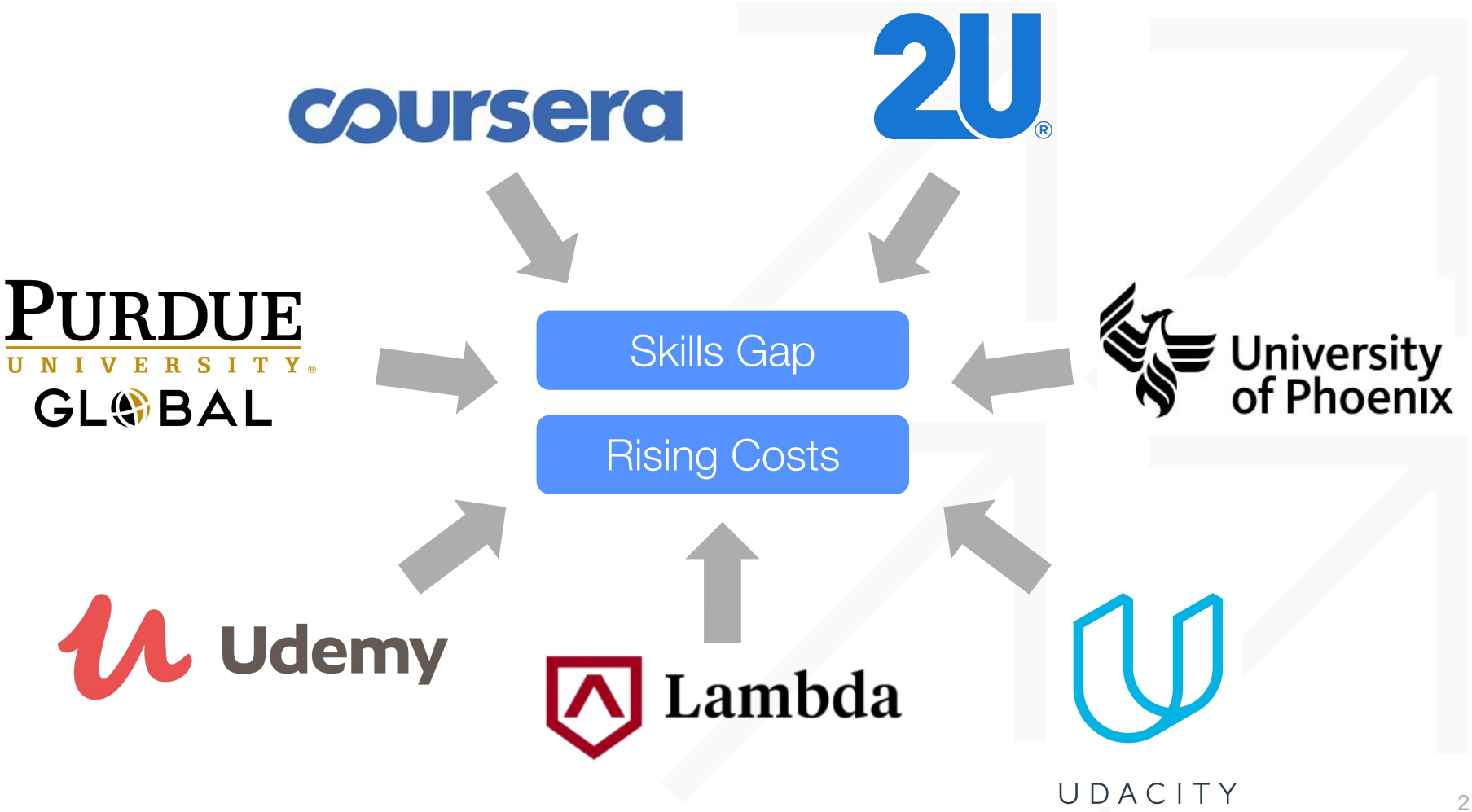
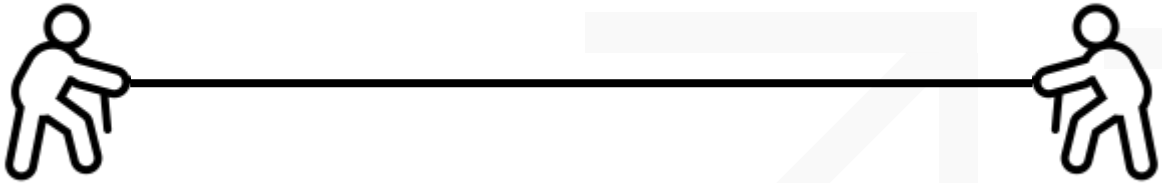
A Partnership for a More Affordable Future


coursera
2U
PURDUE UNIVERSITY GLOBAL
Skills Gap
Rising Costs
University of Phoenix
Udemy
Lambda
UDACITY

HBO

NETFLIX



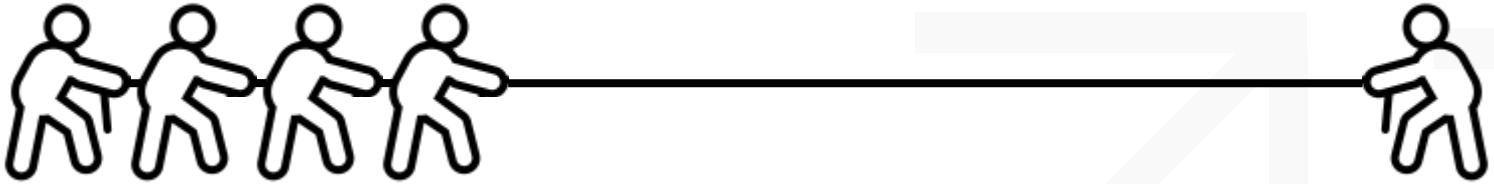
MICU | MICHIGAN INDEPENDENT COLLEGES & UNIVERSITIES

coursera

Udemy

UDACITY

2U®



“Private institutions are not in competition with each other. We are competing with the large public universities.”

