



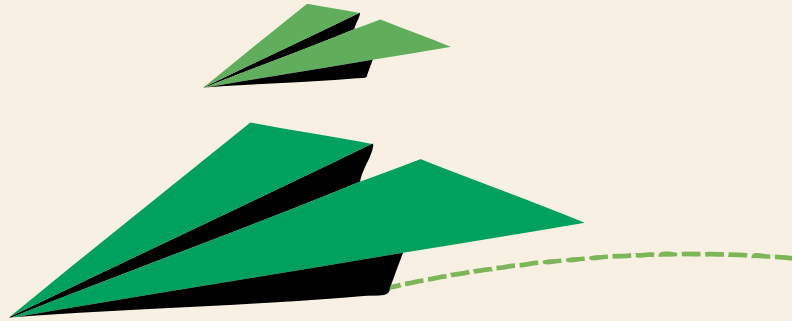
# Pearson—Your Partner in Online Learning

Online learning has created new and unprecedented opportunities for individuals, especially non-traditional students with busy lifestyles, to earn a college degree. In fact, the number of students taking at least one online course has now surpassed 6 million.

But how can higher learning institutions rapidly expand their online services and resources while providing high-quality online degree programs that are rigorous, engaging and affordable?

As institutions strive to expand their reach, now more than ever, they require results-oriented, economical solutions that extend access to many more students than ever before. With more than 150 years of experience, Pearson is transforming higher education student achievement and driving results with personalized teaching and learning solutions that leverage leading technology innovations to deliver the highest quality content in the most accessible, affordable ways—helping to ensure success at the institutional, program and student level.

# Pearson's Online Learning Solutions include:



## CONTENT

**ONLINE COURSE CONTENT:** [CourseConnect](#), Pearson's award-winning suite of customizable online courses designed by subject matter experts and credentialed instructional designers, helps simplify the course design process for institutions and educators. Built-in tools, including user-specific pacing charts, audio/video elements, and interactive exercises, personalize the online learning experience and help students stay on-track for successful course completion, regardless of learning style or preference.

**CUSTOM TECHNOLOGY:** eBooks and digital tools are rapidly becoming the most effective way to engage today's students. Pearson's technology experts can work with you to integrate customized digital tools, such as interactive eBooks, centralized websites and portals, and simulated lab environments, into your already existing courses to keep students connected, interested, and excited to learn.

**PERSONALIZED HOMEWORK & ASSESSMENT:** Online assessment and instant feedback enable students to master difficult material more quickly, and enable instructors to serve more effectively as mentors or coaches as opposed to traditional lecturers. Pearson [MyLab/Mastering](#) is a series of online products that complement a textbook or eBook by providing personalized study paths, customized teaching resources, and powerful results reporting.

## SERVICES

**ONLINE CURRICULUM DEVELOPMENT:** [Custom Curriculum](#) design and delivery services are focused on your unique needs and learning objectives. Pearson's team of instructional designers, subject matter experts, and project managers analyzes your needs – such as audience, instructional requirements, and technical specifications – and creates tailored content solutions that work for your institution.

**ONLINE TUTORING:** According to the Sloan Consortium, psychologists as well as educational researchers have found that one-to-one supplemental tutoring programs across disciplines improve student retention and performance. Pearson partners exclusively with [Smarthinking](#), the leading provider of online tutoring, to give students real time, online tutoring and learning assessment support—24/7. This exceptional service has proven successful at institutions across the country.

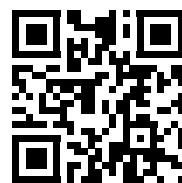
## TECHNOLOGY

**LEARNING MANAGEMENT SYSTEMS:** Putting your best foot forward in higher education today means having a solid learning management system (LMS) in place to support blended and online learning. [Pearson LearningStudio](#) is a state-of-the-art, cloud-based LMS for fully online programs built upon Pearson's in-depth knowledge of education, innovative technologies, and best-in-class data analytics. [OpenClass](#), Pearson's newest cloud-based LMS for traditional face-to-face courses, is a dynamic, scalable, fully cloud-based solution that stimulates social learning and the exchange of content, coursework, and ideas. Both platforms enable a truly personalized learning experiences in blended or fully online courses that empower each student to learn the way they learn best—when, where and how they want..

