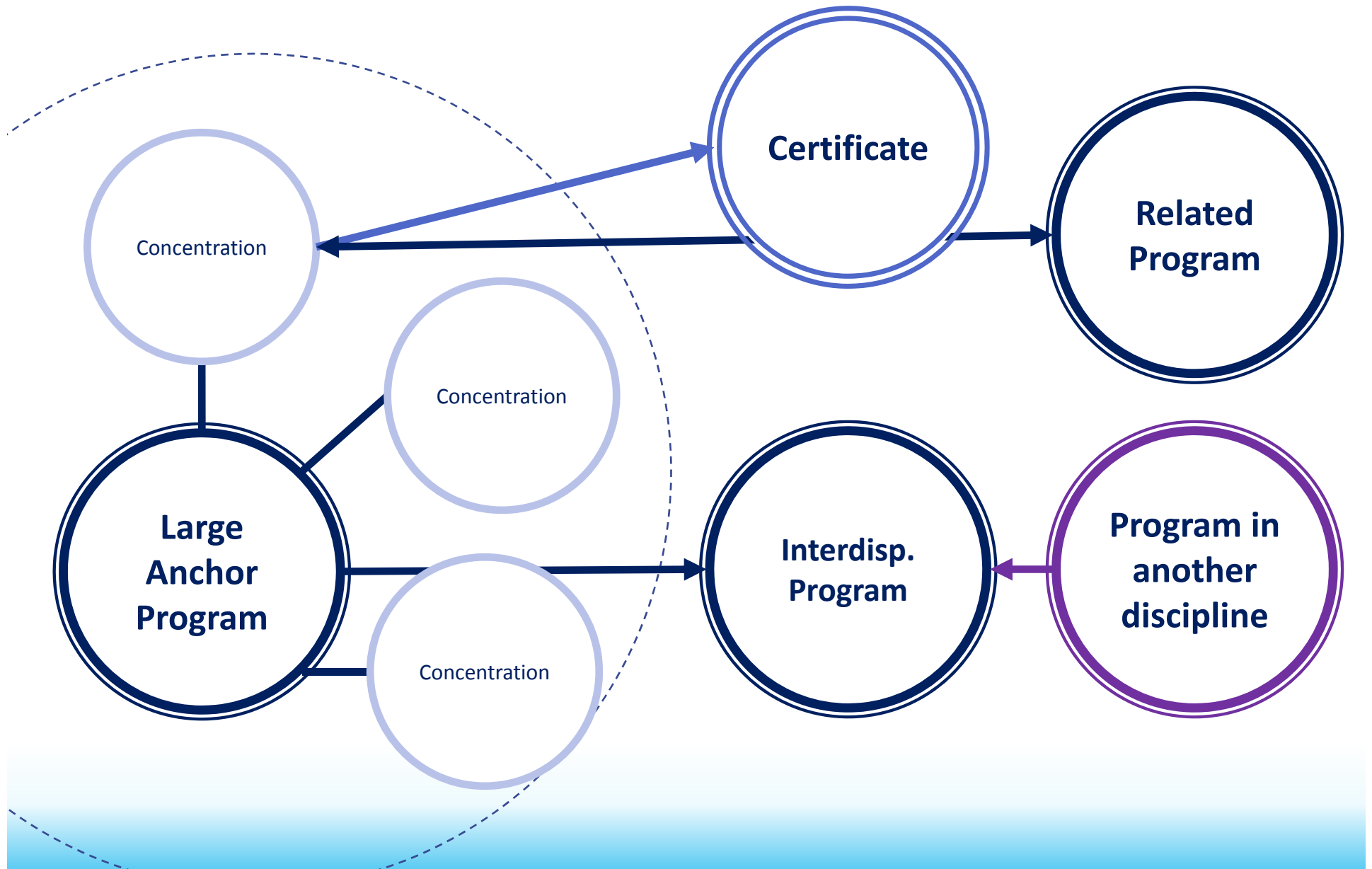
Organic Portfolio

- General call for interest
- Unrelated program offerings
- Few shared classes (inefficient)
- Limited market reach

Strategic Portfolio Development

- Informed plan for development
- Clusters of related programs
- Many shared classes (efficient)
- Broader market reach

Strategic Portfolio Development™



Strategic Portfolio Development™

Operational Issues

- ▶ Efficient use of resources
- ▶ Addresses market demands quickly
- ▶ Supports a broader range of programs

Increasingly Savvy Student/Customer

- ▶ Increases market relevant specializations
- ▶ Quickly introduces modular content connected to career outcomes