Filling the Skills Gap

Step 1

Web Development

Data Science

Step 2

Web Development

Data Science

Supply Chain Management

Lbrands

Artificial Intelligence

SIEMENS

Mortgage Financing

Quicken Loans

Professional Sales

Assurex GLOBAL

Information Security

Honeywell

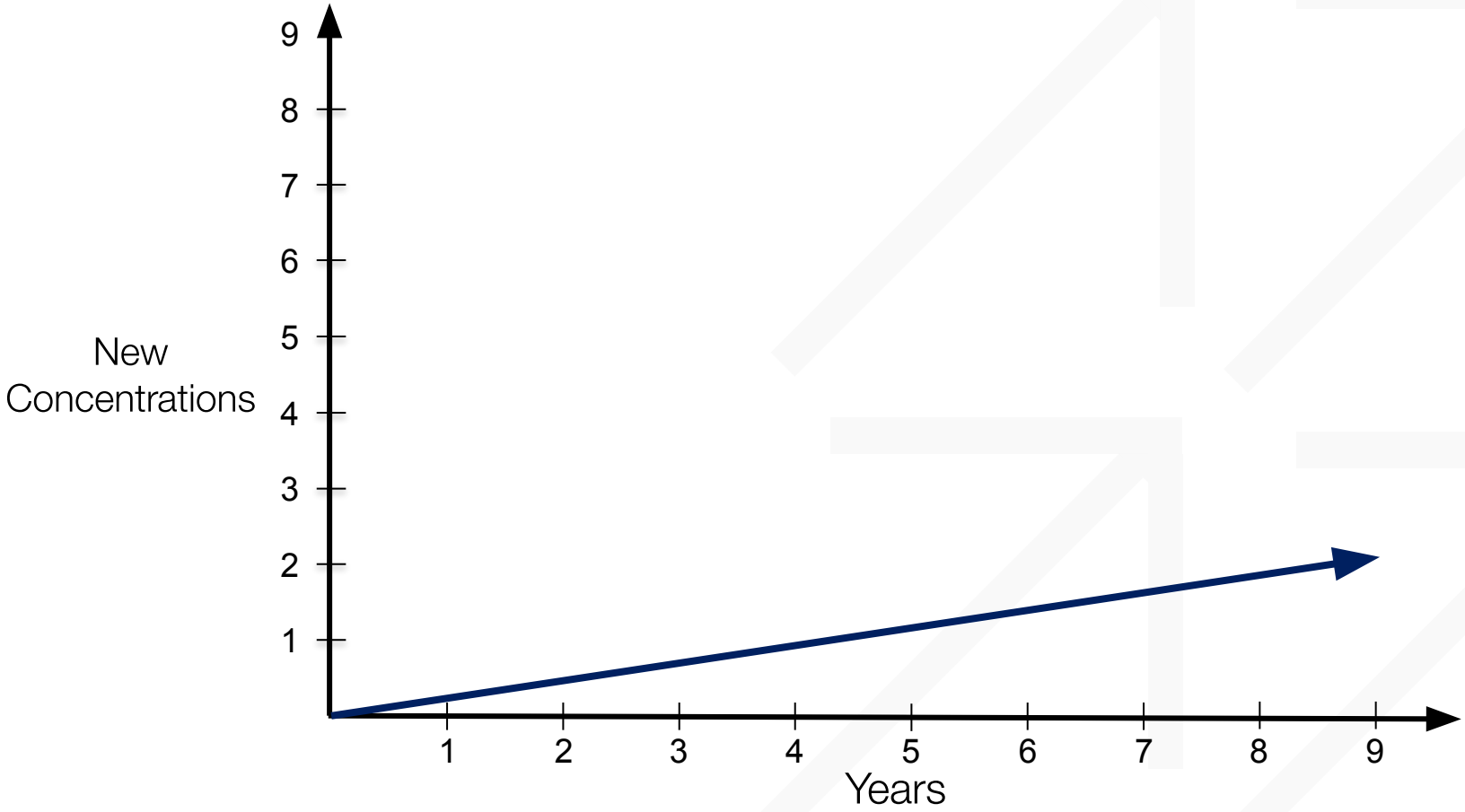
Human Resources

viacom

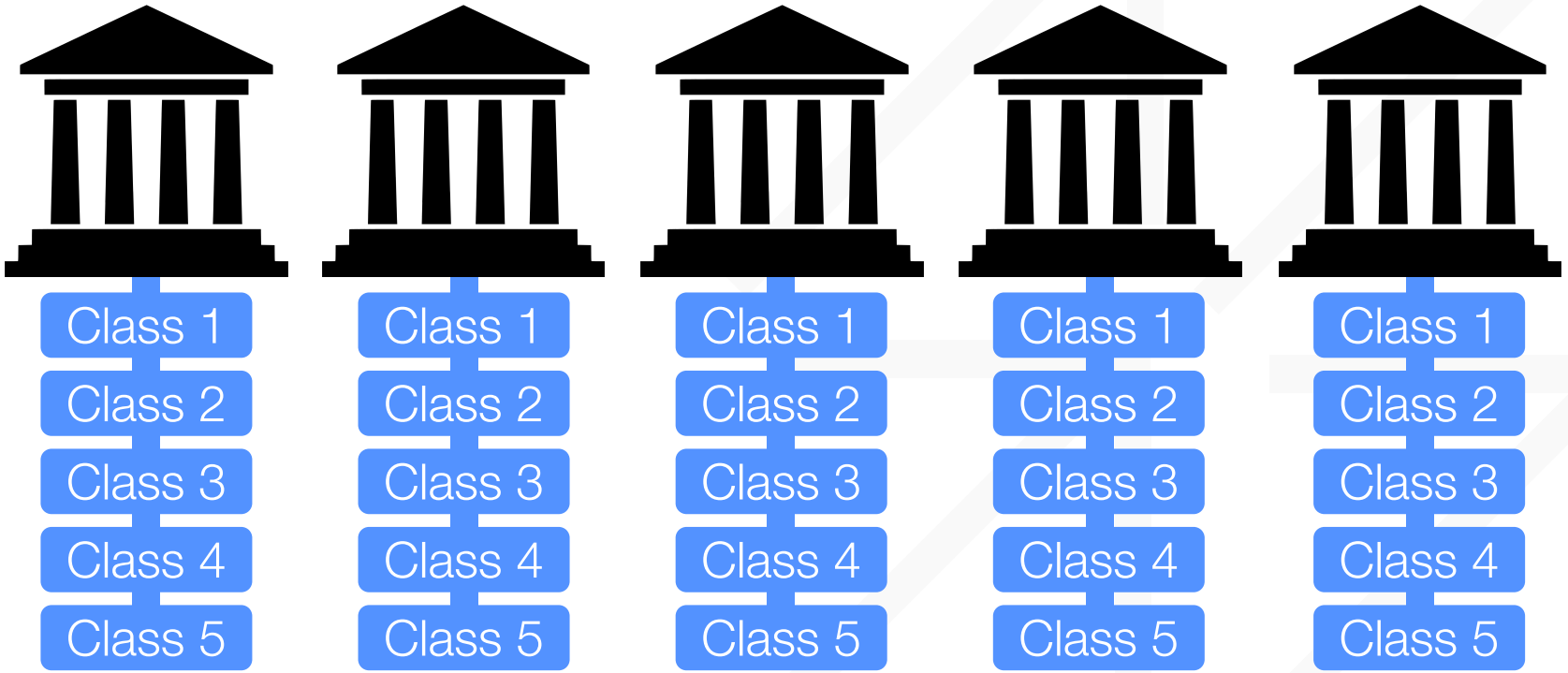
Application Development

Domino's

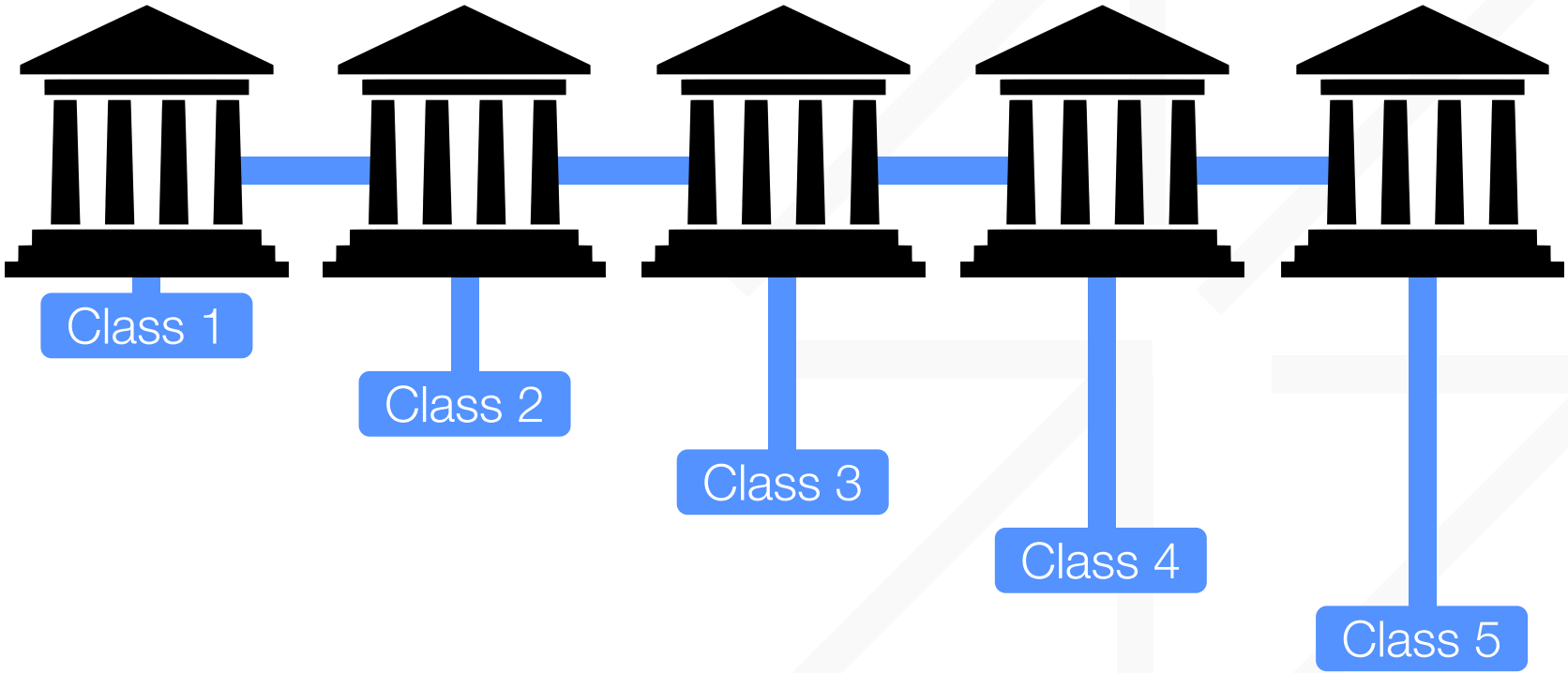
Sports Management


New
Concentrations
9
8
7
6
5
4
3
2
1
1
2
3
4
5
6
7
8
9
