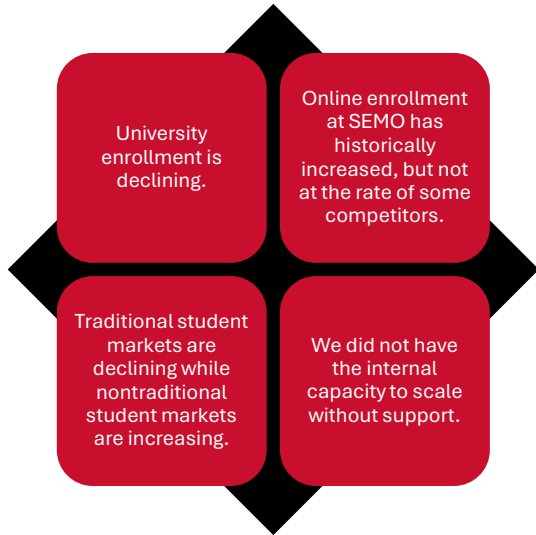


Online Program Growth Plan

SEMO and Archer Education are partnering to expand online programming and services, with a goal of significantly increasing enrollment in online programs over the next five years.

WHY



Archer Education

- Fee per service
- Annual contracts
- Promotes self-sustainment
- Flexible terms







OPM

- Revenue share (50%)
- 7-10 year contracts
- Reliance on third-party
- Rigid terms

Archer's References

- They substantially exceeded enrollment growth
- They made sure our online programs fit into our university's brand
- They are responsive and patient

WHAT

	Online Growth Enablement (Strategy)	Readiness Assessment (On-site) Discovery (Virtual)
	Marketing	SEO, Digital, PR All online programs, by vertical
	Admissions Services	Online graduate programs only From inquiry to application submitted
	Onward Inquiry Support Software	Online graduate students only Supports students after initial inquiry
	Reporting and Analytics	
	Technical Integrations	

HOW

Industry verticals will influence our marketing, reporting, and strategies.



BUSINESS



EDUCATION



HEALTHCARE



SOCIAL SCIENCES



TECHNOLOGY

Want to know more?

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