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.**

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Overview

- Introductions
- What is SPD
- How it works
- Institutional Stories
- Audience Q&A
- 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 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™

- Concentration
- Large Anchor Program
- Concentration
- Concentration
- Interdisp. Program
- Certificate
- Related Program
- Program in another discipline
## 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
<table>
<thead>
<tr>
<th>Kania School of Management</th>
<th>Panuska College of Professional Studies</th>
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<td>• Master of Business Administration</td>
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<td>• Specialization: Human Resources, Health Care Management</td>
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<td>• Accreditation: AAC</td>
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<td>• Supply Chain Management Certificate</td>
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<td>• Competency-based</td>
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<td>• Accreditation: CAHME</td>
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<td>• Master of Science in Human Resources – Professional Studies</td>
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<td>• Credit reduction</td>
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<td>• SHRM alignment and competency</td>
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<td>• Master of Science in Health Informatics</td>
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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

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<th>Considerations</th>
<th>Opportunities</th>
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<tr>
<td>• Accreditation</td>
<td>• Course Crossover: Filling Seats</td>
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<td>• Cross-Departmental Faculty Collaboration</td>
<td>• New Program: MBA/MHA Dual Degree</td>
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<td>• Visibility &amp; Location: Where is program housed?</td>
<td>• Accelerated programs</td>
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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

- School Information
- Competitive Differentiation
- Brand, History, Mission
- Accreditation, Credentials
- Program Differentiation
- Faculty Expertise
- Career Outlook
- Program Outcomes, Alumni Success
- Online Environment

Relevancy • Choice • Expertise
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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Steven J. Szydlowski: steven.szydlowski@scranton.edu
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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

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June 14-15
Salt Lake City, UT

**WCET Annual Meeting**

October 25-27
Denver, CO
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