Years

The Traditional Model

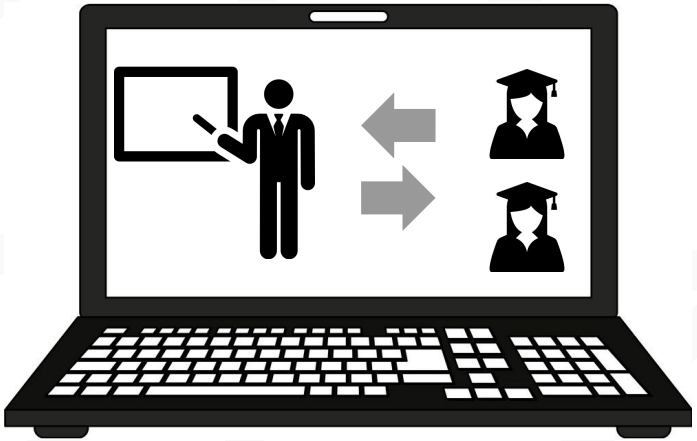


The Modern Model

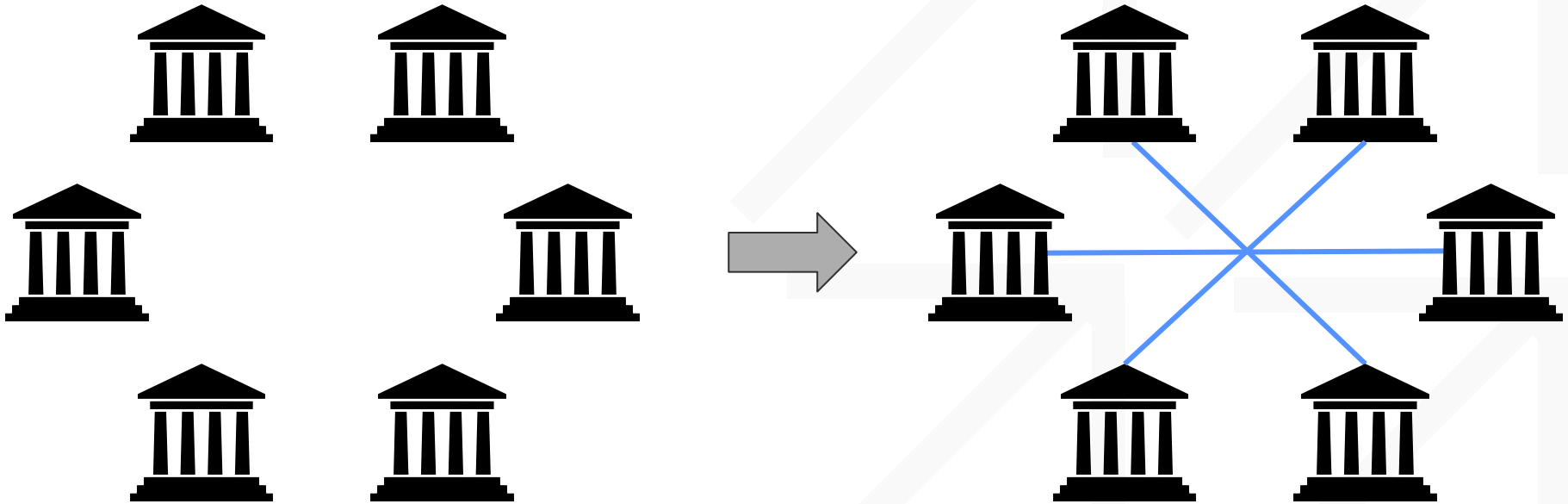


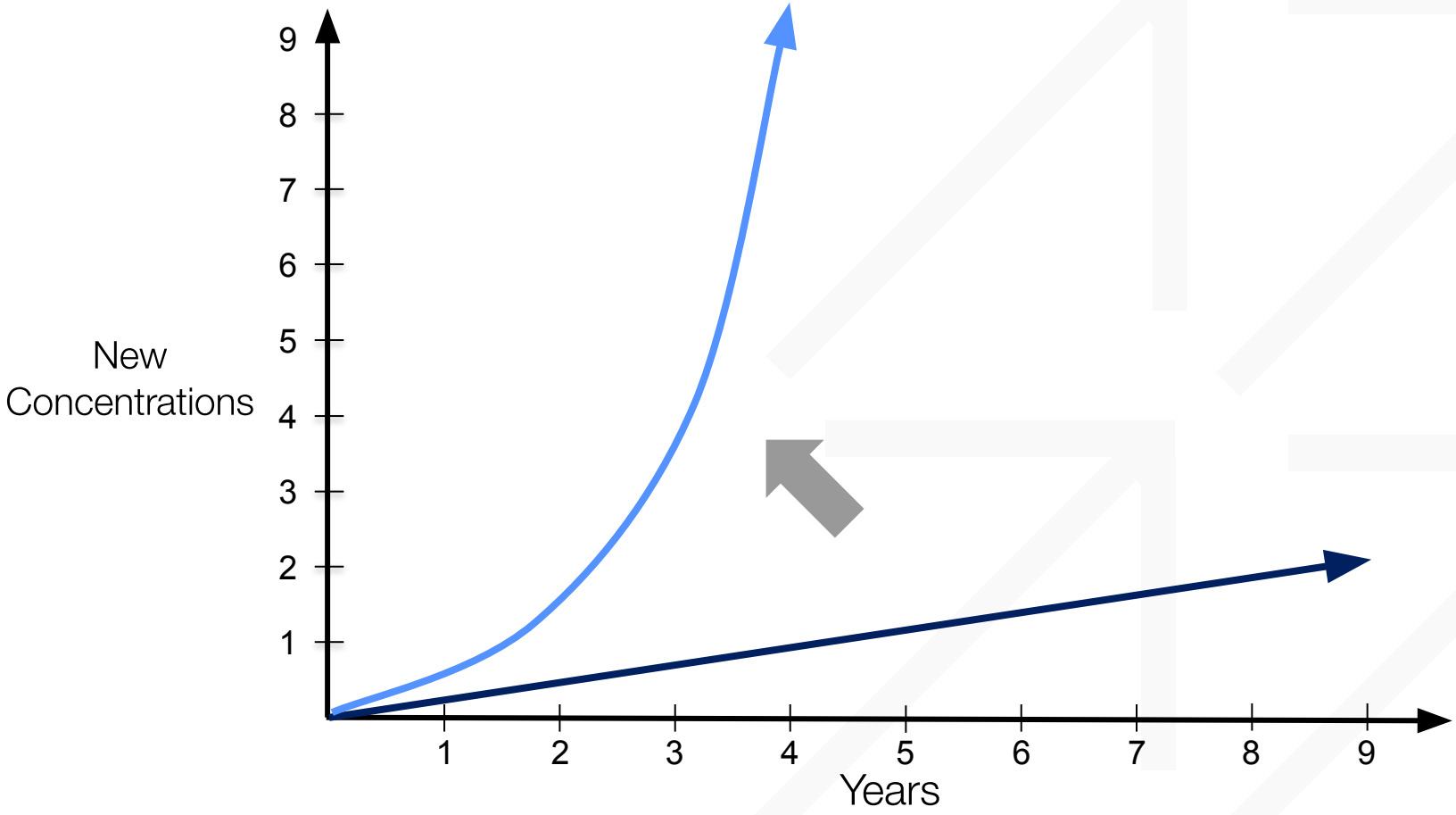
Lecture

Classwork & Review



Blackboard collaborate™

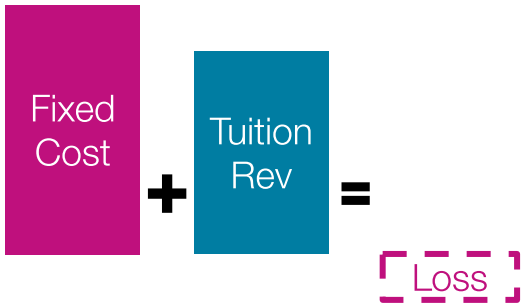


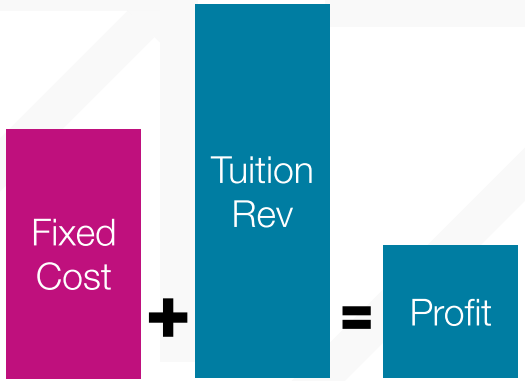

New
Concentrations
9
8
7
6
5
4
3
2
1
1
2
3
4
5
6
7
8
9
Years

Increasing Affordability
or
Enhancing Revenue per Class

Unprofitable Courses

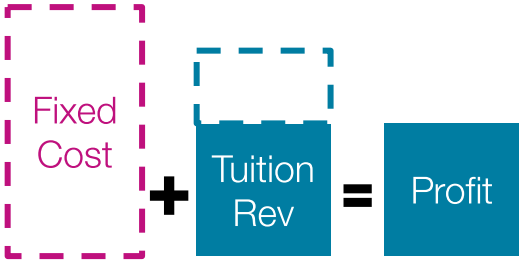
Profitable Courses

