



# Partnerships and New Models for Attracting Learners in a Global Market

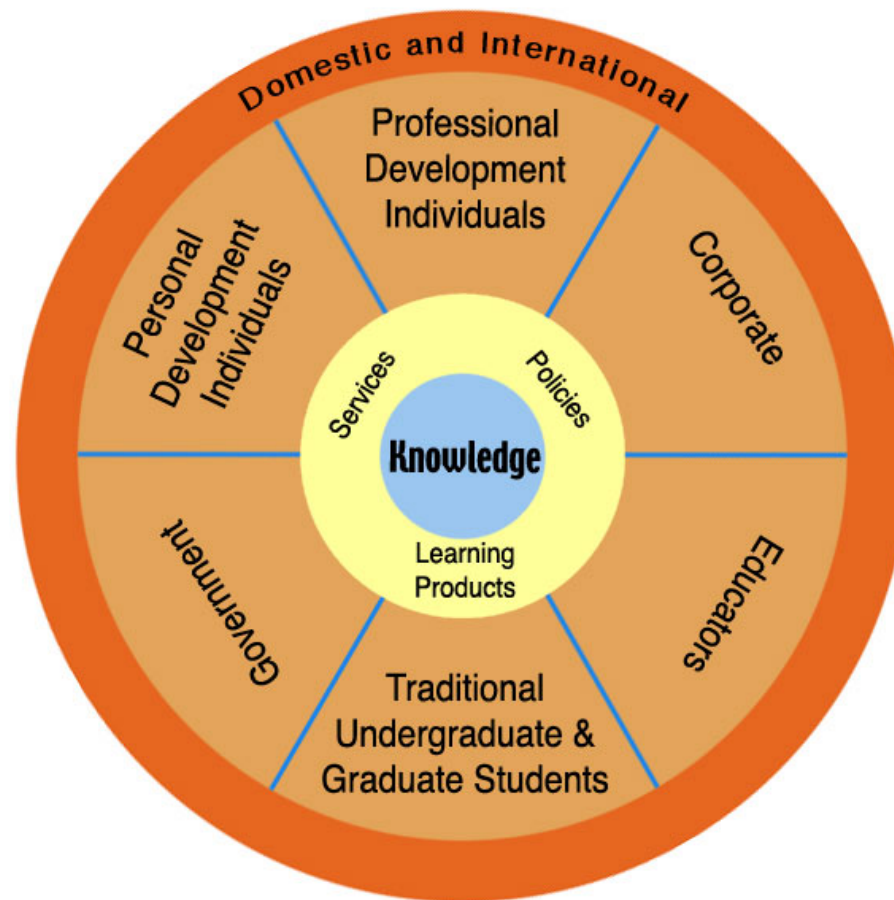
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# Fresh Approaches

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- **P**roducts
- **P**artnerships
- **R**evenue

