

Evaluating Online Services Firms

Monday, June 11, 11:00AM – 12:30PM

Session Description

Evaluating Online Services Firms. *This session is an opportunity to engage in critical dialog with four firms that partner with universities and colleges to boost online enrollment and capabilities. Schools newer to online, and those wishing to enhance growth at a program or unit level, often find these firms most attractive. This is a rare opportunity to compare firms, and consider questions of fit and ROI. Firms present will include Deltak, Educators Serving Educators, Learning House and Pearson.*

Our Distinguished Panelists

Dan Bartell, *Vice President of Sales*, Pearson

Dr. Wayne A. Brown, *Chief Executive Officer*, Educators
Serving Educators, a division of Excelsior College

John Endrud, *Vice President of Business Development*,
Deltak

David T. Richardson, *President & Chief Executive Officer*,
The Learning House, Inc.

Moderator. **Eric Bassett**, *Vice President & Practice Leader*,
Eduventures

Opening Questions for the Panelists

1. How should institutions think about the trade-off between institutional control and scale online?
2. How do institutions differentiate their online programs in today's market? What balance of marketing technique vs. unique program content works best to attract students online?
3. Looking ahead 3-5 years, what will this market look like? How will the core model evolve? What are your organizations doing to change with the needs of institutions?

What questions do you have
for our panelists?