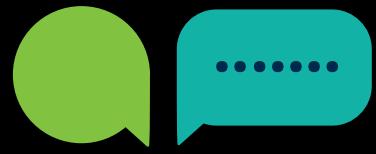# Frequently asked questions

At Pearson, we partner with 35 institutions and speak with Provosts at many more. So we've compiled the questions we hear most often to help you find the right partner and your best path forward.

### Why Pearson Online Learning Services?

Pearson Online Learning Services is the pioneer in the marketing, recruitment, and retention categories of online learning. We've spent two decades building and perfecting these services and have developed an impressive infrastructure and staff.

### What does a partnership with Pearson Online Learning Services look like?

A partnership with Pearson is an open relationship built on trust, where transparency is key. It's a learning opportunity for both sides, working together to meet your institutional goals, from helping you envision a starting point, to identifying and implementing what's coming down the road in the future.

Using data as our driving point, we provide informed solutions backed by research and experience. At the same time, we don't get so lost in the numbers that we lose the human side of it. Our ideal partners are committed to maintaining high academic standards and are entrepreneurial in terms of educational delivery. They recognize that success in the online learning arena means being flexible, market-driven, and performance-based.

### Why sign a long-term contract with Pearson Online Learning Services?

Pearson makes a sizeable up-front investment for each program — we only make money if we bring you qualified students who stay continuously enrolled. A long-term contract is in the best interest of both parties. It ensures that we will invest enough to make the program successful for years to come with high enrollments of qualified students. Our agreement includes performance criteria that the university expects and that we have determined are attainable within a specified time frame.

### How will Pearson align with our academic culture and overall institutional mission?

From the very beginning of our partnership, we work hard to understand and align to your mission. Our job is to promote your institution and programs to prospective students, so understanding your vision, mission, and culture are paramount to success.

### How do I get faculty buy-in?

Faculty can often be the most challenging audience to get on board when choosing to go online. Often, they feel that online programs are "watered down" versions of on campus programs, or that they will require extra work on their behalf. We work closely to provide a one-stop link to your institution's critical services, freeing faculty to focus exclusively on teaching and learning, not program and course logistics. From this direct support, we've found that some of the biggest faculty challengers become an institution's greatest advocates.

**Pearson**

### Can faculty members design their own courses, select their own textbooks, and maintain academic freedom?

Yes. The institution and its appointed representatives are responsible for the academic integrity of the program. The university's regional and professional accrediting bodies determine the academic standards of all programs, including online programs. Faculty are responsible for creating the course curriculum, selecting materials, designing learning activities, and assessing student learning. Pearson Online Learning Services can support faculty in the instructional design of the course, selection of appropriate technologies and multimedia, and of course, websites.

### Do institutions retain academic control? Who determines academic policies?

Your institution plans and administers the educational experience. We faithfully represent and support that educational experience. The same academic policies and controls that govern on campus programs generally apply to online learning programs. Our personnel become well-acquainted with your institution's policies and work closely with your institution's student services departments to be consistent in representing them to prospective and current students. Pearson will provide suggestions based on our best practices which may help improve a program's competitiveness, but ultimately all academic decisions reside with the university.

### How do you manage multiple programs concurrently? Are there ways in which you can create synergies or increase efficiency across them?

Yes, depending on the programs. Very often, for programs that sit within a single college, we can steer students to the most appropriate program, or leverage marketing synergies/keywords to reduce the overall cost of student acquisition. There are characteristics that need to exist to realize synergies. If we're recruiting for multiple similar programs with a lot of overlap, it's that much easier to find the right fit, and cost of acquisition/marketing goes down.

### Why would my institution partner with an OPM provider vs. building our own capabilities?

At the end of the day, it comes down to bandwidth and experience. Pearson's services are dedicated by program, while most central services at a university are just that — central. They support everyone and every department. We're confident in our projections and the ability to achieve them. We invite your internal team to put together a plan or justification that indicates how they'd support the enrollments we're projecting. This is often a good way to understand how resources at your institution may or may not be limited.

### How do I get more information?

That's easy. **Contact us** for more information or to request a free consultation. We also encourage you to visit **pearson.com/opm**, review our partner case studies, and download our new white paper: _Build or Buy: Key considerations for strategic, successful online growth._

Today's increasingly competitive landscape requires a strategic approach to successfully reach more of the right students where they are. Partnering with Pearson can help you accelerate strategic change while reducing the risks associated with growing your online presence. Our online program management services and community can help your students thrive as you build the brand and reputation you're striving for.

## Dare to change.

Digital learning removes limits and gives us the freedom to provide education anytime and anywhere, empowering us to overcome our most difficult challenges.

Pearson