# Constituency Approach

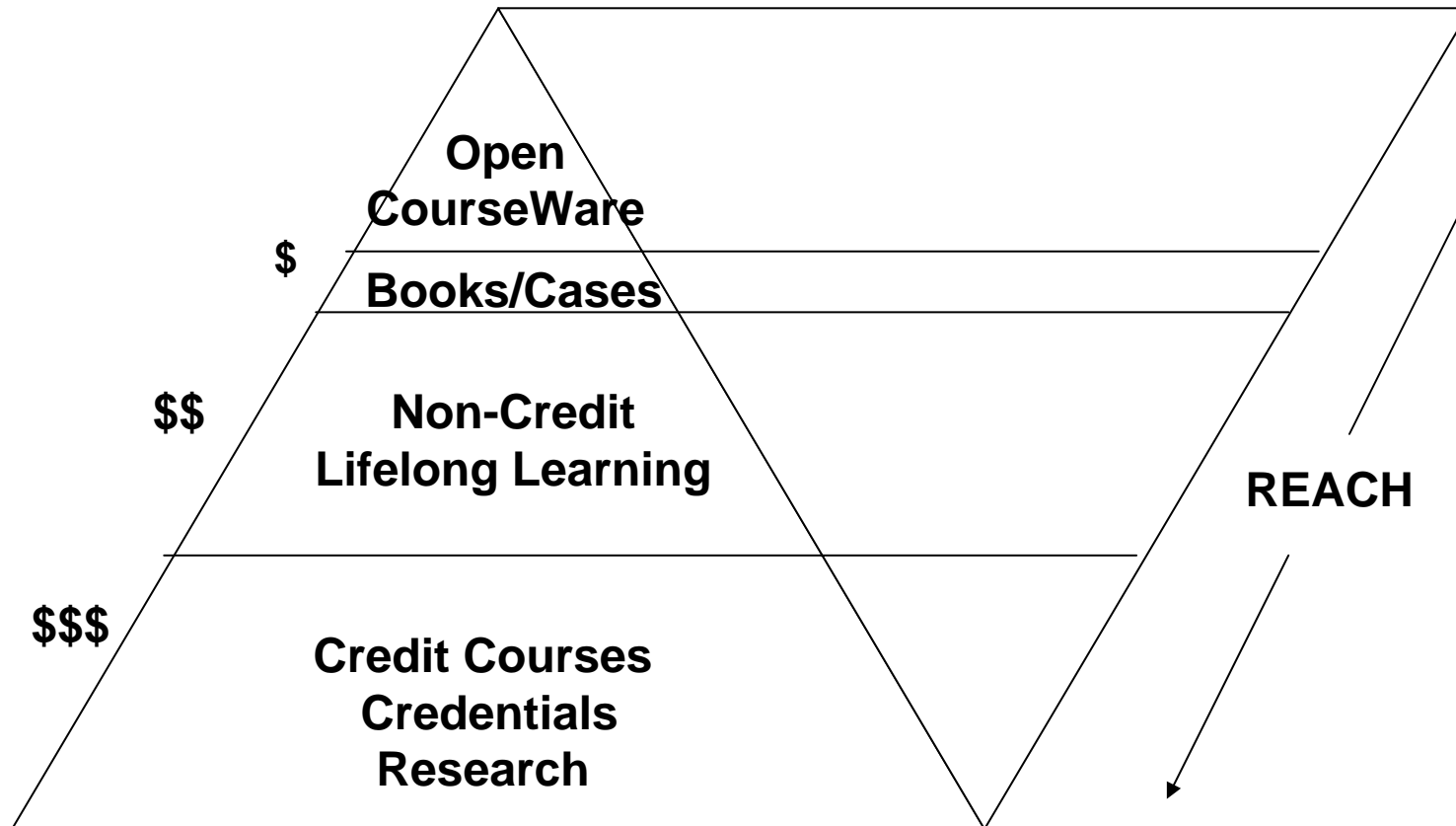


# Product Frameworks

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- Event-Centered, Online Supported (ECOS)
- Partnership Training Model
- Multiple Use Curriculum Development
- Professional/Personal Development Center
- Academic and Professional Programs

# Product Suite Approach



# Partnership Opportunities

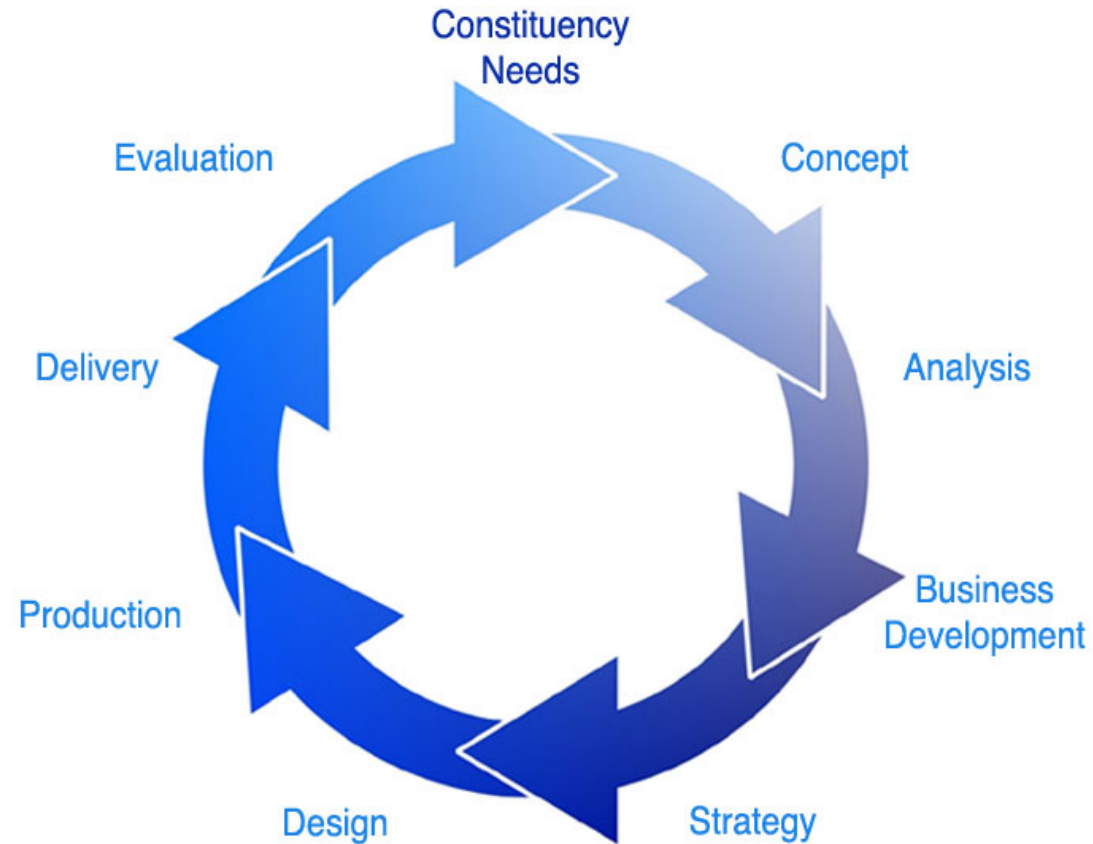
	<b>Inbound Logistics</b> (Content)	<b>Operations Logistics</b> (Learning Design & Production)	<b>Outbound Logistics</b> (Tech Support & Distribution)	<b>Marketing</b> (Pricing & Marketing Channels)	<b>Customer Experience</b> (Instruction, Client Services)
<b>Academic Business Planning Model</b>	MSU	MSU	MSU	MSU	MSU
<b>Professional Development Center (PDC) Model</b>	Shared	MSU	Shared	Shared	MSU
<b>Professional Partnership Training Model</b>	Shared	MSU	Shared	Shared	Shared

