

## **Rutgers University grows its online presence**

Rutgers University is one of the oldest institutions in the country. We are one of the nine colonial colleges founded in 1766 and we've grown since then. We are the state university of New Jersey. We have 15 fully online degree programs we've concentrated at the graduate level and we are now bringing in some undergraduate degree completion programs, Bachelor of Arts and Business Administration for example.

We started our first online degree program back in the mid 90s and that first degree program was actually bicycling videotapes around or the videotapes would be mailed to students. When the university made a decision to grow our completely online degree programs and to grow outside of New Jersey, we knew that this is a very competitive space. It's a very complex space and it requires some upfront investment and frankly there is risk and we modeled after some of our peer institutions where we looked at we looked for an outside partner that was willing to work with us and and take the Risk.

I think Pearson has shown complete dedication to the program and it truly has been a deep partnership and whatever is needed to make it successful Pearson has readily stepped up and said we will do this because it is a partnership and we we both want to succeed and if we succeed we both win.

Frankly I'm really proud of what we offer to our students, from coaching and career services and robust technology and courses that are really well built and well taught so I'm very proud of our program. I'm hopeful that we will see a an even greater diversity of degree offerings. My intent as we move forward is that we would continue to build enrollment dramatically and build it outside of New Jersey.

There are pressures there that are the constant pressures from students for access and affordability. I think we need to solve that for flexibility, that's part of the access question, right, so that we change the model and the online program that we offer is not just a replication of what we're doing in the face-to-face classroom but it really does take advantage of all of the technologies and everything we know about how students learn effectively. That's what I see is that as the next generation and the next set of challenges for us to address