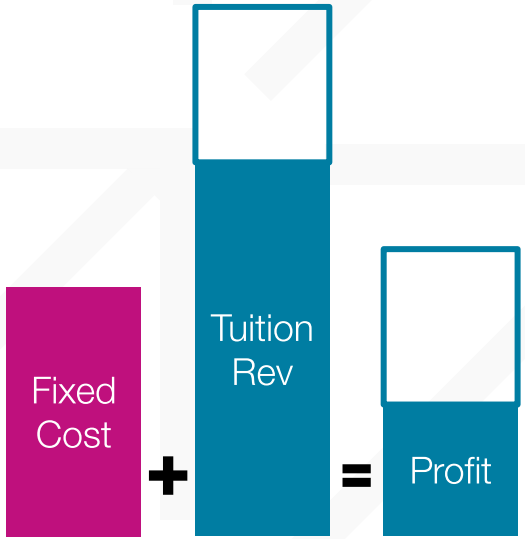


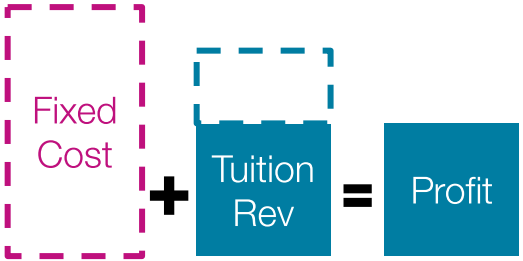


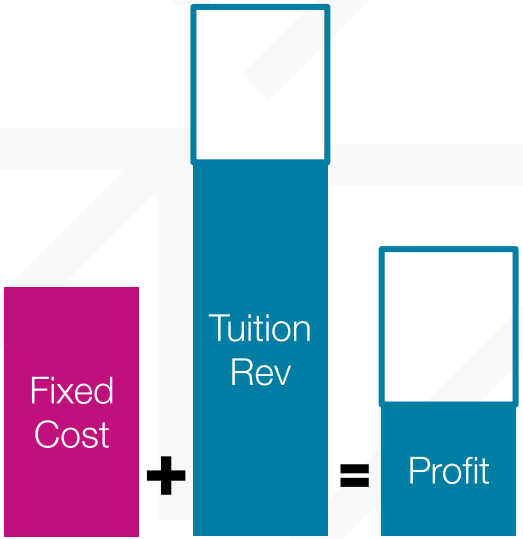
Unprofitable Courses

Profitable Courses





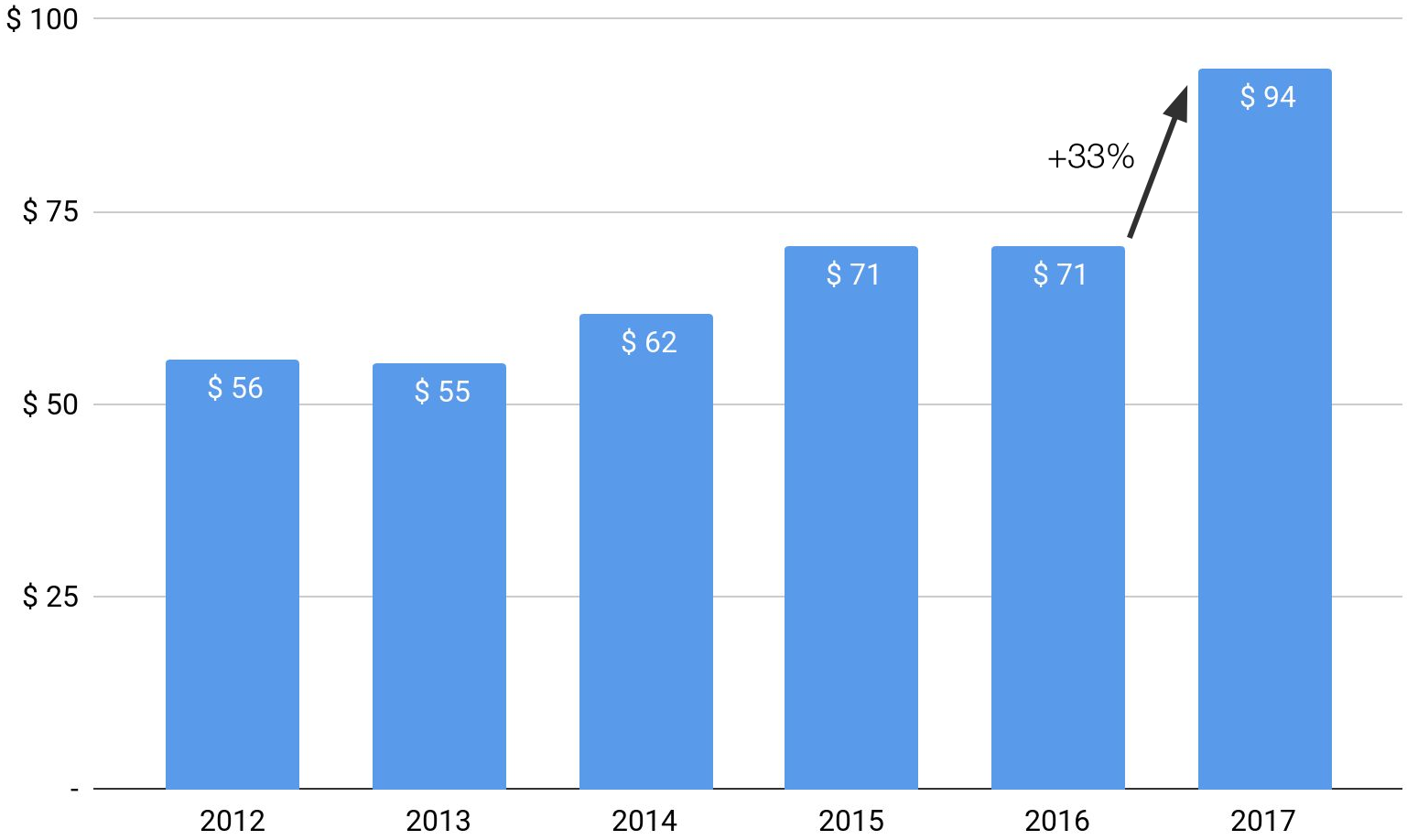

Fixed Cost
Tuition Rev
Profit

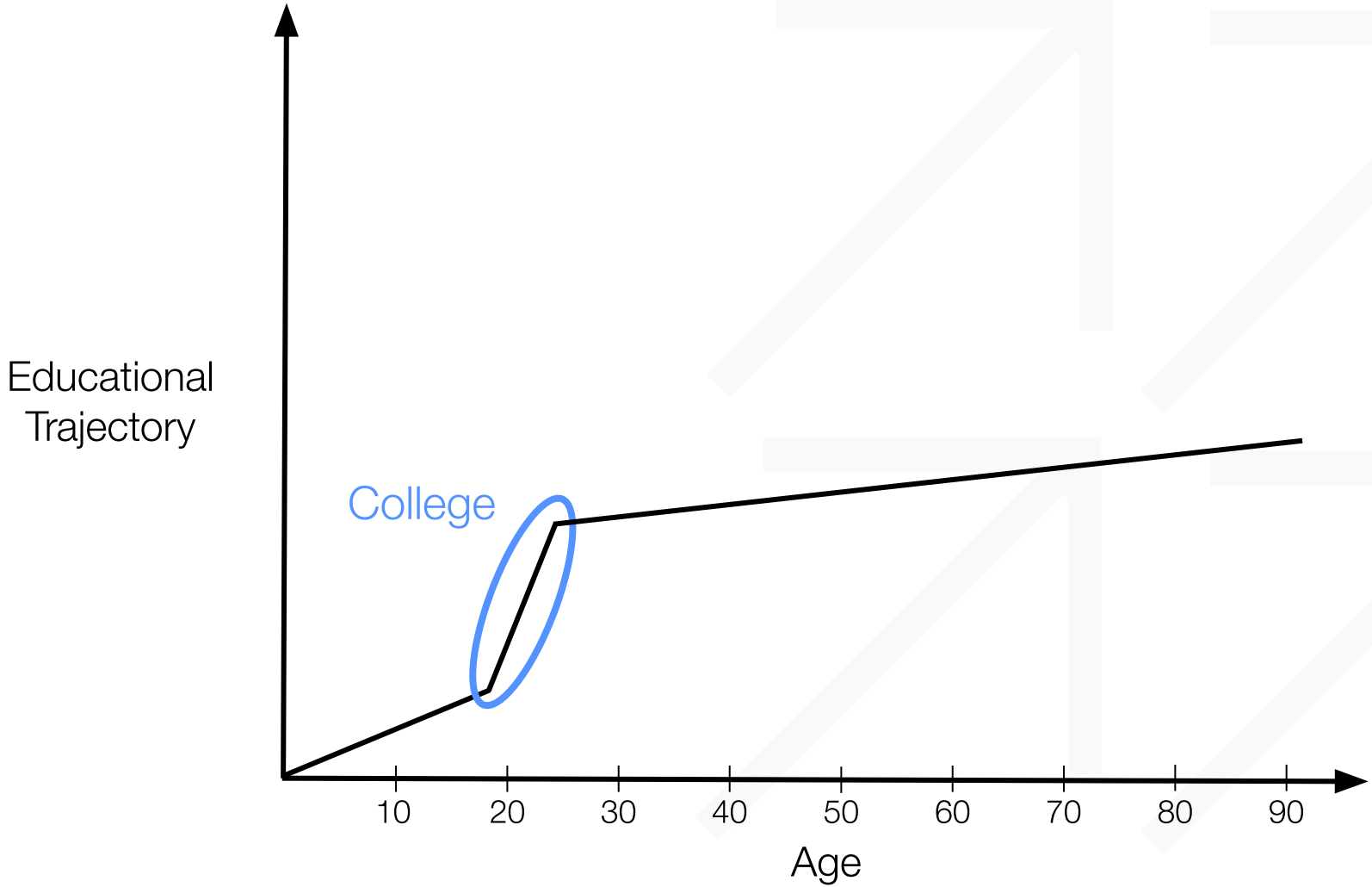

Fixed Cost
Tuition Rev
Profit

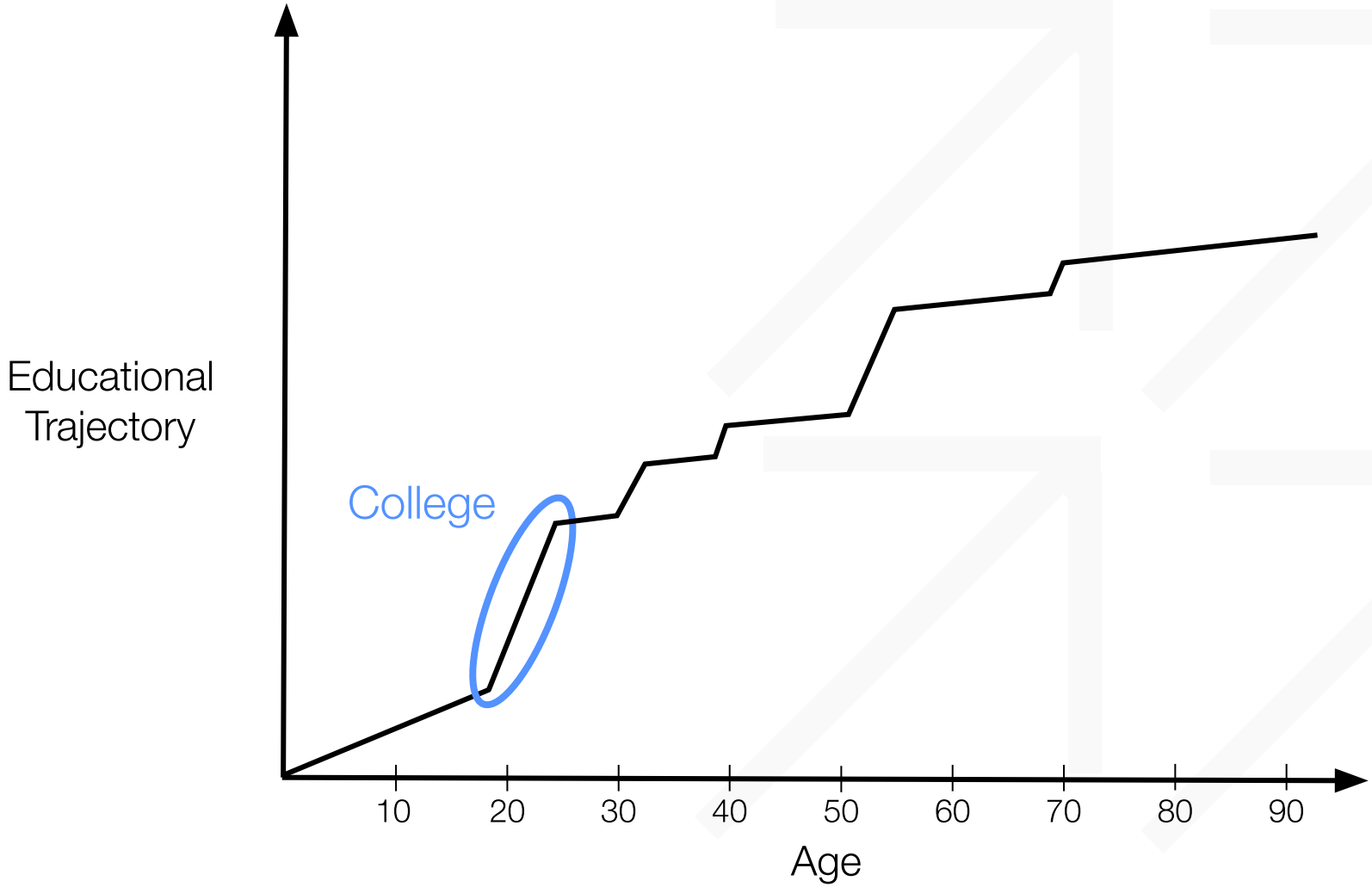
New Income Streams

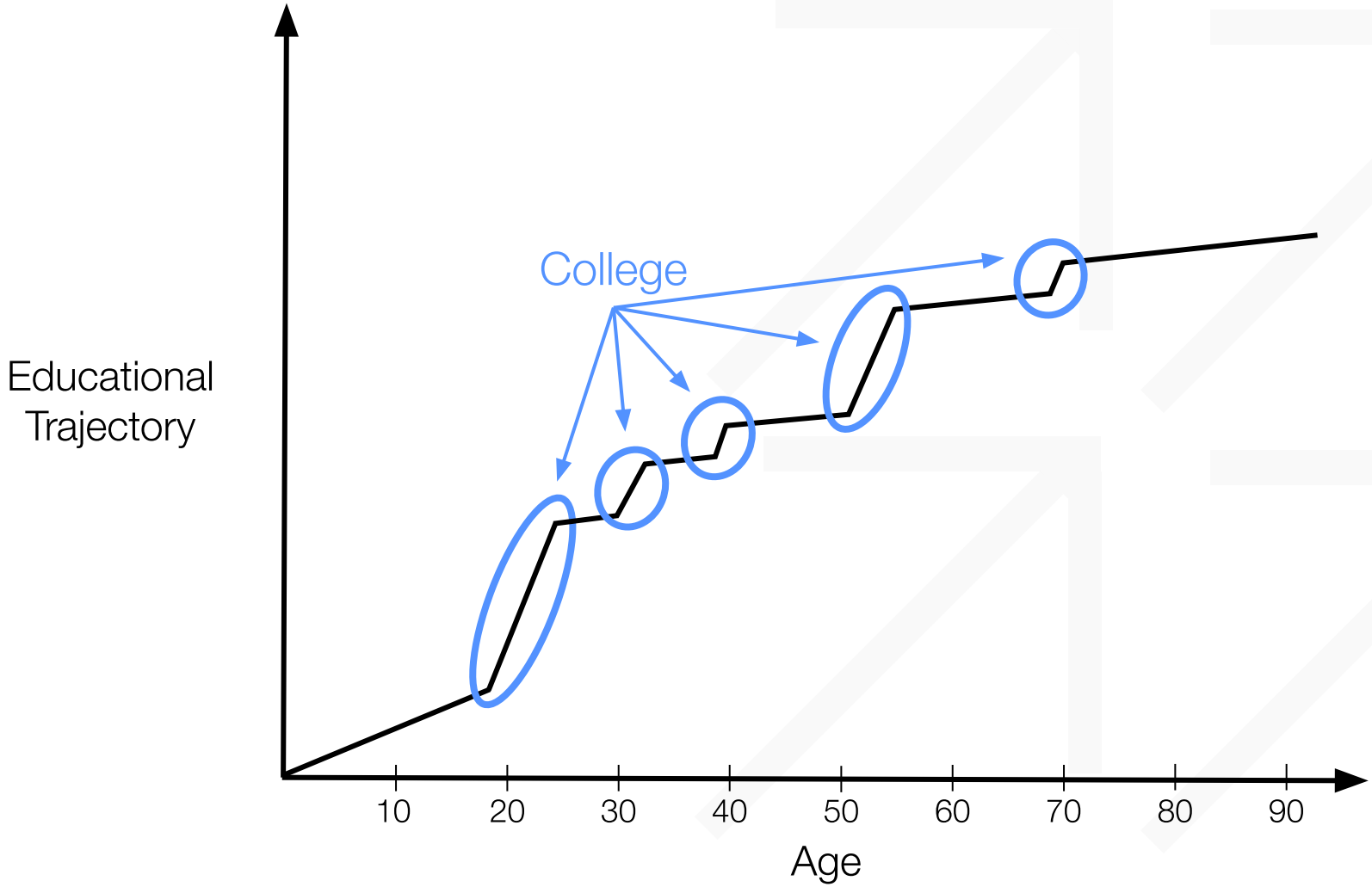
“What about teaching our current employees?”

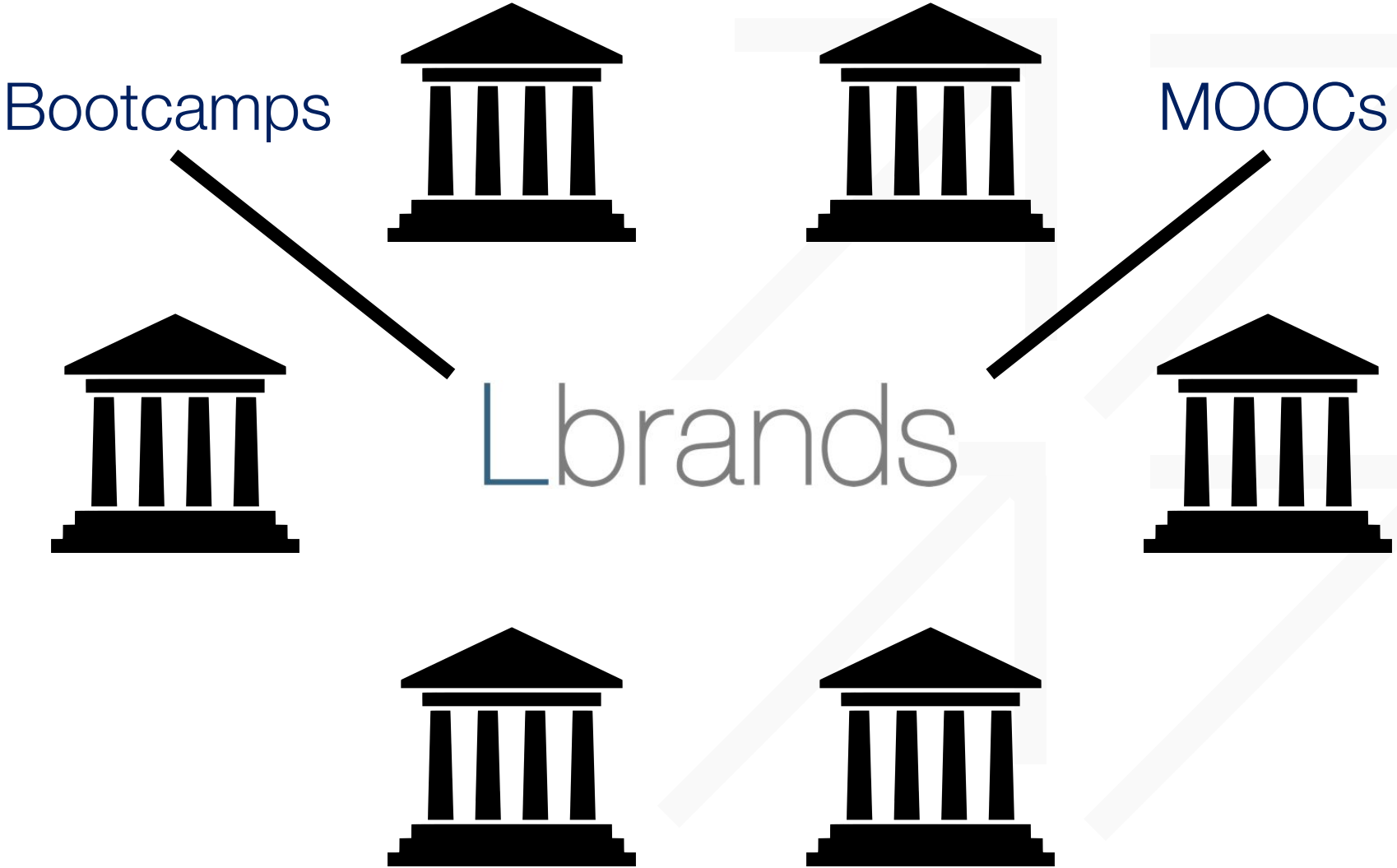
US Corporate Training Expenditures ($bn)