Delivery & Measurement Issues

- ▶ Delivers upon retention & completion agenda
- ▶ Enhances faculty engagement

Financial Model Under Pressure

- ▶ Creates additional program options, increasing institutional competitiveness
- ▶ Increases revenue
- ▶ Offsets reduced endowments, alumni giving and real estate constraints

Steven J. Szydlowski

- Wiley Faculty Fellow
- Associate Professor, Health Administration
- University of Scranton



University of Scranton Strategic Portfolio

Kania School of Management

- Master of Business Administration
 - Specialization: Human Resources, Health Care Management
 - Accreditation: AAC
- Supply Chain Management Certificate
- Enterprise Resource Planning Certificate

Panuska College of Professional Studies

- Master of Health Administration
 - Competency-based
 - Accreditation: CAHME
- Master of Science in Human Resources – Professional Studies
 - Credit reduction
 - SHRM alignment and competency
- Master of Science in Health Informatics

University of Scranton Strategic Portfolio

Factors:

- Pricing.
- Job outlook.
- Outcomes: Job Placement, Employment rates, etc.
- Trends in industry.
- Efficiencies in program offering.

Portfolio Effects: Synergy

Considerations

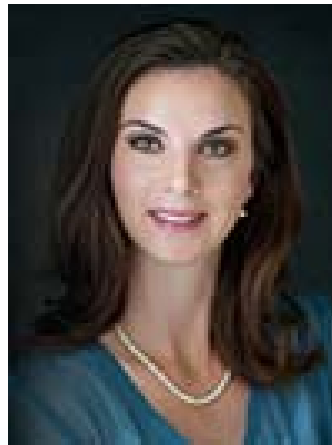
- Accreditation
- Cross-Departmental Faculty Collaboration
- Visibility & Location: Where is program housed?

Opportunities

- Course Crossover: Filling Seats
- New Program: MBA/MHA Dual Degree
- Accelerated programs

