

>> Even before COVID, the trend was clear. Learners are moving online. Your institution is focused on online learning too, but where do you start? First, learners will measure you against the best consumer experiences, like Netflix or Apple. They expect learning to be personalized and, above all, relevant. Second, complement rigorous academics with an outstanding experience outside the classroom. To do that, you must anticipate change, respond quickly, and execute smoothly. Third, today, online learning needs to evolve and grow. To succeed, plan to scale. That requires strong process, people, and technology so every learner can achieve their educational goals, even as you scale. Yes, it can be a big undertaking, so get clarity about your goals and focus on strategy. Know what you aim to achieve, where your opportunities are, who you're really competing with, and how online can strengthen your whole institution. Every institution is unique and has unique capabilities. We get that. If you need us, reach out. We are here to help you succeed.

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