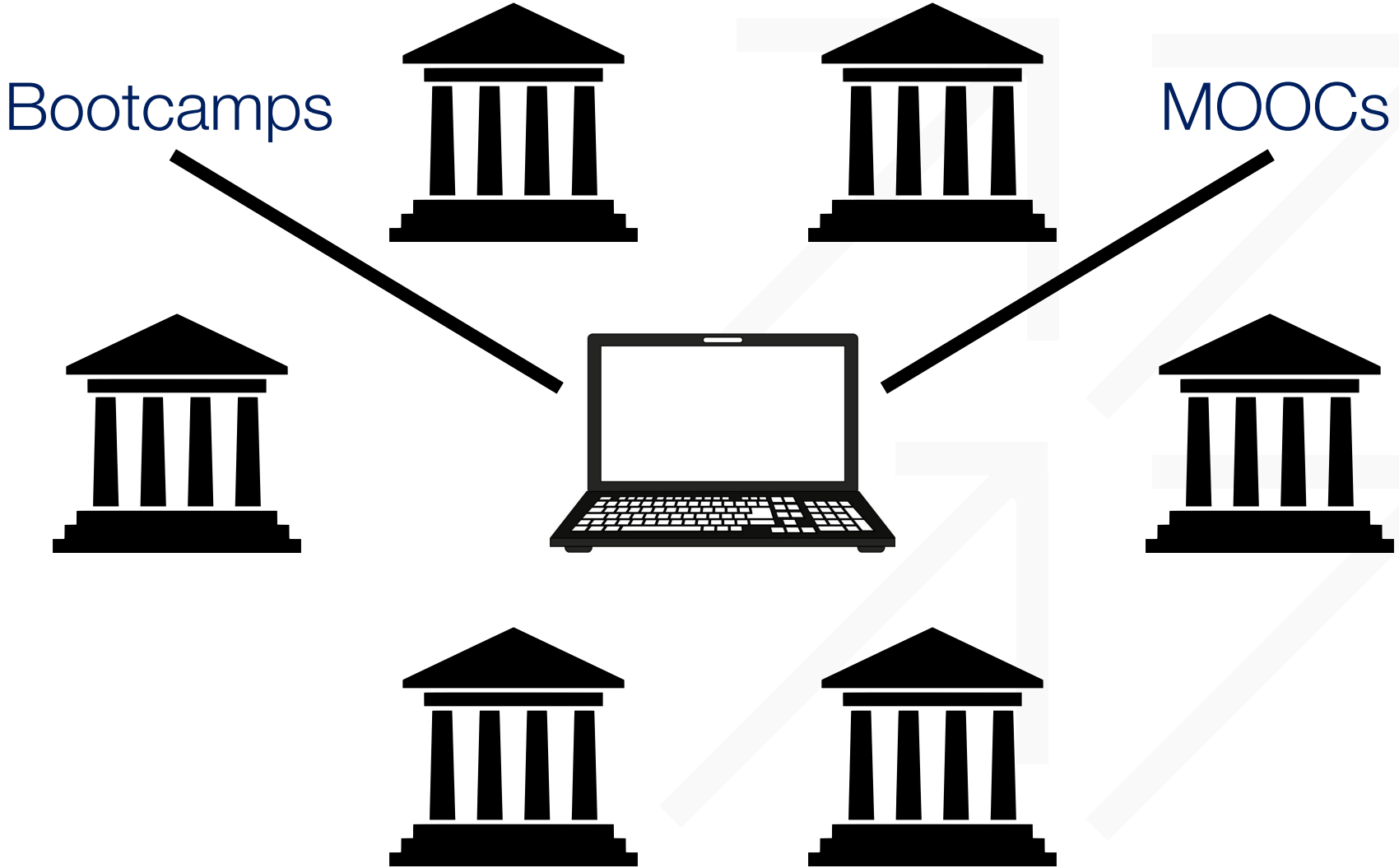


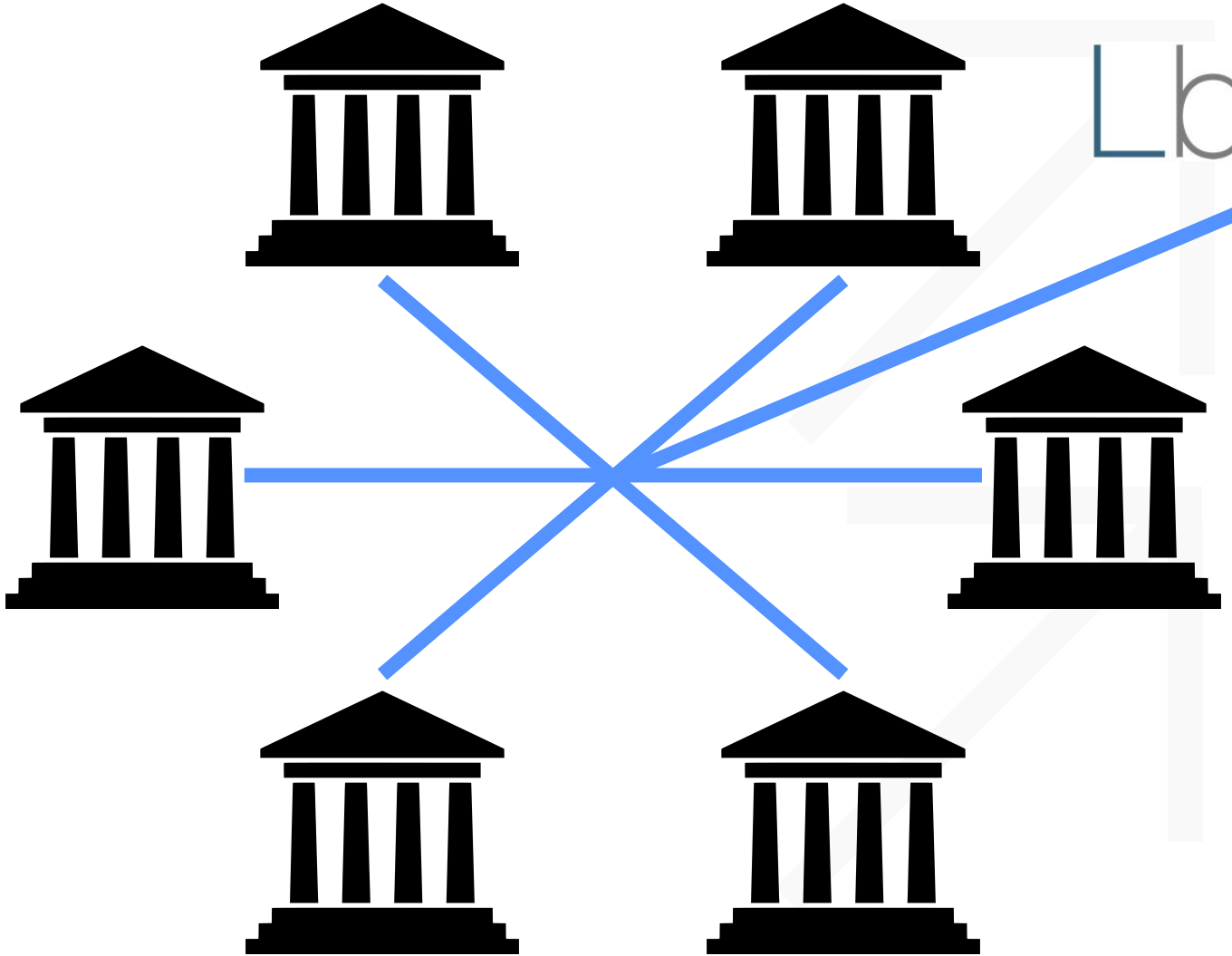

Educational Trajectory
College
10
20
30
40
50
60
70
80
90
Age


Educational Trajectory
College
10
20
30
40
50
60
70
80
90
Age

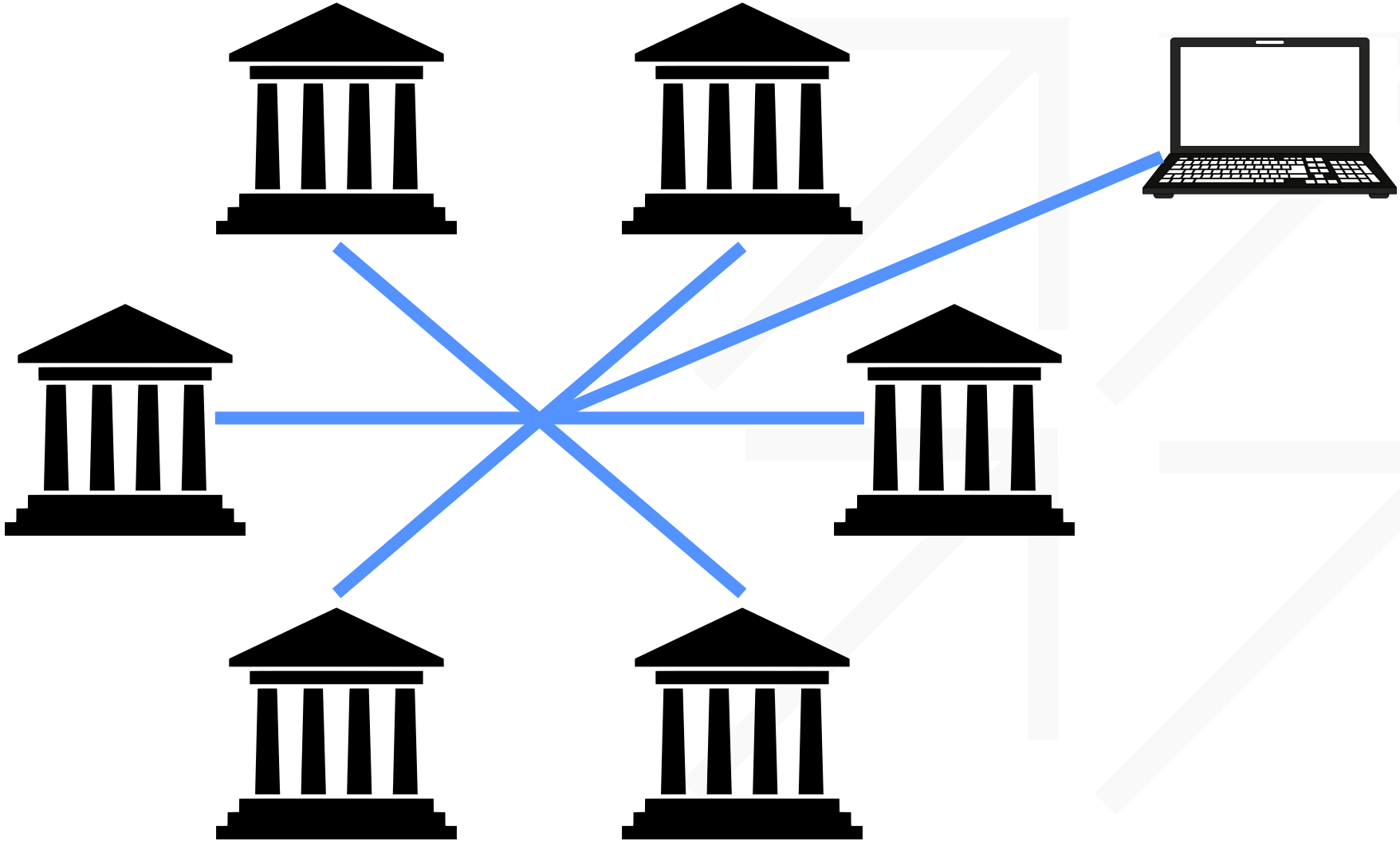

Educational Trajectory
College
10
20
30
40
50
60
70
80
90
Age


Bootcamps
MOOCs
Lbrands


Bootcamps
MOOCs



Lbrands



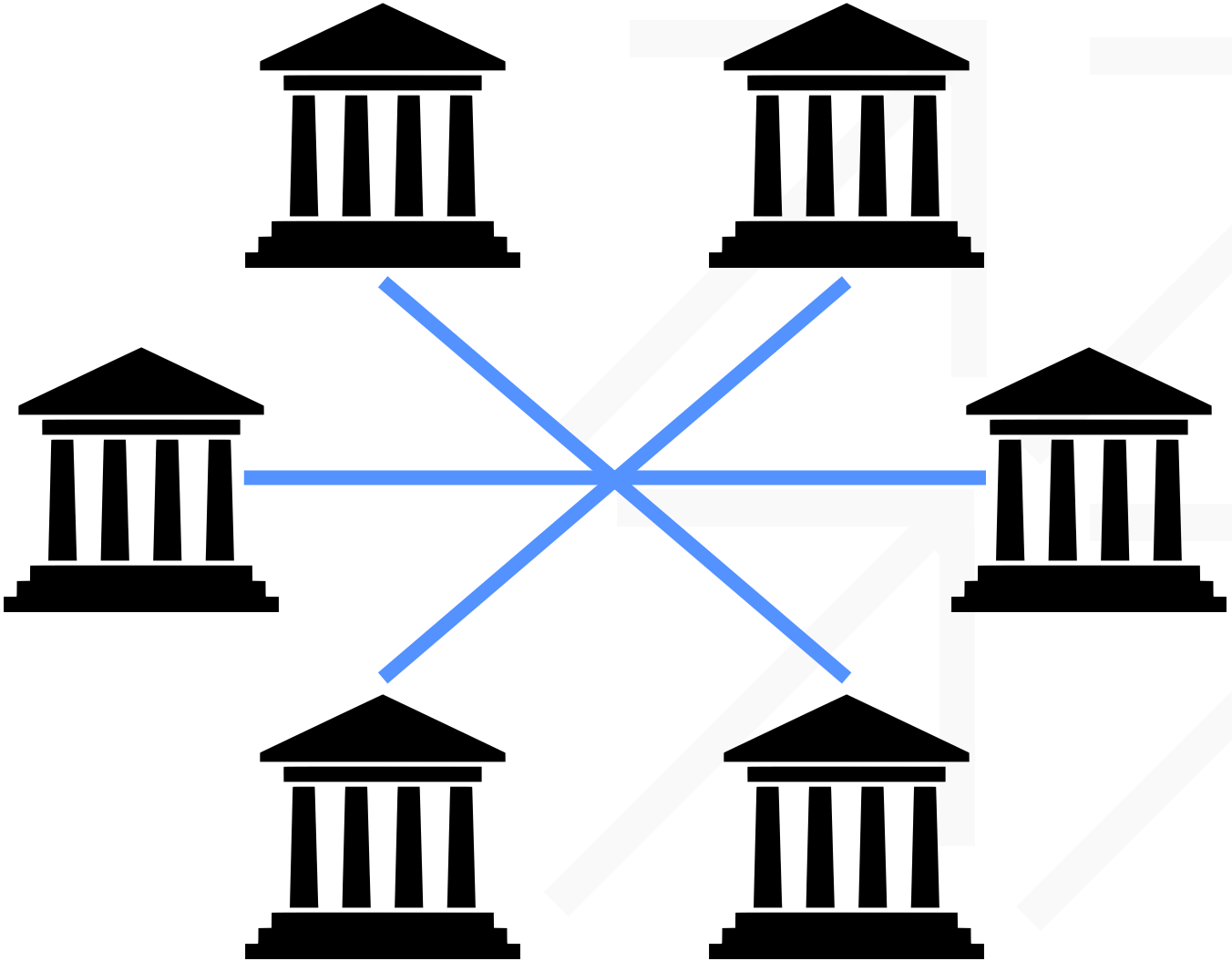
Fill the Skills Gap

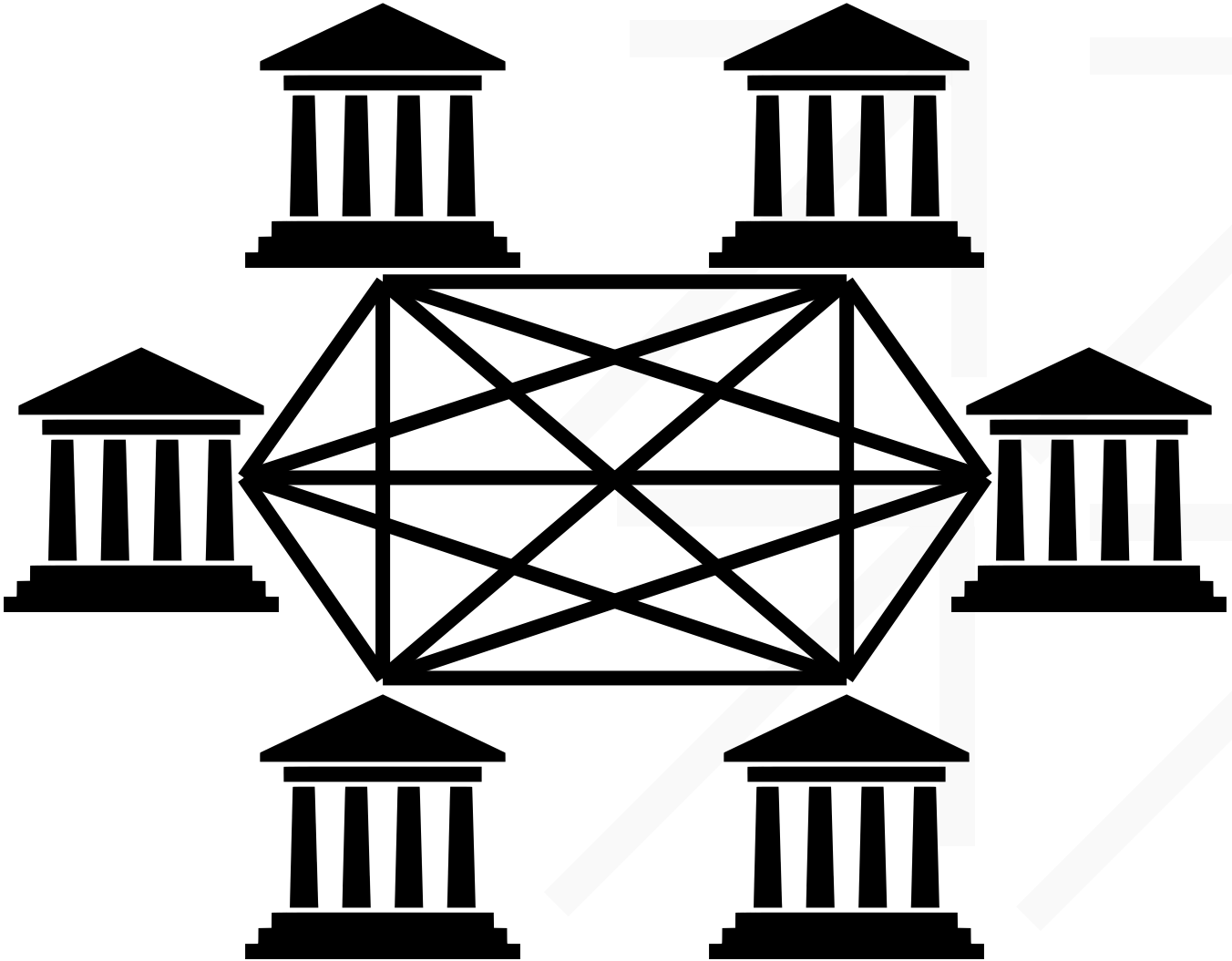
Expand Offerings Quickly

Increased Affordability

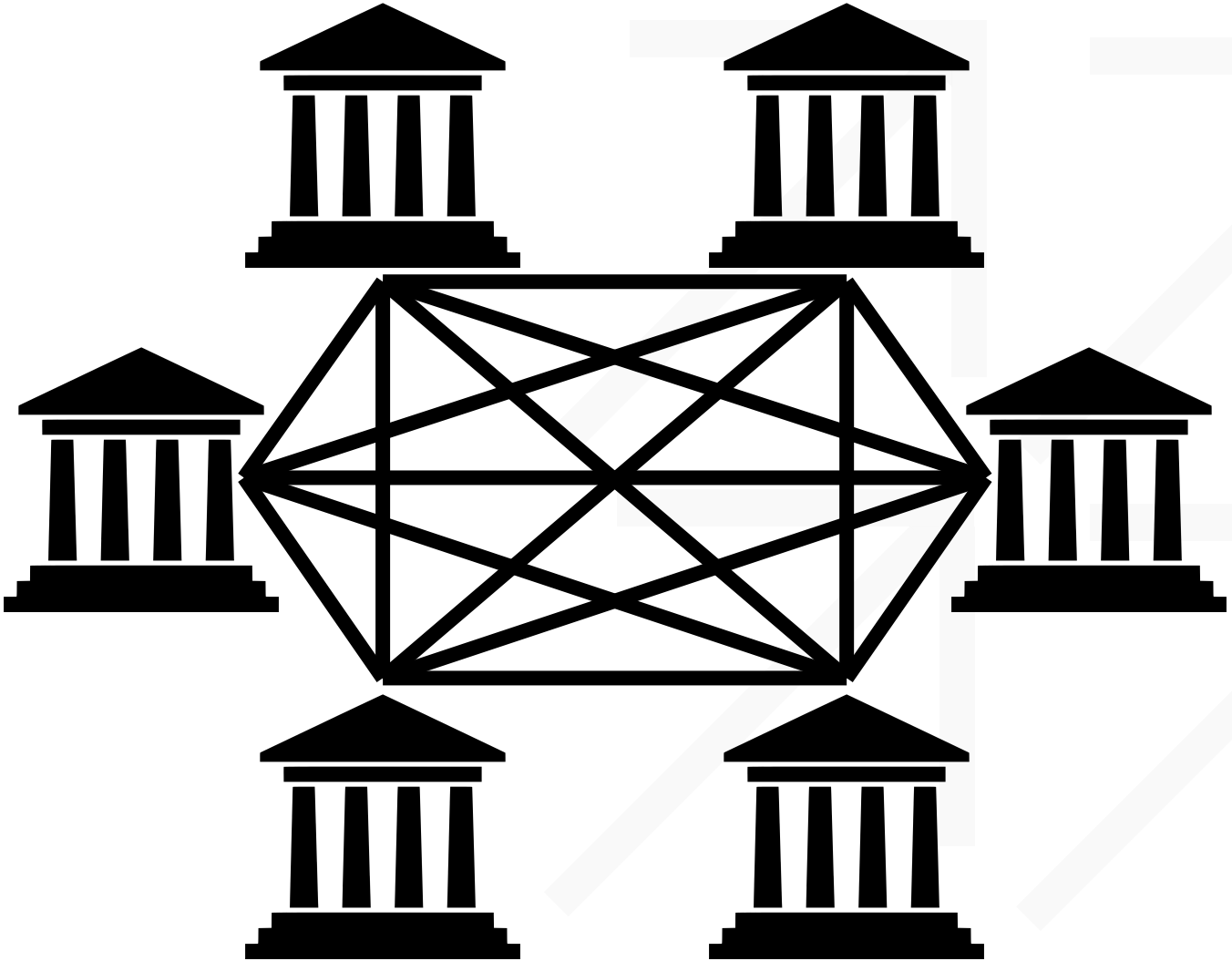
New Income Sources

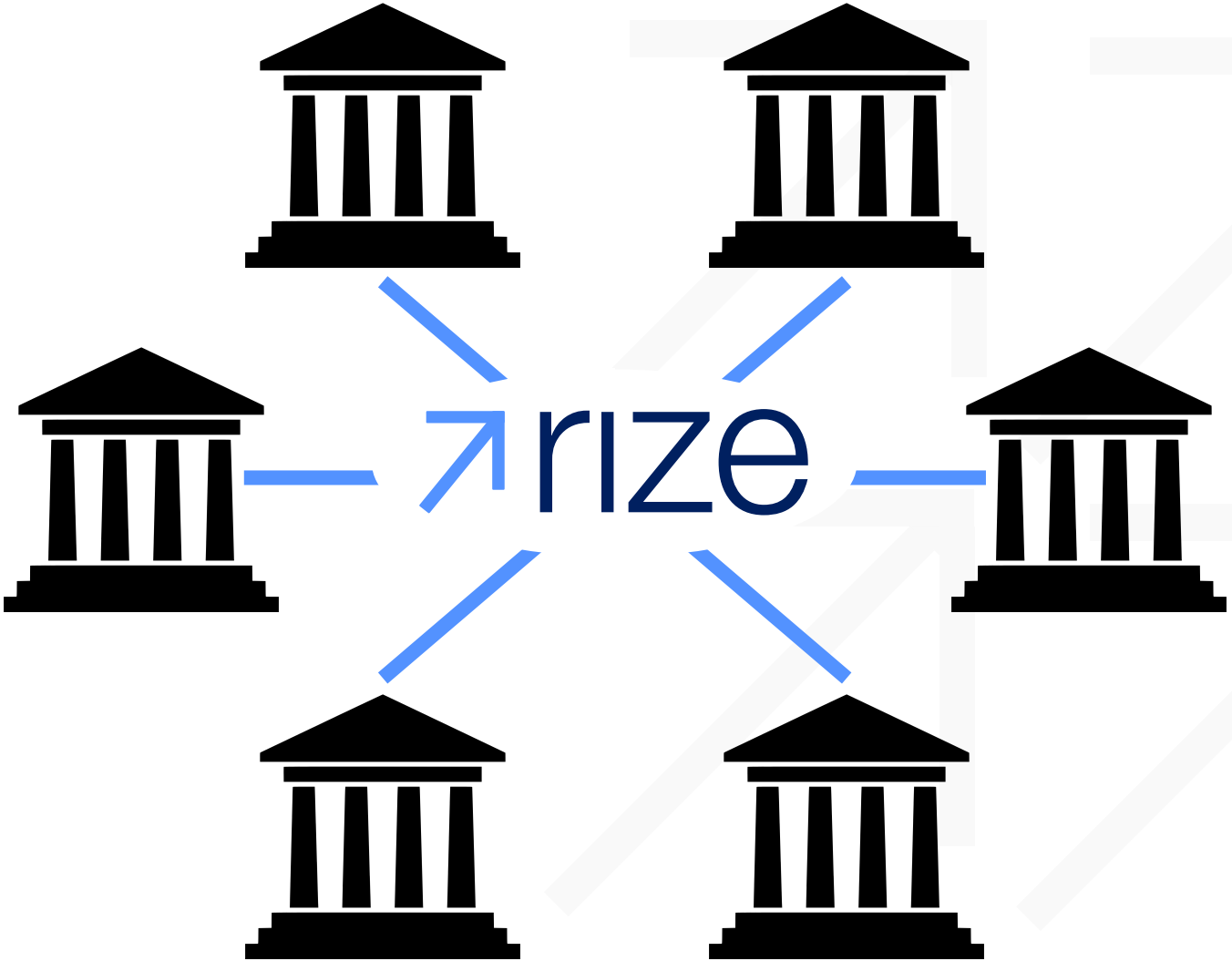
One Remaining Problem





rize




rize

Classes
Prices
Professors
Class Size

rize

Registrar Interface

College	Course	Professor	Price	Time	Further Info	Offer
	Intro. To UX Design	Dr. Lori Taylor	$380	T,Th 11-1pm	Link to Syllabus	☑
DAVENPORT UNIVERSITY	Professional Sales II	Dr. Mitchell Smith	$400	M,W,F 3-4pm	Link to Syllabus	☐
	Certified Financial Planning - Module II	Dr. Michael Williams	$275	T,F 12-2pm	Link to Syllabus	☑
Calvin COLLEGE 1876	Cyber Security III	Dr. Sarah A. Johns	$390	M,W 9-10am	Link to Syllabus	☑
OLIVET 1844 COLLEGE	Advanced Java Programming	Dr. Claire Briggs	$350	T,Th 8-10am	Link to Syllabus	☐

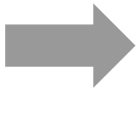
Step 2

Web Development	Data Science	Supply Chain Management	Artificial Intelligence	Mortgage Financing
		Lbrands	SIEMENS	Quicken Loans

Professional Sales	Information Security	Human Resources	Application Development	Sports Management
Assurex GLOBAL	Honeywell	VIACOM	Domino's	