Jourdan Hathaway

- Senior Director of Marketing Program Management
- Wiley Education Services

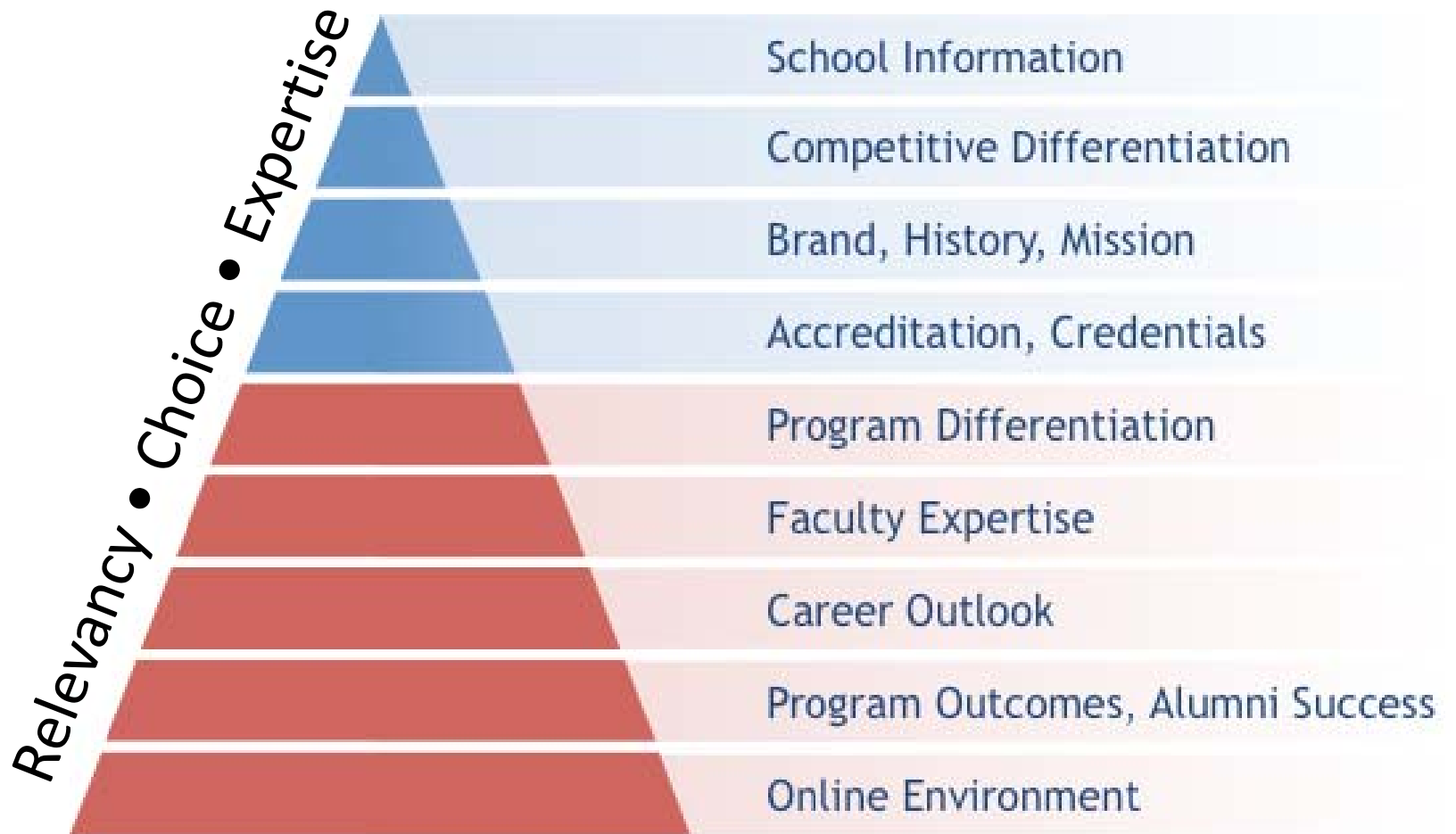


The Influence on Marketing

SPD influences marketing in two main ways:

- The University's value story in the market place.
- Efficiency and scale of budget.

Building the Value Story



Marketing Budget

Unit Marketing

Single
Program

Portfolio
Marketing

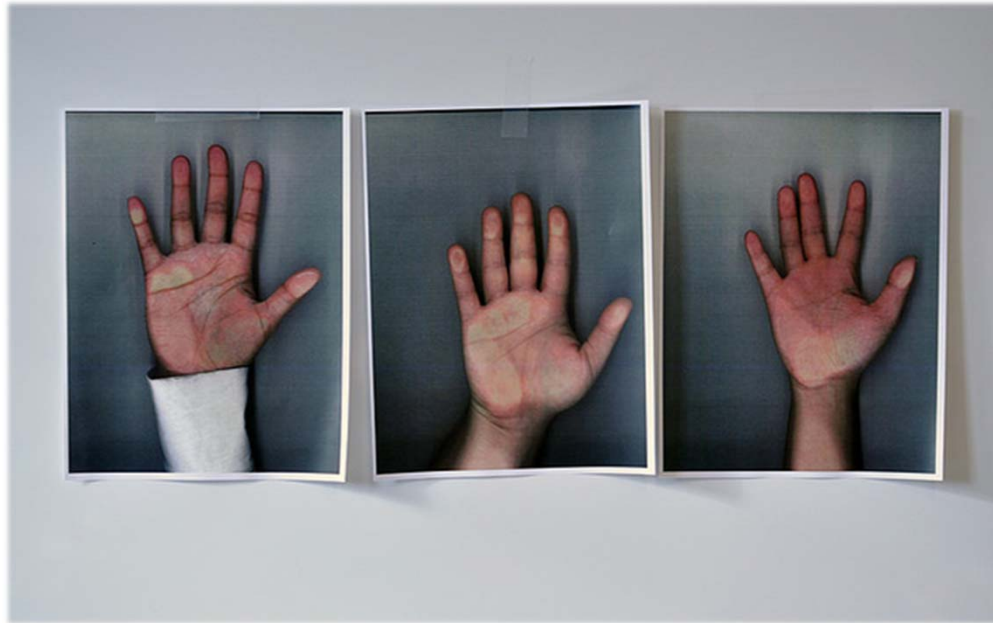
Program 1

Program 2

Program 3

Program 4

Questions from the Audience



Contact Information

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Initiatives ▼

Events ▼

Get Involved ▼

Visit WCET's New Website to learn about our Focus Areas, Initiatives, Events, Membership and Sponsorship: <http://wcet.wiche.edu/>

Join WCET: learn more about the benefits of joining our community: <http://wcet.wiche.edu/join-wcet>

Additional Information and Resources

Access to the resources discussed during this webcast, including the archive, will be available next week.

<http://wcet.wiche.edu/connect/webcasts>



Learn More and Stay Connected

WCET Leadership Summit: Essential Institutional Capacities to Lead Innovation

June 14-15

Salt Lake City, UT

WCET Annual Meeting

October 25-27

Denver, CO

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