# Revenue Approaches

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- Direct Retail Revenue
  - Registration fees
  - Books/Merchandise/Kits
- Wholesale Revenue
  - Contracts
  - Distribution Partners

# Demand-Driven Processes

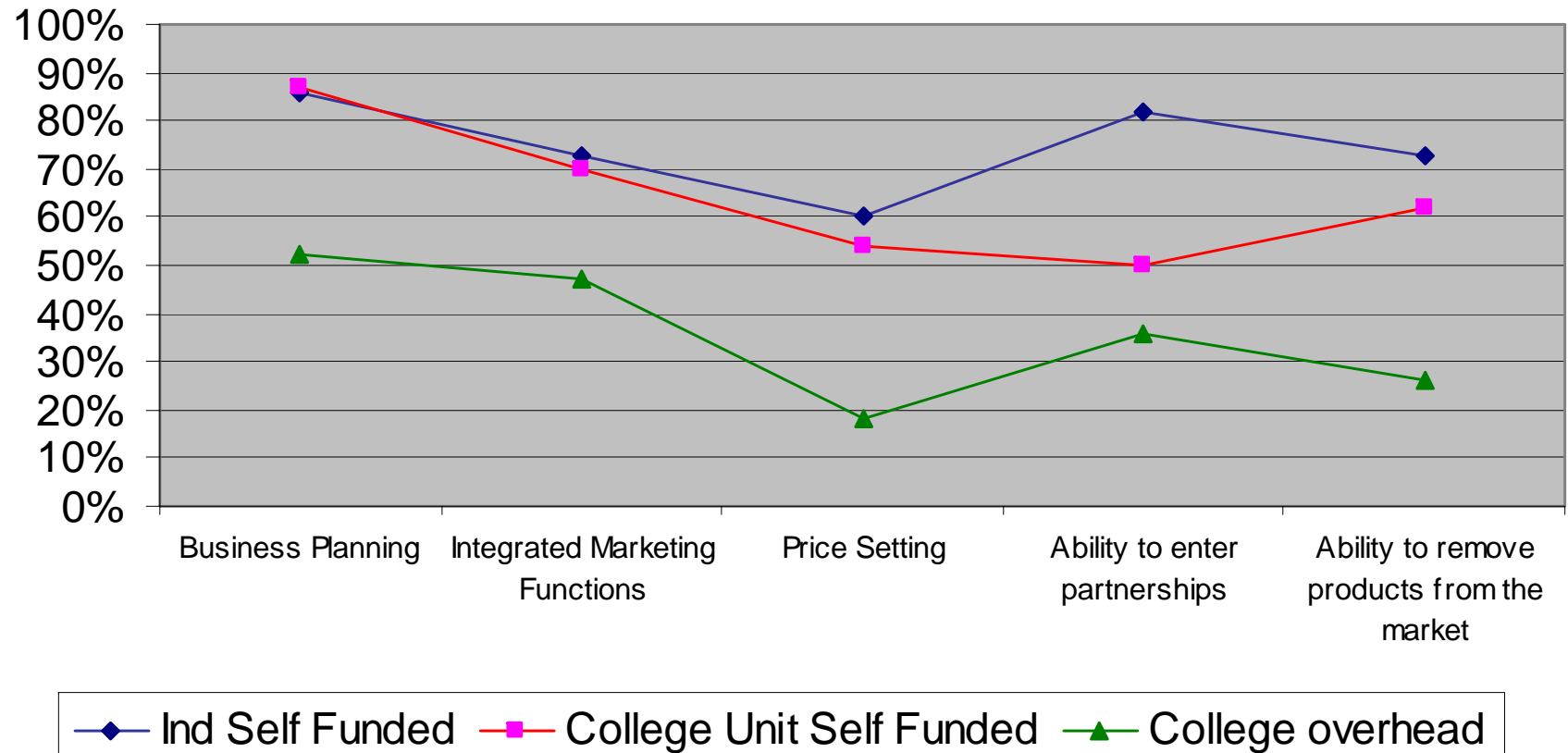


