

UM eLearning



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Vision

UM System will be the **premier eLearning provider in Missouri** and contiguous states in respect to the quality of programs, courses offered and the number of learners served.

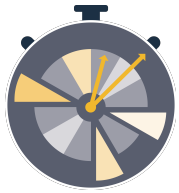
Our initial focus will be on adult and traditional learners to meet the workforce needs of the state of Missouri and beyond while reaching a goal of at least **25,000 new learners by 2025**.



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Analysis

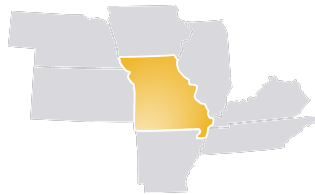


- Scope
- Scale
- Timing



Population
Focus

Geographic
Focus



Degrees
Offered



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Objectives



Serve new students
including adult learners
and traditional students
through eLearning.



Design online programs
and stackable certificates
to meet the workforce
needs of the state.



Increase net revenues
from online programs to
invest in research and
teaching missions.

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Planning/HOW

- Priority Programs for Scale
- Branding Request for Product (RFP)
- Financial Model



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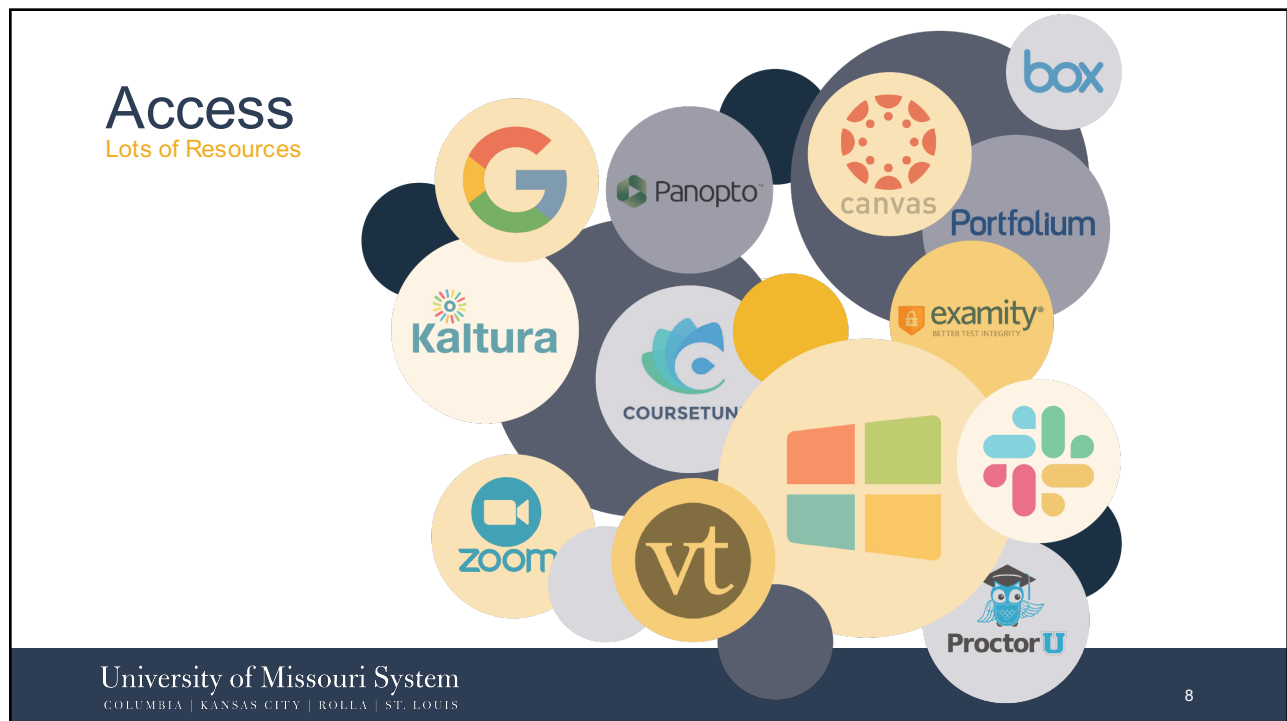
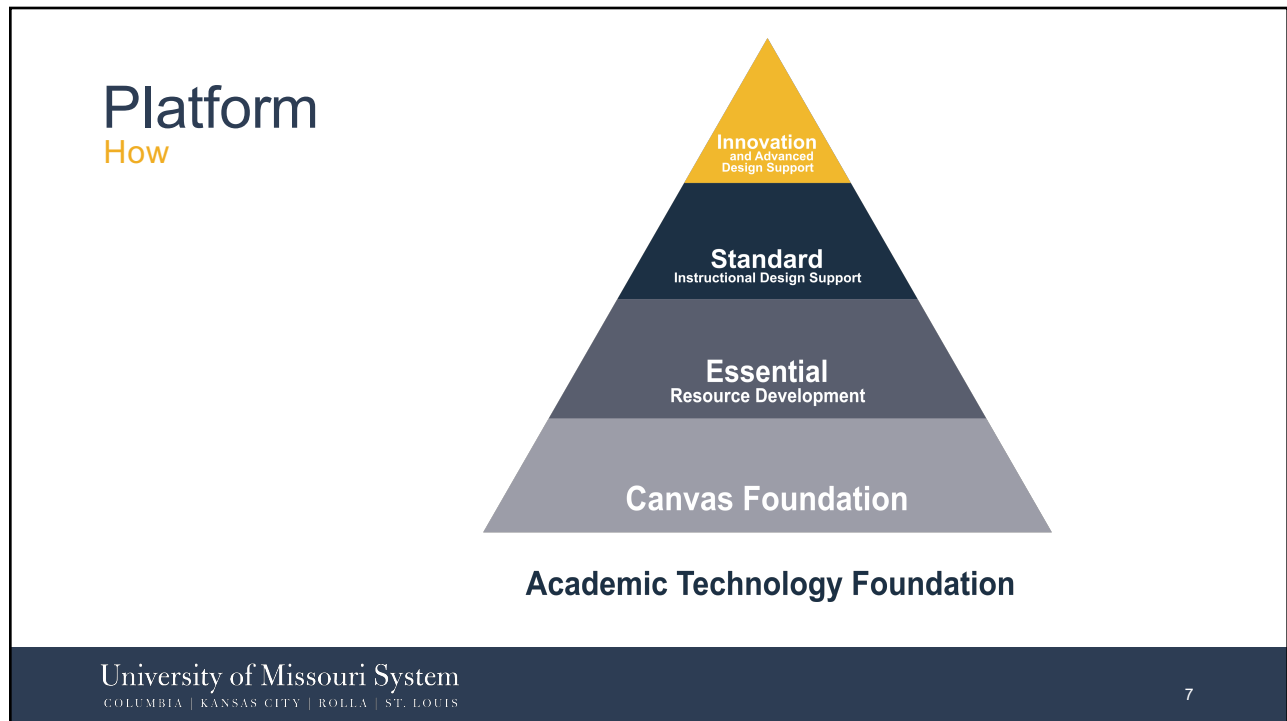
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Programs in Phases



