Presenters

David Capranos
Director of Market Strategy and Research at Wiley Education Services

Steve Szydlowski
Graduate Health Administration Program Director at University of Scranton
Agenda

• Introductions
• What is Strategic Portfolio Development?
• Case Study: Scranton University
• Q&A
Market Trend

Online portfolios are getting larger and more complex

Large online portfolios are becoming the norm

Large schools tend to have wide portfolios

Percent of 4Y Institutions with Online Programs

Number of Online Programs Per 4Y Institution
Approaches to Online Portfolio Development

**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 Challenges

Operational Issues
- Grow in an efficient way?
- Addresses market demands quickly?
- Support a broader range of programs?

Increasingly Savvy Student/Customer
- Increase market relevant specializations?
- Quickly introduce modular content connected to career outcomes?

Delivery & Measurement Issues
- Deliver upon retention & completion agenda?
- Enhance faculty engagement?

Financial Model Under Pressure
- Create additional program options, increasing institutional competitiveness?
- Increase revenue?
- Offset reduced endowments, alumni giving and real estate constraints?
Each component of a strategically developed portfolio should be considered relative to its impact on the entire portfolio.
Our proven strategies foster sustainable growth for our partners.

<table>
<thead>
<tr>
<th>Continue to Evolve Existing Portfolio</th>
<th>Identify New Interdisciplinary Opportunities</th>
<th>Invest More in High Growth Areas</th>
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<tbody>
<tr>
<td>Attract more students with a spectrum of goals and interests by:</td>
<td>Connect degrees with related disciplines across the portfolio to:</td>
<td>Introduce and expand disciplines experiencing high growth, including:</td>
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<td>• Adding concentrations and degrees.</td>
<td>• Amplify your brand in the marketplace.</td>
<td>• Healthcare.</td>
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<td>• Offering gateway certificates in existing and new degree areas.</td>
<td>• Resonate with a larger population of learners.</td>
<td>• Business management.</td>
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<td>• Technology and data analysis.</td>
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Essential Questions for New Program Development

- Why are we offering this program?
  - Define Your Mission

- Who is our audience?
  - Define Your Audience

- Where is the market?
  - Define Your Competition

- What will we offer?
  - Define Your Product

- When/How will we proceed?
  - Define Your Plan
University of Scranton: Current Online Portfolio

<table>
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<tr>
<th>Subject Area</th>
<th>Master’s Programs</th>
<th>MBA Concentration</th>
<th>Certificate</th>
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<td>MBA</td>
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<td>Business Analytics</td>
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<td>ERP</td>
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<td>Supply Chain Mgmt.</td>
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<td>Operations Mgmt.</td>
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<td>International Business</td>
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**NOTE:** The MBA and Health Care Admin Degrees are available as a **Dual Degree**

6 Online Degrees

4 Online Certs
University of Scranton Strategic Portfolio

Important Factors to Consider

1. Pricing
2. Job outlook
3. Outcomes: job placement, employment rates, etc.
4. Trends in industry
5. Efficiencies in program offering
Questions?