eLearning Initiative

Pathways to Success

March 5, 2012
Background

Traditional Universities are serving less than 30% of the demand

*How eLearning Aligns with Vision 2020:*

- Extends Akron Experience: Academic and Inclusive Excellence
- Help Achieve Aspirational Goals:
  - Enrollment Goal 40,000 Students
  - Broaden and Diversify Revenue Sources
# UA eLearning Initiative – Pearson Services

- **Already tested**
  - Learning Management System
  - Support
  - Student Persistence Services

- **Planned**
  - Instructional Design
  - Marketing
UA eLearning Initiative–Business Case

- Evaluation of institution-wide financial impact
- Assessing value proposition of Pearson roles and responsibilities
- Determining internal revenue sharing