

>> Carson College of Business at Washington State University provides opportunity for those students who are willing to invest in themselves and pursue an education. We are geographically isolated on the wheat fields of The Palouse in a community with just over 30,000 people. Twenty thousand of those are campus-based students. So for us, the ability to make an impact in business across the Pacific Northwest has been grounded in our online programs.

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When we first introduced the idea of taking our programs online, our faculty felt trepidation. One of the things that I think helped them in a transition to becoming enthusiastic is that we provided resources, in-house and in partnership with Pearson Online Learning Services, to enable them not to box up their classroom experience and try to create a brick and mortar mirror online, but to really focus on their curriculum and the learning outcomes. So creating an opportunity for them to use online as a vehicle to get to the same outcomes allowed them to blow up their thinking about teaching and then to be more effective or have more efficacy in that online experience. And what the faculty are telling me now is -- wow! I get better responses from the online students. I'm reaching folks who, before, wouldn't speak in class because they needed that time to process an answer or they wanted to think about things differently or felt a little bit intimidated about speaking in front of the class. Now I'm reading what they're writing to me in the discussion boards or I'm getting this interaction with students that I didn't get before.

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Pearson has also made a concerted effort to invest in relationships with companies like LinkedIn, Google, Facebook, etc. And that's allowed us some reach that we would not have the capacity to be able to access on our own. So for us, the relationship with Pearson has meant being able to thrive in an environment where some programs are shrinking and to make an impact in a way that's really meaningful for us.

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The future of online learning is so bright for the Carson College of Business. We've got so much capability amongst our faculty and our staff. So much to provide -- so much willingness and interest in providing a great opportunity and experience for our students. And to then translate those skills and abilities into a longer-term set of outcomes, both in their careers, in their communities, in their families. And to pass those successes on in a way that -- that matters.

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