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Student Benefits



- High-Quality Courses
- Tutoring Services
- IT Support
- Test Proctor Savings
- Learning Analytics Tools
- eLearning Platform Services

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Move to Scale



Marketing & Lead Generation



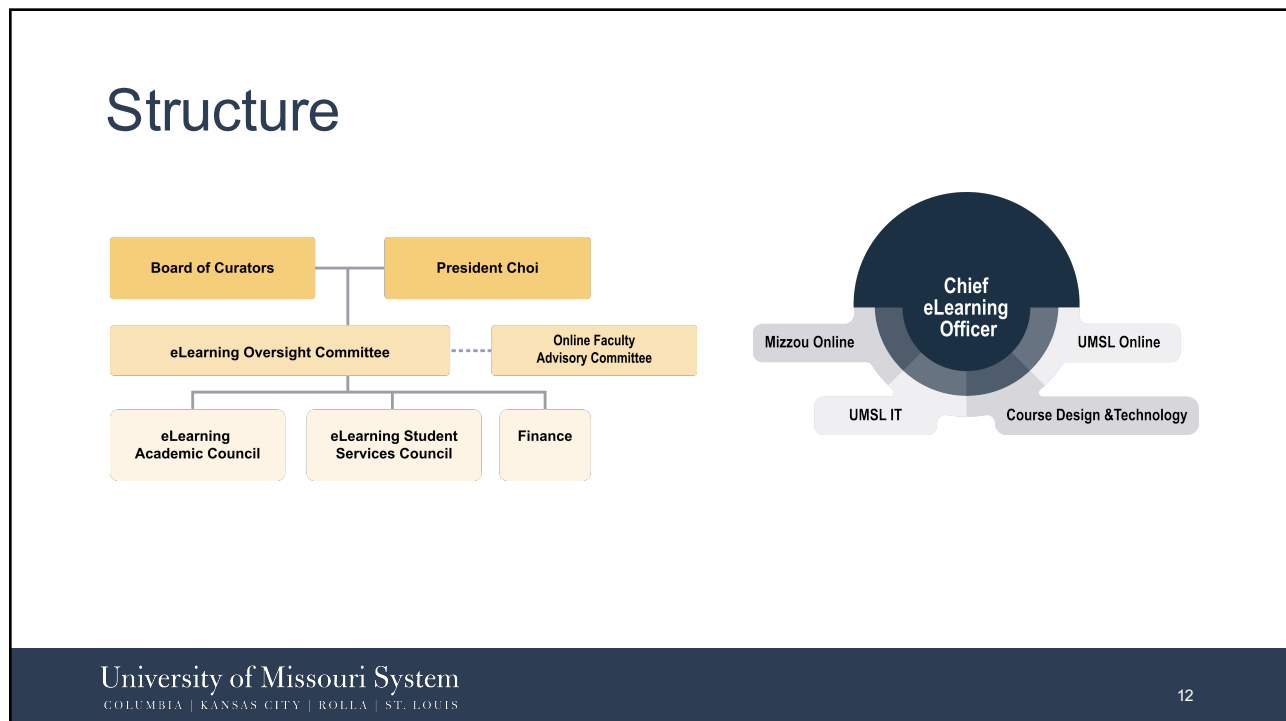
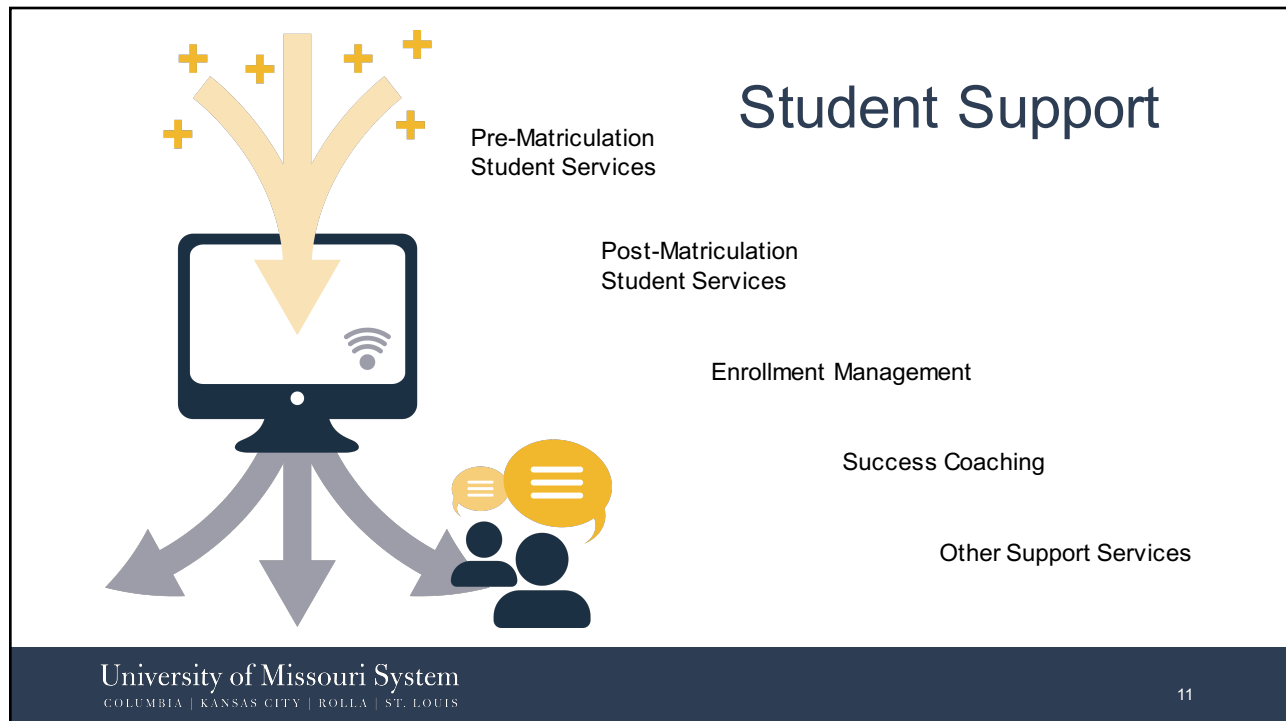