Current Foundation

Skills in Key Hiring Verticals



rize

80%

20%

1

Companies post job openings and endorse courses

Professionally oriented courses

2

Colleges teach endorsed courses

rize

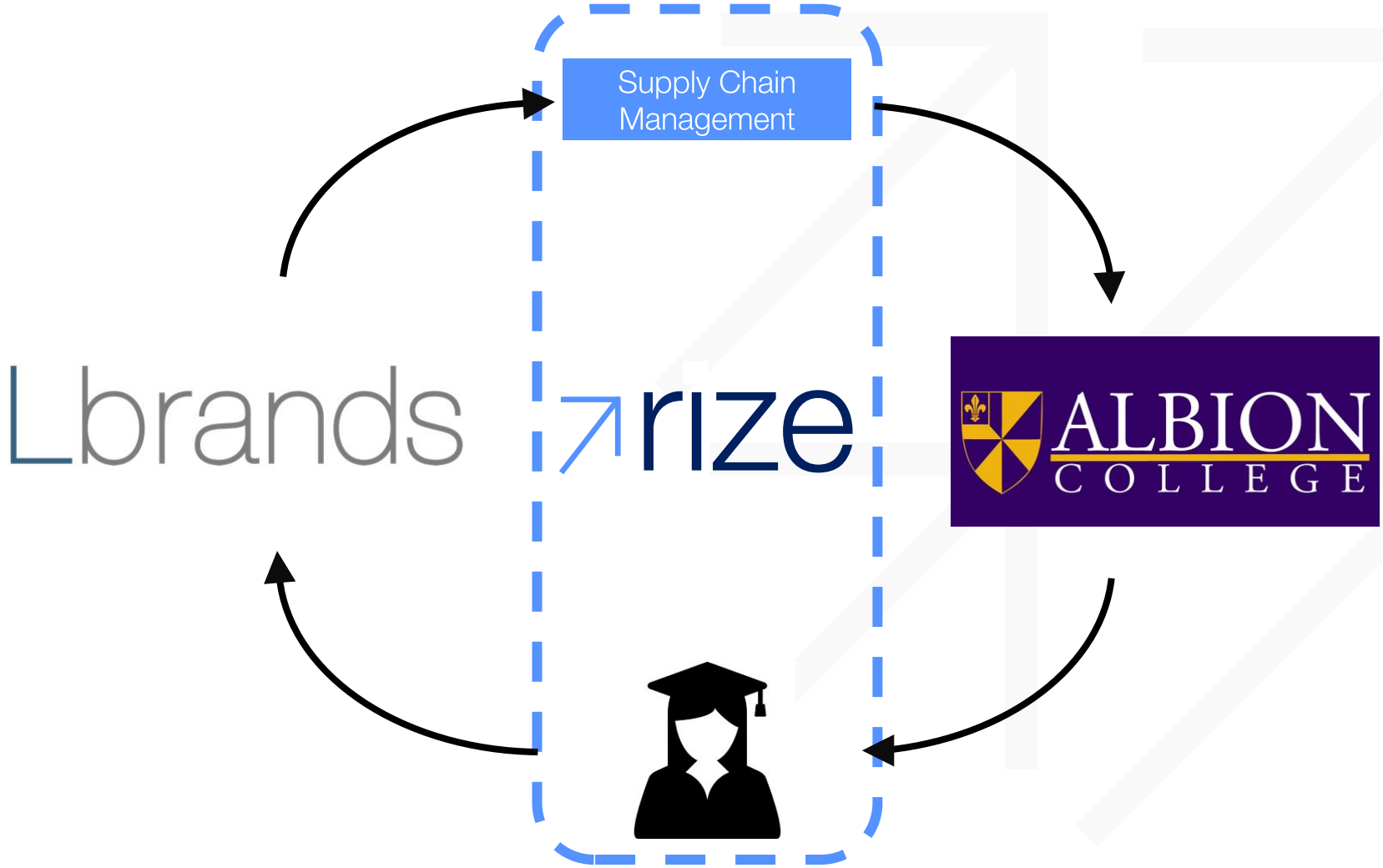
4

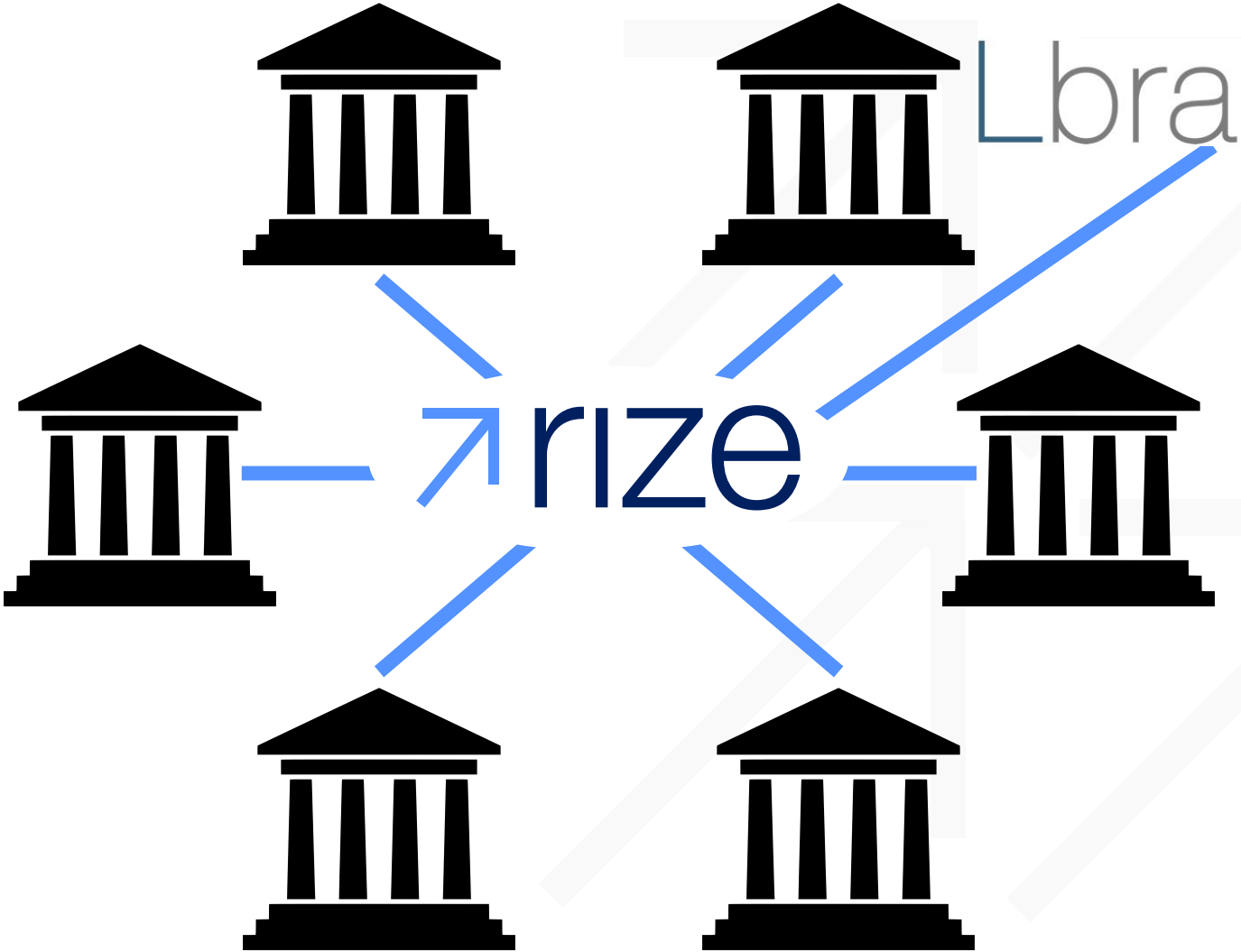
Companies hire employees and reevaluate needs

