Welcome to #WCETWebcast

September 26, 2019

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.
Navigating the OPM Marketplace: Picking the Right Partners While Avoiding Market Chaos
Welcome!

Use the question box for questions and information exchange.

Archive, PowerPoint, and Resources available will be next week.

PowerPoint can be downloaded via the link in chat.

Follow the Twitter feed: #WCETWebcast.

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Overview

01  Introductions
02  Background on OPM marketplace and services
03  Current landscape
04  Audience Q&A
05  Conclusion
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 at the end of the webcast.
Megan Raymond

Director, Programs + Sponsorship

WCET
Primary Services

• Marketing & Recruitment & Market Research (but not admissions).

• Course & Curriculum Design (but in vast majority of cases, not the instruction).

• Student Support Services (call center / help desk, retention services, degree pathway, etc).

• Technology Infrastructure & Analytics (most are now LMS agnostic, different than the past).
Online Program Management Market Landscape

**Market Origins**

1990s

- UMO: Drexel University Online MBA with Blackboard
- Drexel founded 1987

**Suggested Definitions**

- Online Program Management (OPM): Service providers who act as the primary partner to enable a higher education institution to create and/or deliver an online program, typically offering full-service, bundled offering.
- Online Program Enablement (OPE): Service providers who act as the primary partner to enable a higher education institution to create and/or deliver an online or hybrid program, typically offering a significant subset of services.
- Coursera, Blackboard, and D2L
- Udacity, FutureLearn, and edX MicroMasters
- Noodle Partners, iDesign, and Extension Engine
- LMS Providers (e.g., Blackboard and D2L)

**Degree or Certificate Type**

- Undergrad Degree
- Grad Degree
- Professional Licensing, Professional Development, Job Entry Skills
Market Origins 1990s

- Mid 1990’s: Regis University Online MBA with Bisk Education.
- Deltak founded 1997.
Suggested Definitions

• Online Program Management (OPM): Service providers who act as the primary partner to enable a higher education institution to create and / or deliver an online program; typically offering full-service, bundled offering.

• Online Program Enablement (OPE): Service providers who act as the primary partner to enable a higher education institution to create and / or deliver an online or hybrid program; typically offering a significant subset of services.

• Courseware, LMS, General EdTech, Technology Development & Integration: While important, these are not the same as OPM or OPE.

COMMON FUNDING MODELS

The diagram below illustrates three common funding models for an institution to resource online education. Note that there is a continuum between these and various combinations may be possible.

**Inhouse provision**
- Predominantly in-house production and delivery
- In house capacity built

**Fees for services**
- Some in house with specific services from private companies bought in or outsourced
- Pick and mix services and manage multiple suppliers

**Full service partnership**
- Private company invests in university online education venture in return for profit share
- Model focuses on marketable online courses & programmes

*Figure 4: Common funding models for resourcing online education*

Spotlight swings to for-profit middlemen that may be driving up the cost of online higher education

The Century Foundation on Online Education and OPMs: Position paper masquerading as a study

Department Announces California Residents at Out-of-State Public and Nonprofit Institutions Ineligible for Federal Student Aid

• Noodle Partners offers a form of revenue sharing.
• 2U now has model for fee-for-service.
• Several OPM companies offer both options.

three children playing happily together

Playing in the corner

Photo Credit: www.mummymummymum.com

Now loose in the house

Key Trends

• Moving away from “Deans Gone Wild” toward a more coordinated institutional approach, even with different choices per program.

• Online market itself is crowded – competition for students.

• Increased focus on oversight, transparency through regulation.

• Increased focus on economics – for the student and for the institution.

• Increased focus on engaging course design.

Questions from the Audience
Learn More and Stay Connected

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Join us for #WCET19

WCET 31st Annual Meeting

Denver, CO
November 5 - 7, 2019

https://wcet.wiche.edu/events/annual-meeting
ADDITIONAL INFORMATION AND RESOURCES

Access to the resources discussed during this webcast, including the archive, will be available within 24 hours.

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