

Addressing the myths and realities of going online

As a Dean in higher education, your faculty and students are your top priority. From admissions to program development, maintaining academic integrity is of the utmost importance. By understanding the realities of going online, you'll be prepared to ask the right questions to ensure academic quality.



- ?** **Myth:** *If we partner with an Online Program Management provider to deliver online programs, we'll lose academic control.*
- ✓** **Reality:** Similar to on campus programs, your institution will always maintain full control over academic standards and admission decisions. Your 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.
- ?** **Myth:** *Online students are very similar to on campus students, and require similar support.*
- ✓** **Reality:** Not quite. Starting a program online is essentially about creating a new product for a new target market. The demographics of a typical online student tend to skew older; they're working adults with families and other responsibilities, and usually bring some prior college credit to the experience. They desire limited choices, convenience, and appreciate the shortest path to a degree.
- ?** **Myth:** *Faculty will never get on board with launching and teaching online programs.*
- ✓** **Reality:** 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. Also, online programs can lead to additional resources for faculty — more TAs, more tenured positions, or more time to do research.



? **Myth:** *It's inevitable that our online programs will be less rigorous and our online students will be less qualified.*

✓ **Reality:** Evidence shows online can be as good, if not better, than on-ground. In many cases, faculty who've historically taught in ground-based classes enjoy the challenging dynamic of translating their work into a fully online environment. Each institution plans and administers the educational experience built into each course. 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. Course development services specialize in online pedagogy and can increase the level of engagement and effectiveness of the course.

? **Myth:** *If the program is successful on-ground, then it should be successful online.*

✓ **Reality:** This varies by program. Some are best suited for on-ground, others transfer well to online, but because each option caters to a different type of student, there is very little cannibalization of students. A working adult does not have a desire to drive to/from campus two times a week; they want to learn on their own schedule.

? **Myth:** *Online Program Management providers are not flexible and will only work with us one way.*

✓ **Reality:** We think you'll find Pearson to be highly flexible. While we offer core services (marketing, recruitment, and student services), many of our other services are optional and can be customized. For example, course development is available but not required, we are technology agnostic (working with any LMS, SIS), and do not require the use of Pearson print content.

Let's talk about it

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.

For more information, visit [pearson.com/opm](https://www.pearson.com/opm)



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