# Academic Business Models

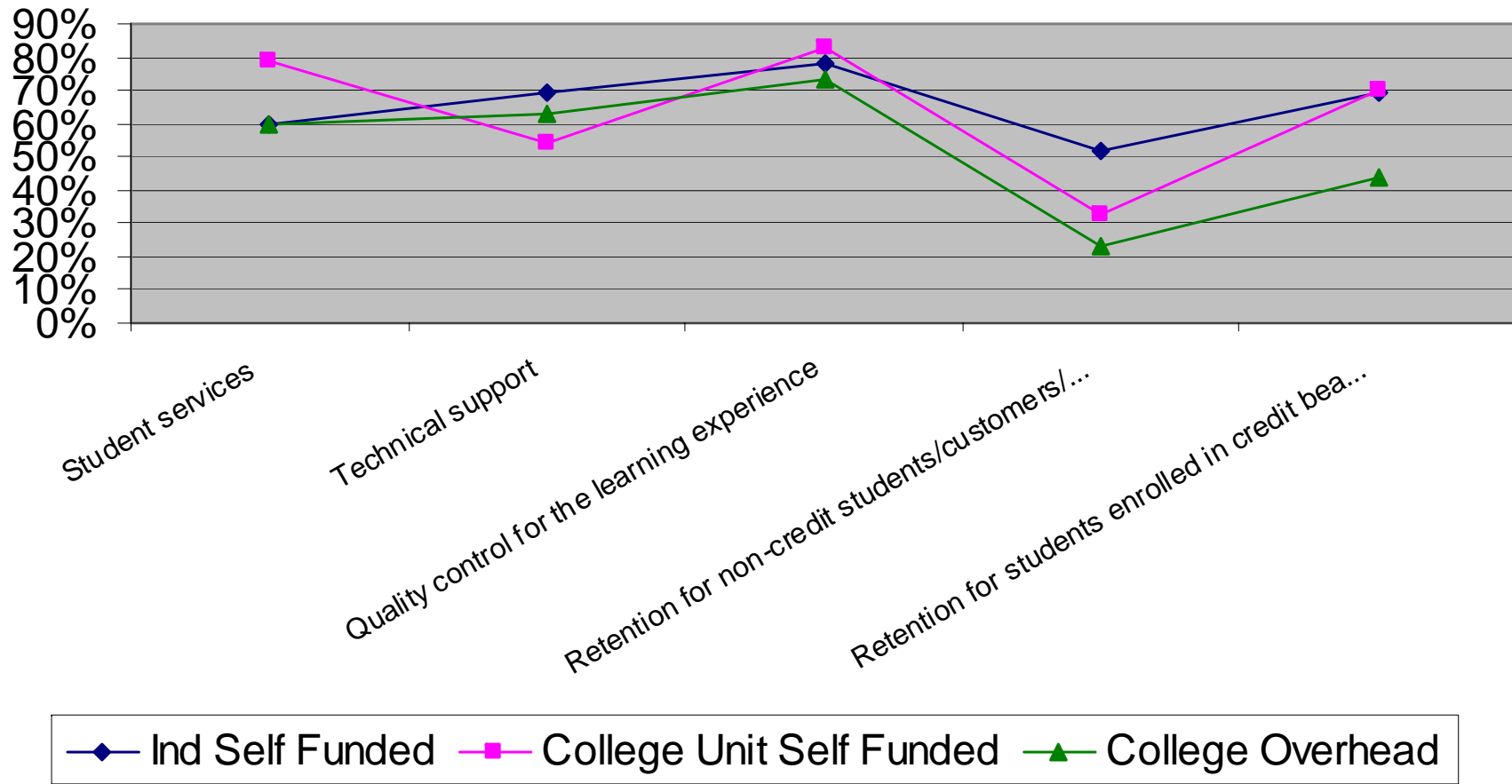
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- Which implementation?
  - Self-funded, independent
  - Self-funded, academic college
  - Direct-funded, service unit

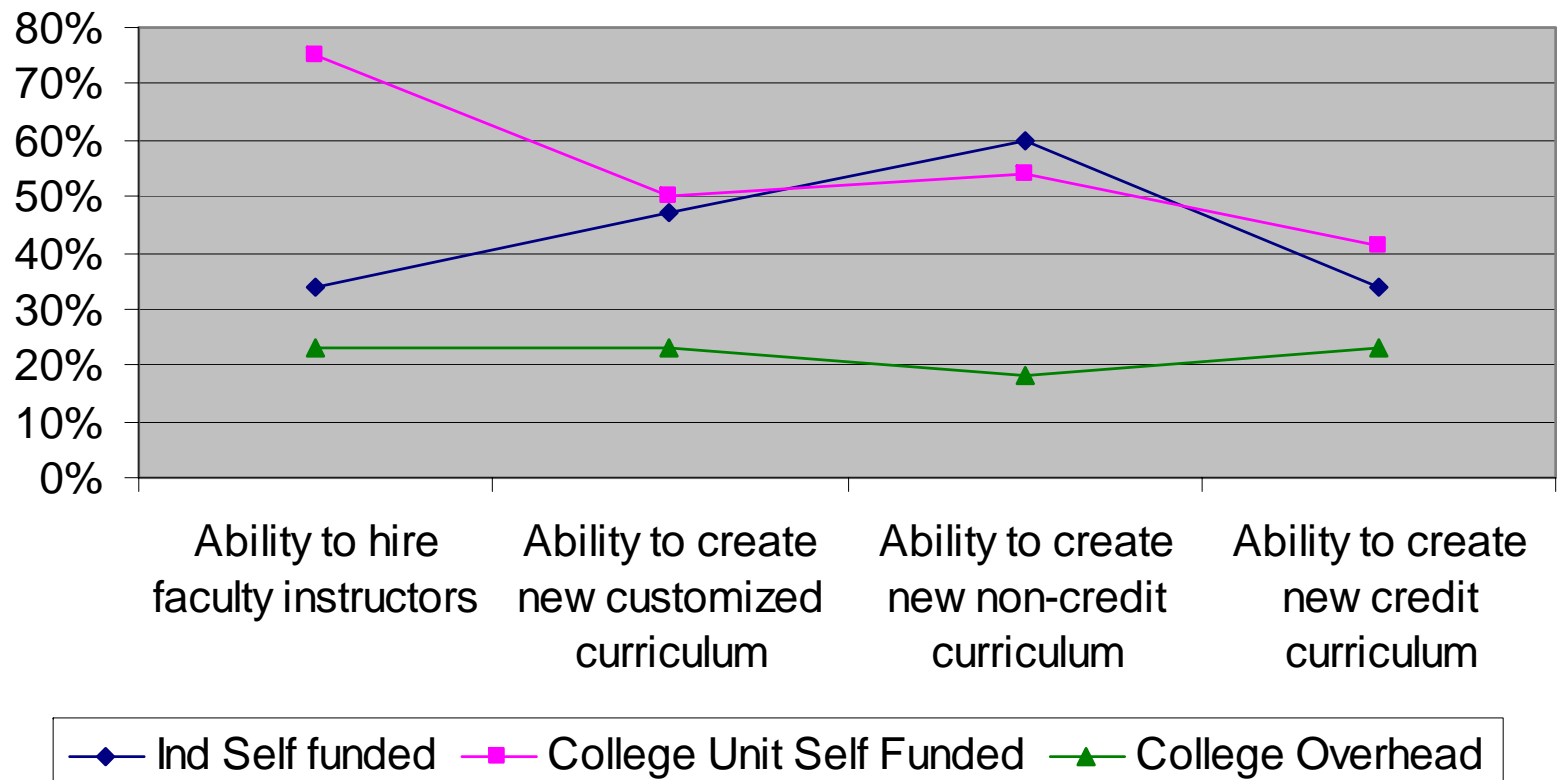
## Business Decision Making



# Student Services



## Curriculum Issues



# Summary

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## ■ **P**roducts

- Serve constituency needs with a range of information and learning products

## ■ **P**artnerships

- Seek partnerships across the value chain

## ■ **R**evenue

- Diversify revenue sources

# Thank You!

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