**DIGITAL CONTENT REPOSITORY:** [EQUELLA](#), Pearson's premier digital content repository, provides a central solution to meet an institution's learning, research, media and library needs. Faculty, instructional designers and academic technologists can easily search in one location for all of their learning content—video, custom eBooks, presentations, lecture captures and more—all tagged by metadata like learning outcomes, grade level and relevant keywords.

**LECTURE CAPTURE:** Lecture capture carries learning beyond the confines of the physical classroom. Pearson partners with [Panopto](#), an easy-to-use technology enabling educators and students to record, organize and share lectures and skills labs that combine media-rich applications. Students can review material multiple times on multiple devices, such as a smartphone or iPad—helping to keep them engaged with their courses anytime, anywhere.

To learn more about how Pearson can help you expand your online programs, visit [www.pearsonlearningsolutions.com/academic-executives/powering-online-learning.php](http://www.pearsonlearningsolutions.com/academic-executives/powering-online-learning.php), or scan the QR code with your mobile device.



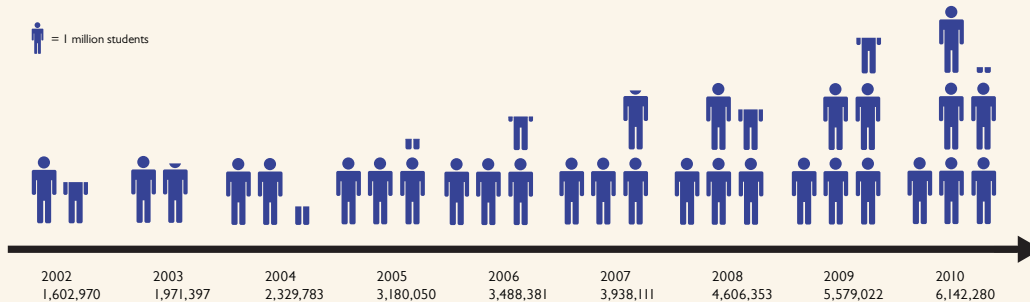
# Going the Distance:

## Online Education in the United States, 2011

Survey of Chief Academic Officers by I.E. Allen and J. Seaman, Babson Survey Research Group  
Infographic created by Pearson Learning Solutions

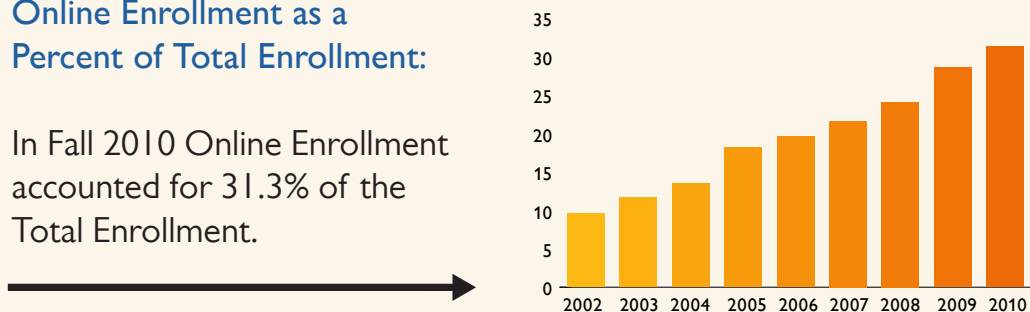


### Number of Students Enrolled in At Least One Online Course:



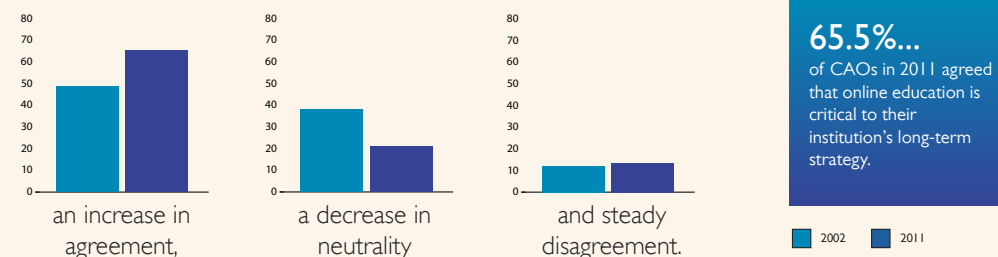
### Online Enrollment as a Percent of Total Enrollment:

In Fall 2010 Online Enrollment accounted for 31.3% of the Total Enrollment.

