Meeting Topics

- **Aug 2018** Growth
  - Census

- **Dec 2018** Graduation
  - Persistence
  - Student Satisfaction
  - Time and cost to degree
  - Employment/Salaries

- **Feb 2019** Reputation
  - Progress on plan elements
  - Research Pipeline
  - Engagement

- **June 2019** 2019-2020 Plan
  - Strategic Focus
  - New Programs
Long Range Plan: Strategic Initiatives

- Personal Path to Degree
- Optimal Learning
- Personalized Experience
- Graduation
- Reputation
- Growth

Prioritization driven by:
1. Personalization
2. Census and ROI
3. In Year OI Impact

- Personalized learning plans
- Recognition of transfer credits at the outcome level
- Multi-modal options for student learning

- Flexible academic infrastructure
- New academic technologies
- Research Pipeline initiatives

Personalized student-centered support services and resources from first conversation through graduation, career and beyond

- Return to growth in existing programs
- New programs
- Employer partnerships
- Concord evolution
- Purdue Extension
- Ground and International
Three Modalities for a Personalized Path to Degree for Every Adult Learner

GlobalTrack (Hybrid)
- Courses and modules
- Deadline based, faculty guided courses AND
- Student driven, faculty assisted 1-credit modules
- Fast

ExcelTrack™
- 1-credit modules
- Competency assessment supported by content and activities
- Pace is flexible, faculty assisted
- Faster

CustomTrack
- Open College non-term, custom degrees
- Assessments and portfolios
- Self-study, faculty available
- Fastest
Student Benefits

- **Pace fine-tuning**: the ability to adjust course load in 1-credit increments gives students control over the pace of education, fitting it into their lives, and adapting as their circumstances change.

- **Transfer finesse**: If students are part of an employer or military articulation agreement, Purdue Global will award transfer at the single-credit level, rather than the traditional all-or-nothing course-level transfer amounts.

- **Schedule preference**: Some like predictability and routine in a schedule and others want to continually modify it.

- **Learning preference**: Some students want to put the instructor in the driver seat while others want to put themselves in it.

- **Remediation**: When students fail a course either because they have failed only one outcome or because they were compelled to drop before completing a term, they can earn credit for what they successfully complete and only retake the portion(s) left.  
  
  *This is not in play yet, but is being developed*
Program Updates

• The Bachelor of Science in Analytics

• Graduate Certificate in Instructional Design and Technology
The Bachelor of Science in Analytics will be beneficial to Purdue Global (PG) students and its business partners:

**Demand**
Demand is high and increasing; there is specific demand from a current client

**Competition**
Competition is varied with a wide mix of offerings at both traditional and online schools; we are joining an active space.

**System Expertise**
The degree plan was designed collaboratively with our internal SMEs in General Ed, Business, and IT; along with consultation from ManTech.

**Modes of Learning**
Program will be created in traditional and Excel Track formats.

**Financial Attractiveness**
While upfront curriculum costs will be significant, guaranteed enrollment from our business partner will offset that quickly.
Graduate Certificate in Instructional Design

The Graduate Certificate in Instructional Design and Technology will be beneficial to Purdue Global (PG), students and its business partners:

Demand

A relatively small market exists for Instructional Design programs, but the overall market demand is growing by 17% (2 years Compound Annual Growth Rate-CGAR). Initial keywords search trends show sizeable demand, better than areas of interest such as cloud computing. Market gap is estimated at 64%, i.e., for every 1 graduate entering the job market, there likely will be 3 jobs available.

Competition

Michigan State University’s Graduate Certificate in Educational Technology is ranked #1. PG is well positioned from a pricing standpoint.

System Expertise

Collaboration between Purdue West Lafayette (PWL) and PG Schools of Education, e.g., course alignment, graduate program benefits, and source for potential candidates.

Modes of Learning

100% online; All courses transferable to PWL’s MSEd in Learning Design and Technology and PG’s MS in Instructional Design and Technology.

Financial Attractiveness

Graduate certificate would not require any investment from an academic standpoint (no new faculty, no course revisions or new courses). Although the traditional acquisition model does not allow for a positive return, the PWL partnership will work in our favor as there will be no acquisition cost.
New Program Recommendations

• Certificate in Healthcare Quality and Patient Safety

• Associate of Science and Bachelor of Science in Professional Flight
Pharm Tech: Certificate in Healthcare Quality and Patient Safety

To date, four potential B2B retail pharmacy partners have expressed interest in working with PG to provide advanced education to their pharmacy technician employees.

There is minimal competition because this certificate represents a unique industry offering. Similar certificates are only available at the graduate level; most are intended to be taken concurrently with a master’s or doctoral program which is not appropriate for an entry-level pharmacy technician. None offer the level of partner customization this certificate can provide with the issues and trends courses that also directly respond to recently approved (by the American Council on Pharmacy Education) Advanced Pharm Tech Certification credential.

A joint effort between PWL and PG allows this certificate to leverage connections and subject matter expertise from both partners.

The certificate will be offered in standard and ExcelTrack formats.

It is premature to create a financial model, because discussion with potential B2B partners is ongoing. Given that no marketing/lead spend will be needed for student acquisition, however, we believe the certificate is financially attractive.
Aviation: Associate and Bachelor of Science in Professional Flight

The global demand for aviation professionals over the next 20 years far exceeds the capacity. Given the physical constraints of flight schools, the School of Aviation and Transportation Technology and Purdue Global propose a networked mode.

Embry Riddle ranked #1, followed by Utah Valley and Liberty University.

School of Aviation and Transportation Technology will advise on how to assess and establish contractual relationships with key flight instruction providers (affiliates); will provide subject matter expertise in the development of aviation curriculum and hiring of aviation faculty; facilitate the accreditation by the Aviation Accreditation Board International. The school will advise and oversee Purdue Global in the creation and delivery of: Associate - 15 credit hours of aviation courses; and Purdue Global will deliver 45 credit hours of general education courses from their current inventory. Bachelor – the school will advise and oversee an additional 50 hours of aviation courses; and Purdue Global will deliver 45 hours of open electives from their current inventory.

Flight instruction facilities will provide 30 semester credit hours of professional aviation lecture and laboratory courses. Purdue Global will provide aviation, general education, and open elective courses.

The network model assumption shows a positive return beginning of the 2nd year.