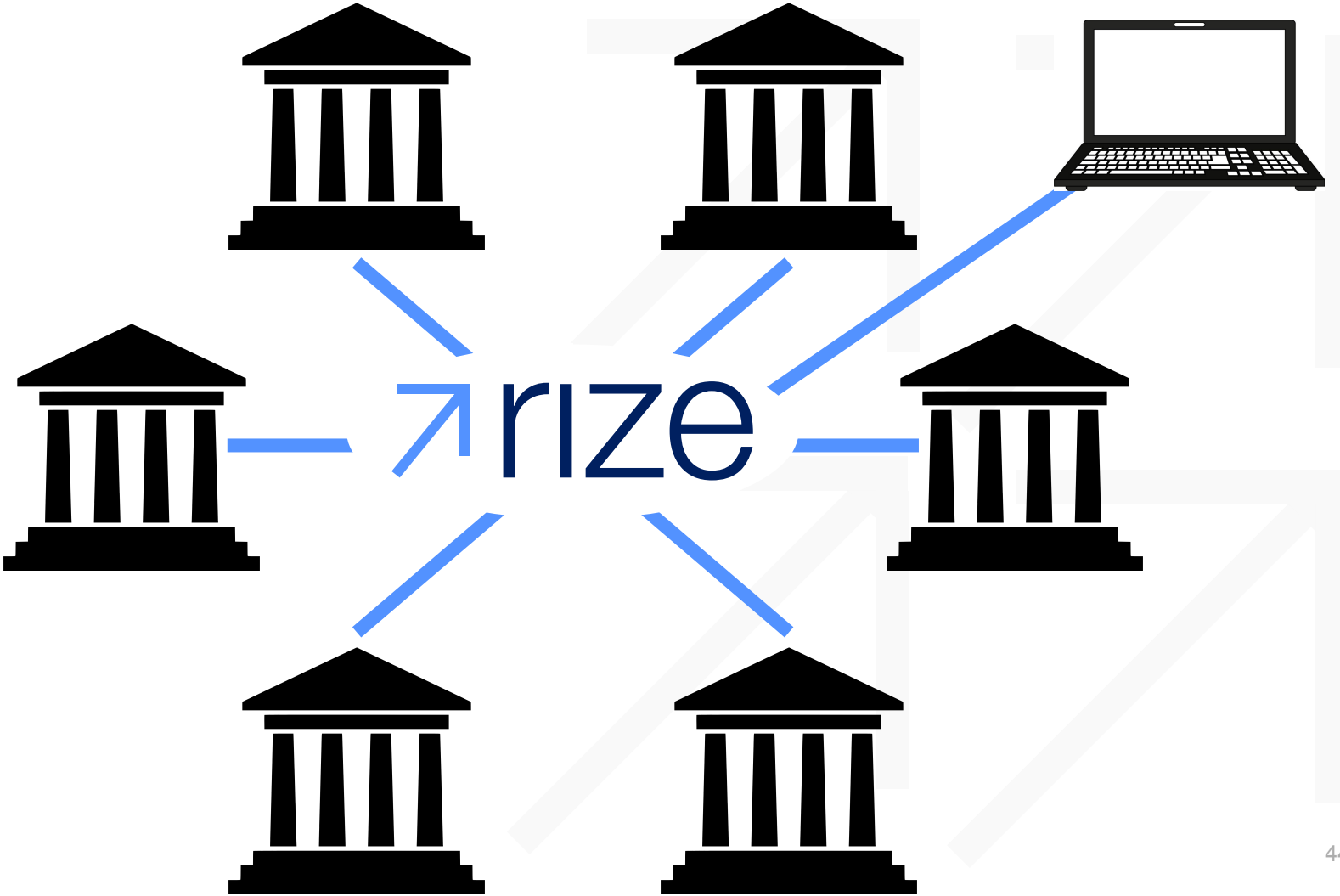
Better trained students

3

Students learn professional skills

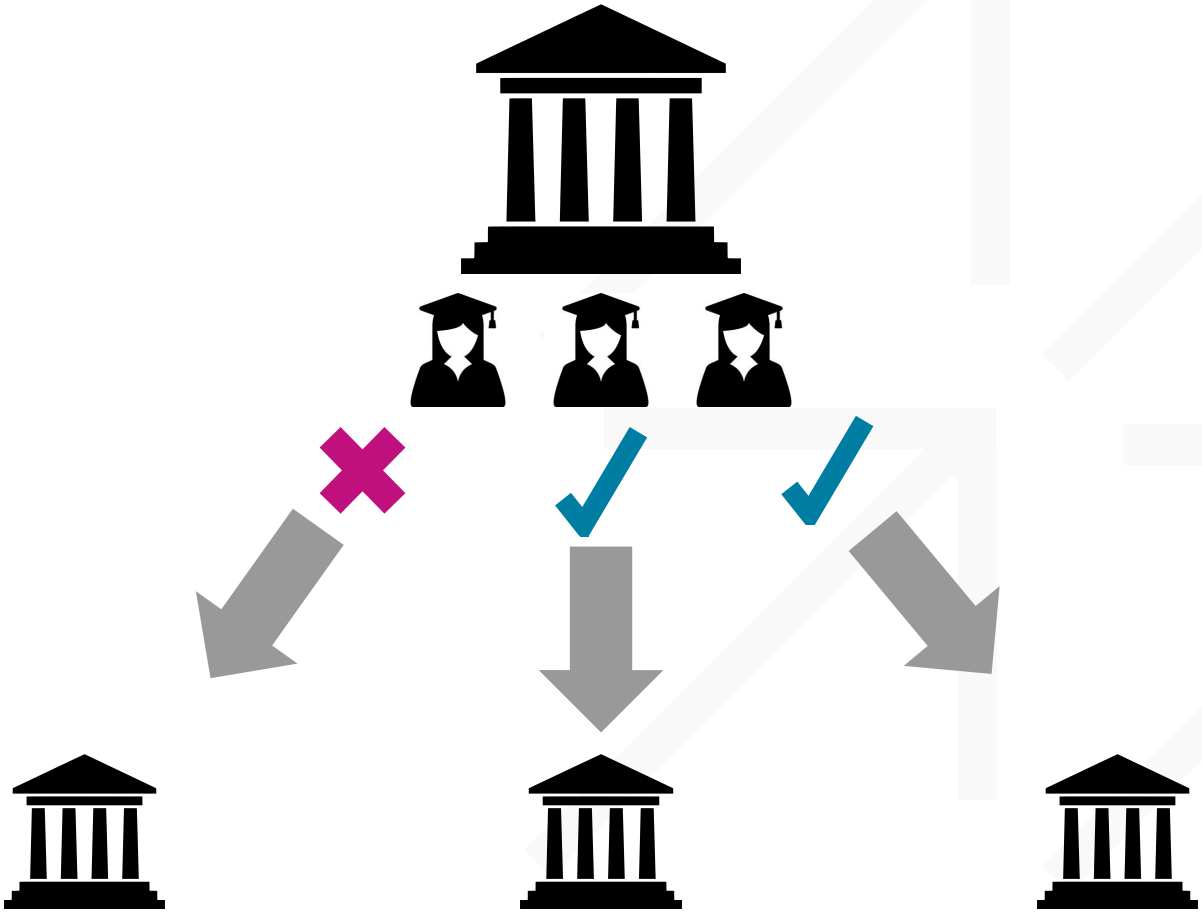

Supply Chain Management
Lbrands
rize
ALBION COLLEGE


Lbrands
rize

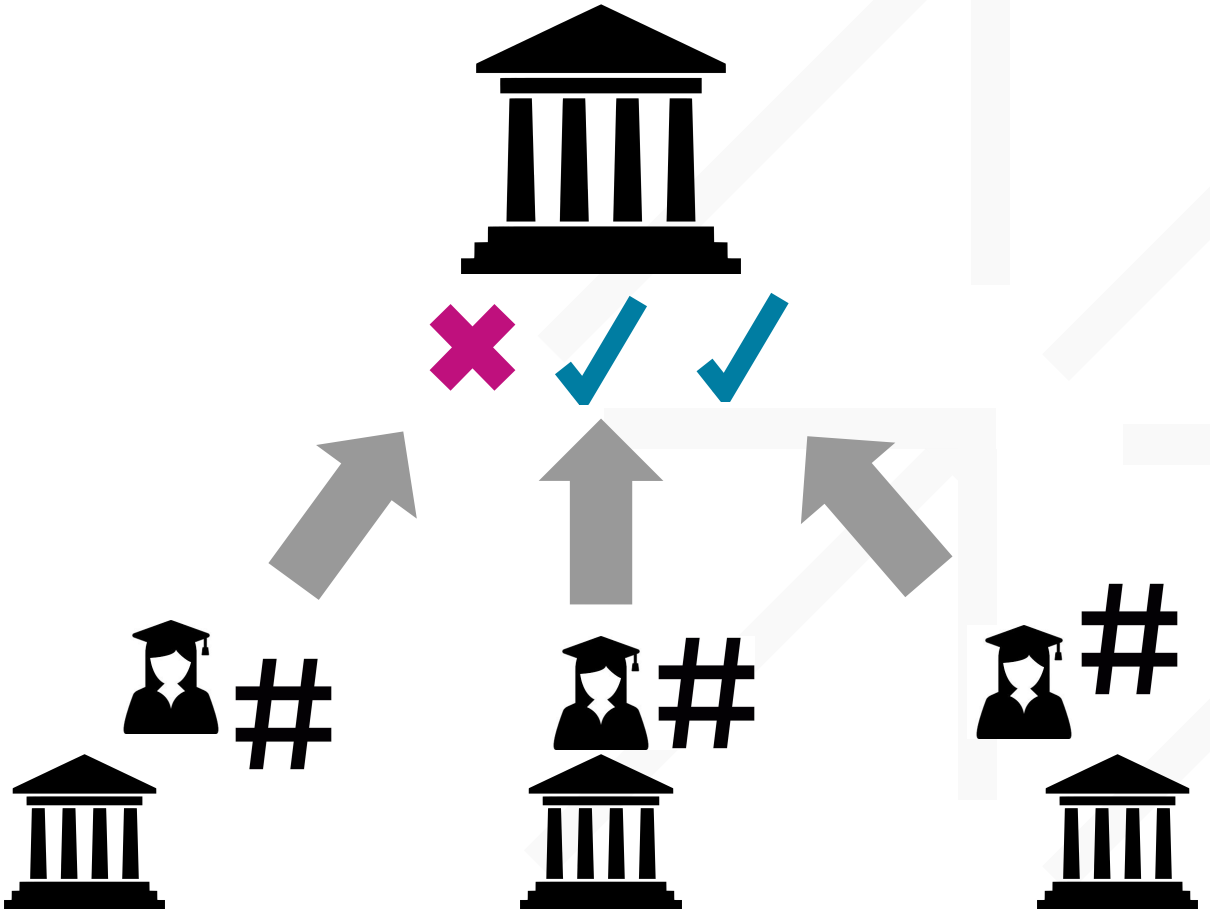

rize

President Docking's 5 Things

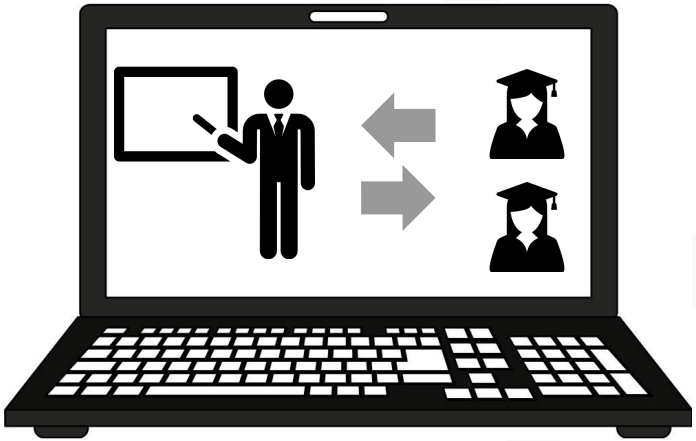
1) Autonomy



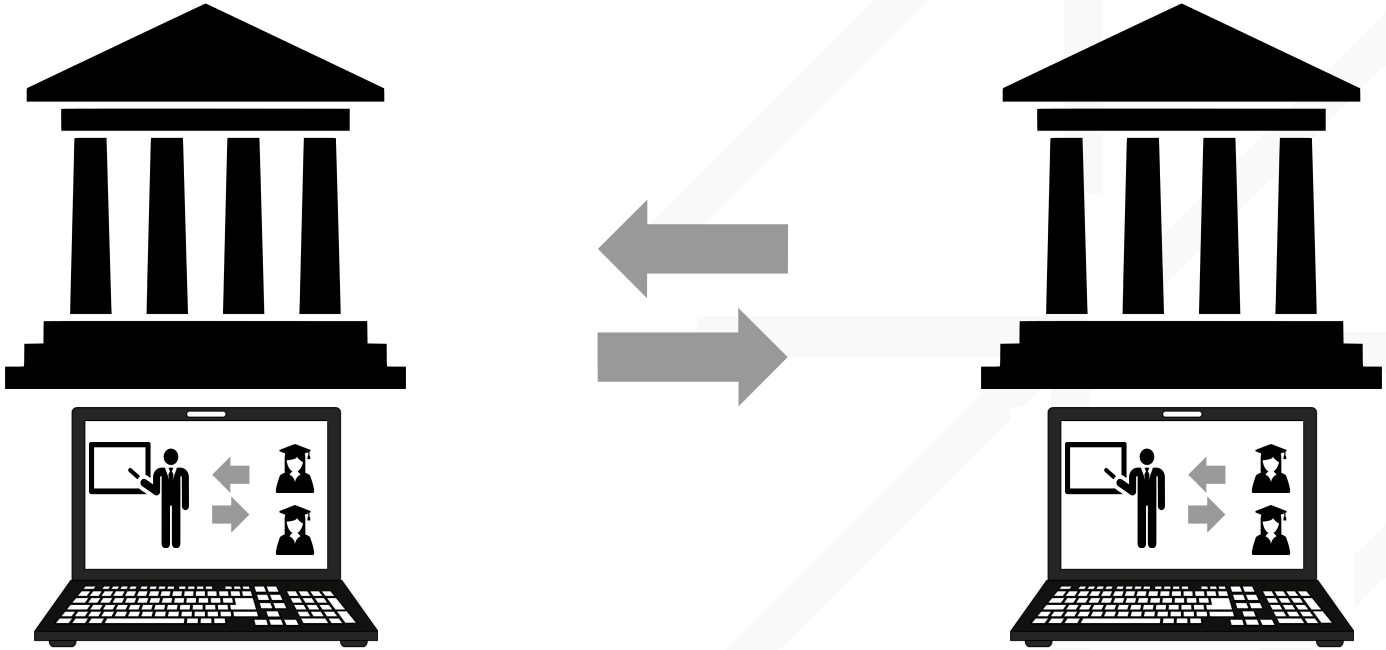
2) Small Class Sizes



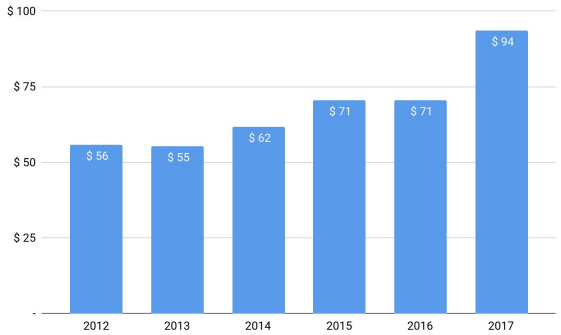
3) Synchronous Classes

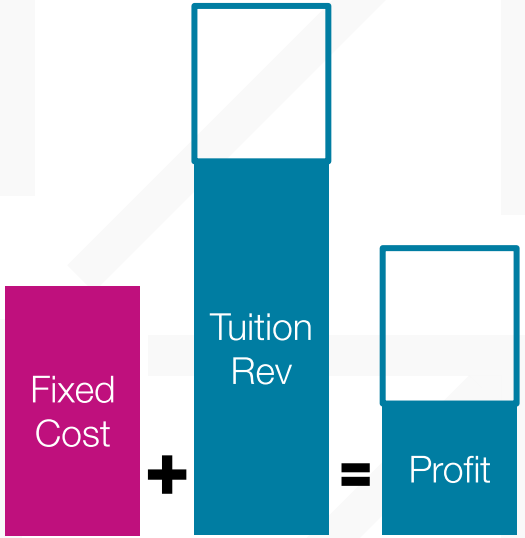


4) 4-Year On-Campus Experience



5) New Income Sources





rize

rize

Honeywell

SIEMENS

Quicken Loans

VIACOM

rize

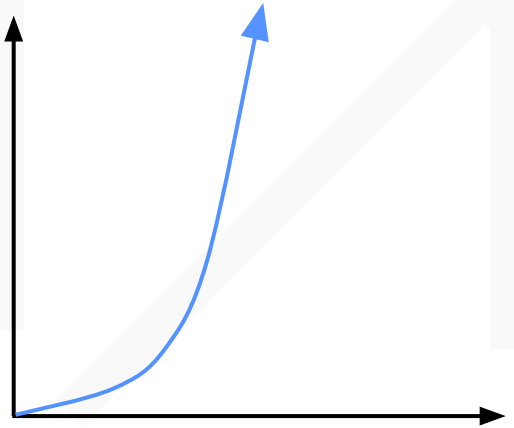
rize

Honeywell

SIEMENS

Quicken Loans

VIACOM



5

Things

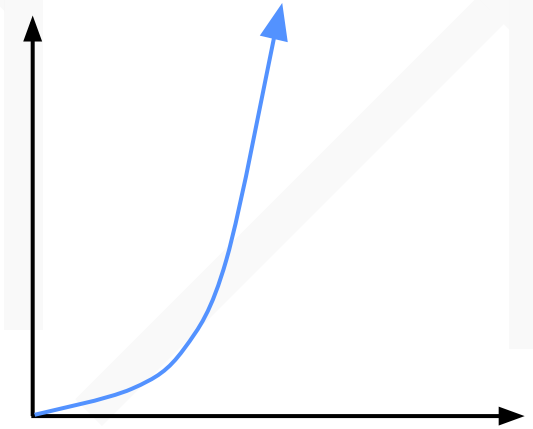
rize

Honeywell

SIEMENS

Quicken Loans

VIACOM



5

Things

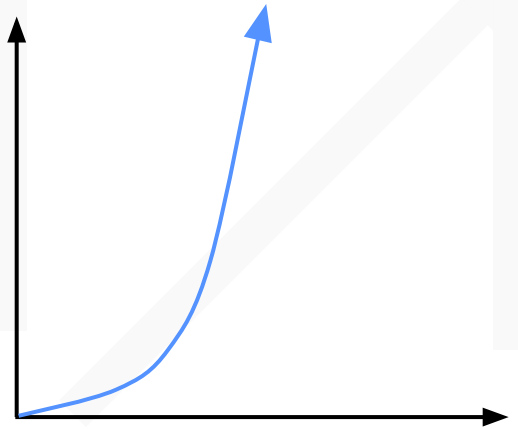
rize

Honeywell

SIEMENS

Quicken Loans

VIACOM



5 Things

Lbrands

Progress Thus Far

Dr. Charles Severance

Michigan School of Information

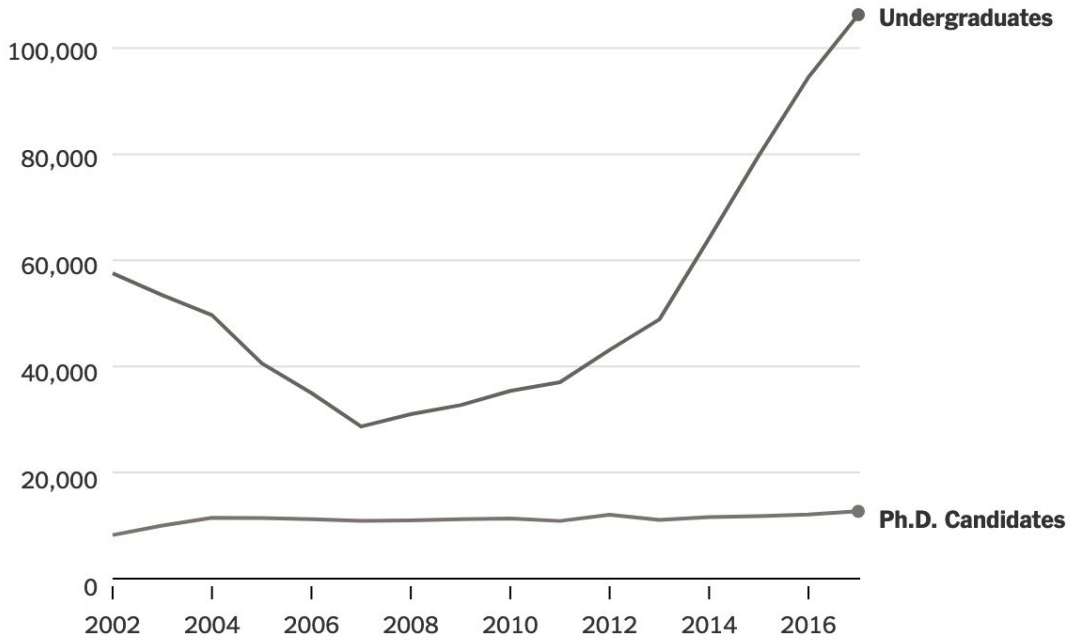
Founder of the Michigan Informatics major

Executive Director and Chief Architect of the Sakai Project

Creator of most popular online Computer Science course in the world

The Computer Science Stampede

While the number of undergraduates majoring in computer science at certain American universities more than doubled from 2013 to 2017, the number of Ph.D. candidates — the potential pool of future professors — remained relatively flat.



By The New York Times | Source: Computing Research Association Taulbee Survey

rize

Additional Future Income Opportunities

- Enterprise Training ($94 billion)
- “Headhunter” fees
- Company-specific orientation training
- Access to specialized concentrations or majors

Next Steps

- Commitments to Professor Training with Charles Severance
  - Introductory workshop is tentatively scheduled for June 17-18 on Adrian's campus
  - Select Professors to participate
- Task Group
  - Point person / people - send contact info to President Docking, Kevin, & Connor