Direct to Consumer Marketing



Course Development
and Instruction

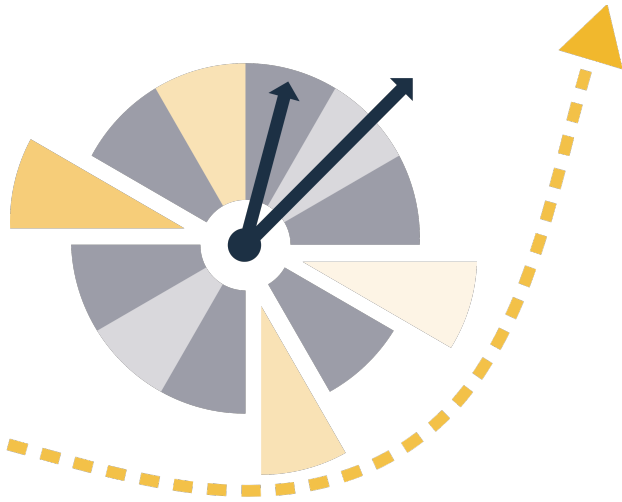
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Next Steps

- Governance
- Vendor Selection
- Program Design, Approval, Development
- Finance
- Marketing and Recruiting
- Student Support
- Additional HR
- IT
- Other



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