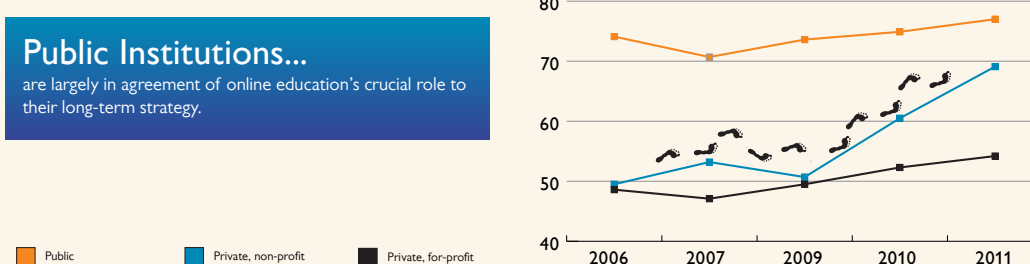


### Online Education Critical to Long-Term Institution Strategy:

Since 2002, the number of CAOs who believe Online Education is critical to the long-term strategy of their institution has shown:

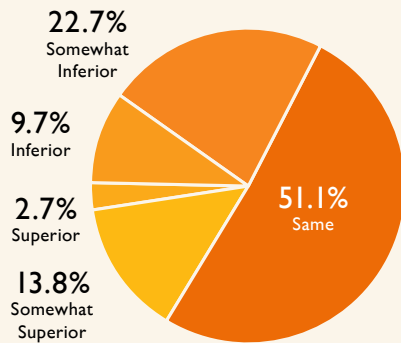


Which types of institutions believe Online Education is critical to the long-term strategy?

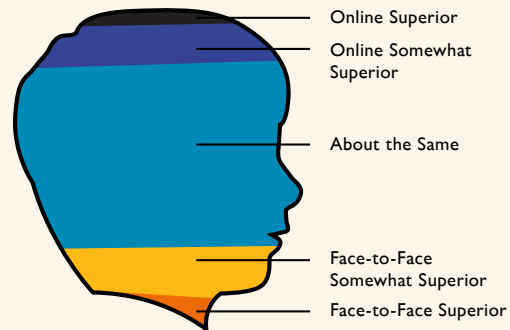


## CAO Assessment of Learning Outcomes: Online vs. Face-to-Face

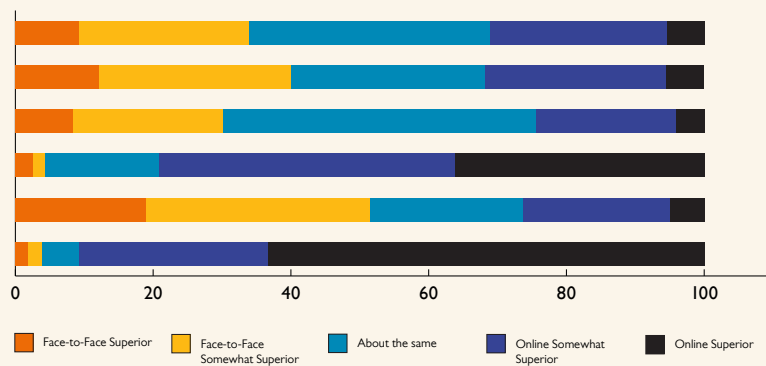
CAO Satisfaction with Online Education:



CAO Perceived Student Satisfaction of Online Education:



- Support for students with different learning styles
- Student-to-faculty communications
- Presentation of course material
- Ability of students to work at own pace
- Student-to-student interactions
- Scheduling flexibility for Students



## Types of Training Provided for Faculty Teaching Online:



72.0%...

of training for faculty teaching online is through internally run training courses.

87.2%...

of training at institutions of 1500 or more students is through internal training.

Types of Training Provided for Faculty Teaching Online by Size of Institution:

