



# How Online Learning Trends Inform Online Management Companies (OPMs)





## A Panel Discussion

### Representing CHLOE:

Ron Legon, Quality Matters  
Eric Fredericksen, U Rochester  
Mughees Khan, Eduventures

### OPM Representatives:

Gerald DiGuisto, Extension Engine  
Whitney Kilgore, iDesign  
Lauren Wright, Wiley Academic Serv.

# Introducing Our Panel



Gerald DiGuisto, Extension Engine, Director of Strategy



Whitney Kilgore, iDesign, Co-Founder and Chief Academic Officer



Lauren Wright, Wiley, Director of Program Strategy, Academic Services



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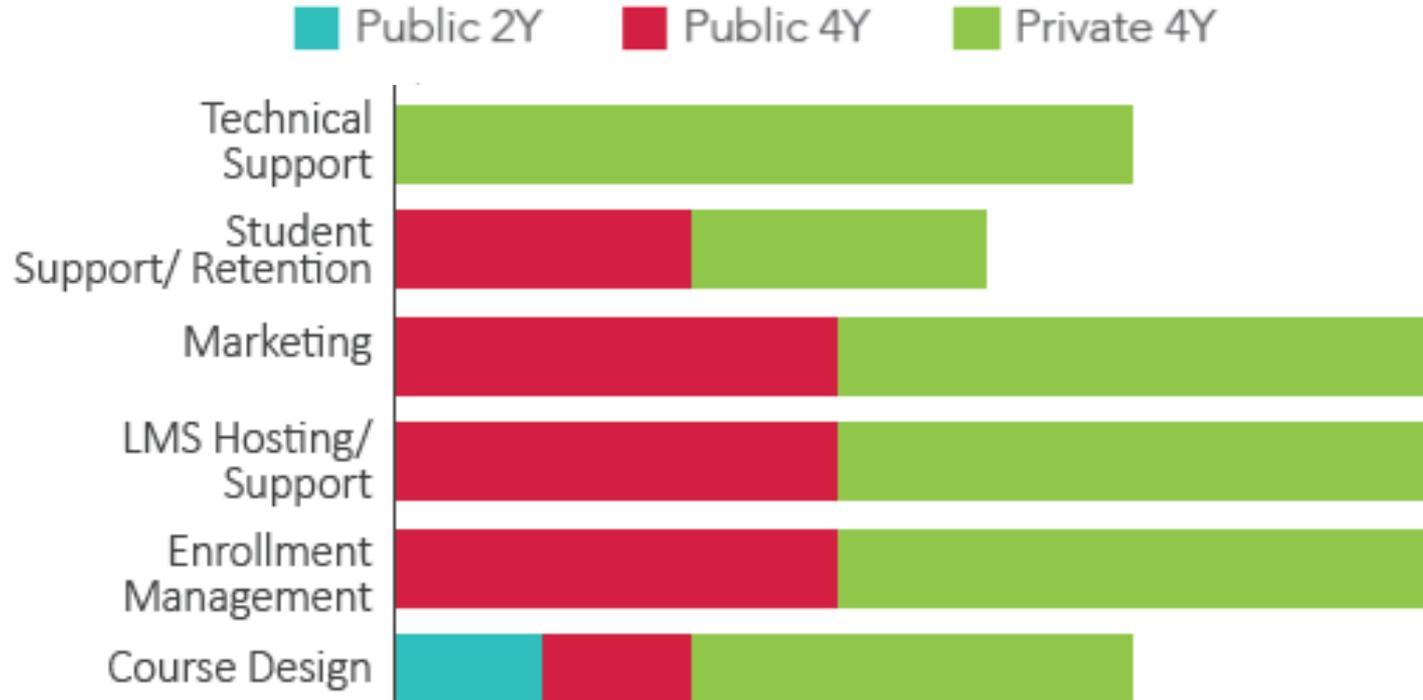


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# What Chief Online Officers Say About OPMs

- The CHLOE Survey collects the views of Chief Online Officers (COOs)
- 75% of COOs are involved in contracting with external providers
- 41% have lead responsibility for contracting
- @22% of institutions report current or past OPM use
- 12% report current OPM contracts
- 10% report serious consideration of OPM relationships

# OPM Services in Use



# Questions for the Panel

What value can OPMs add to college and university online programs?

What can you do that our institutions can not do?



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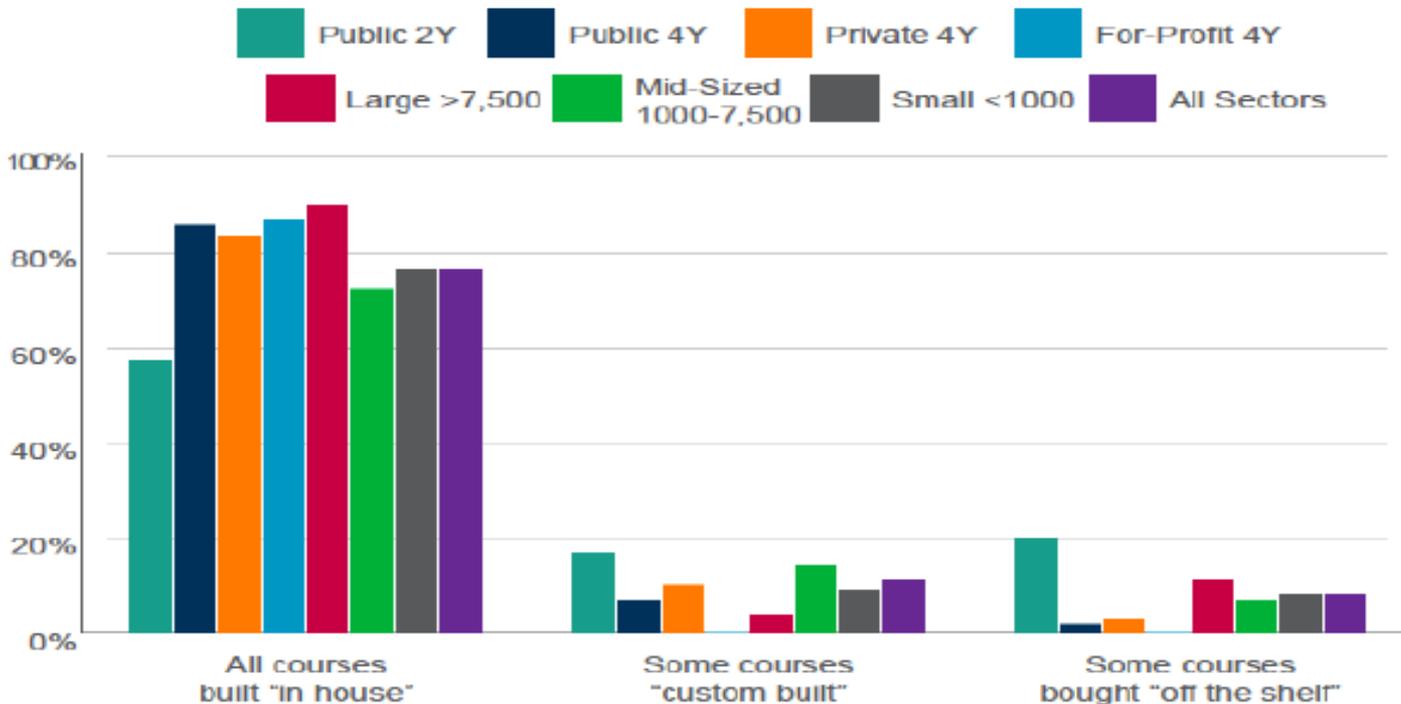
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# What Chief Online Officers Say About OPMs

- More than 75% say they would not consider an OPM relationship
- Prefer to invest in internal capabilities
- Concern about upfront costs and/or revenue share
- Unproven effectiveness
- Doubtful about return on investment
- Concerns about preserving institutional identity
- Prefer limited, short-term contracts for specific services

# Most Institutions Build Their Own Online Courses

Figure 26. Most Online Programs Build Their Own Courses



# Questions for the Panel

How are OPMs responding to the kinds of concerns raised by CHLOE respondents?



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# Questions for the Panel

How is the culture and character of an individual institution appreciated by the OPM? How do you approach understanding this?

# Questions for the Panel

Is differentiation occurring within the OPM industry - in scope, approach to online learning, contractual relationships, etc.?

# Questions for the Panel

What do you think OPMs will look like five years down the road? What new things will you do and what will you stop doing?

# Q & A

# Thank You!



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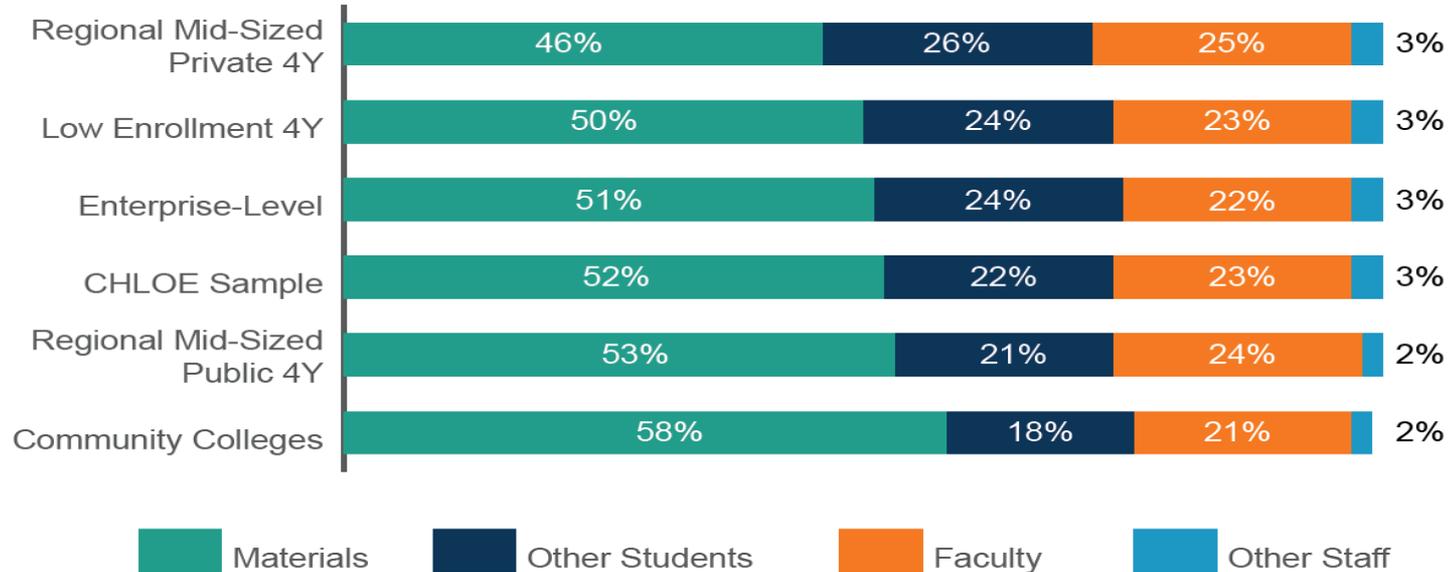


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# The typical online student experience

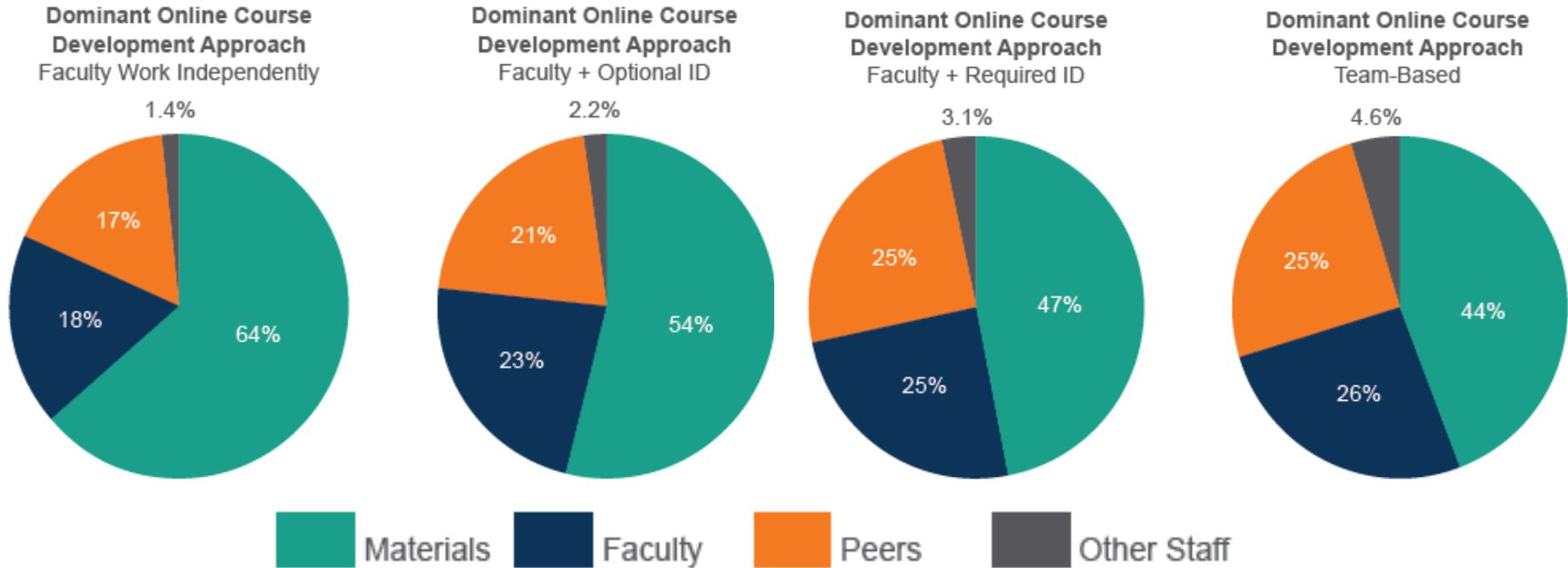
Figure 10. Online Students Interact Most with Materials

In a typical online course offered by your institution, approximately what proportion of student engagement in the course falls into each of the following categories?

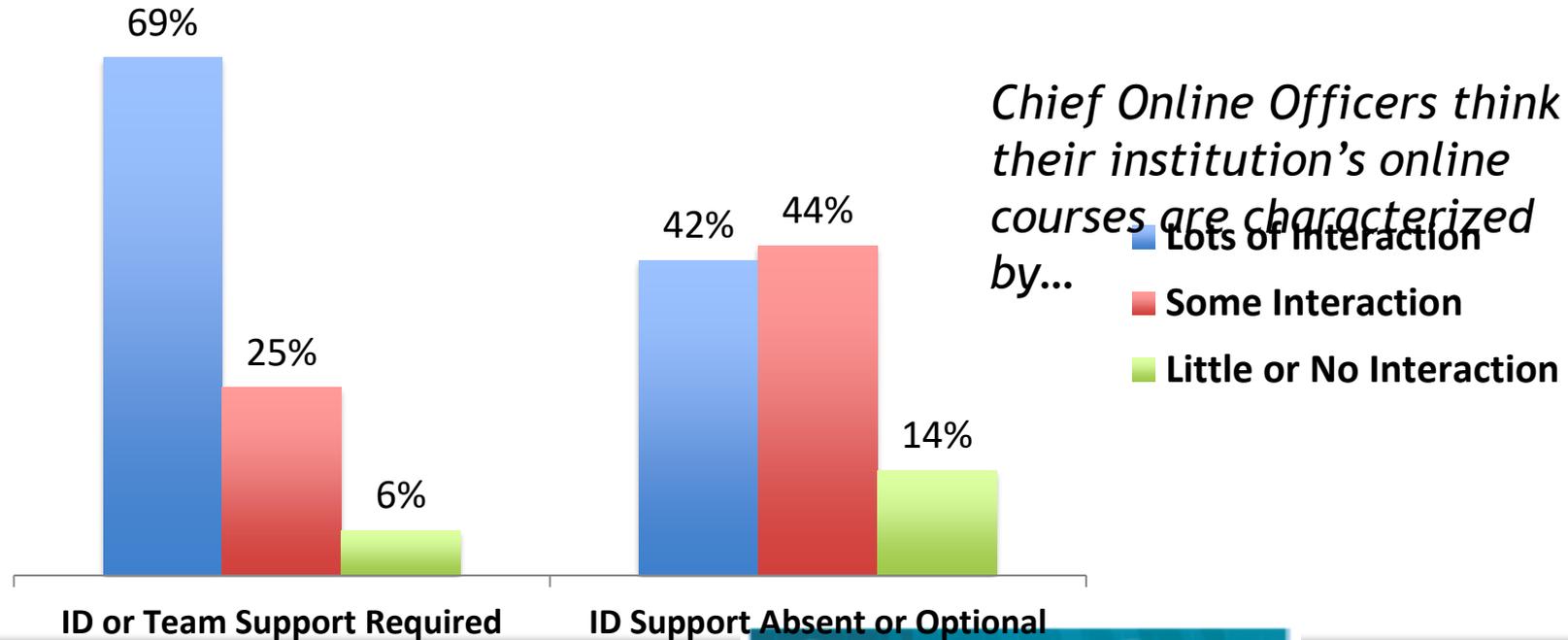


## Figure 12. Online Course Design Shapes the Student Experience

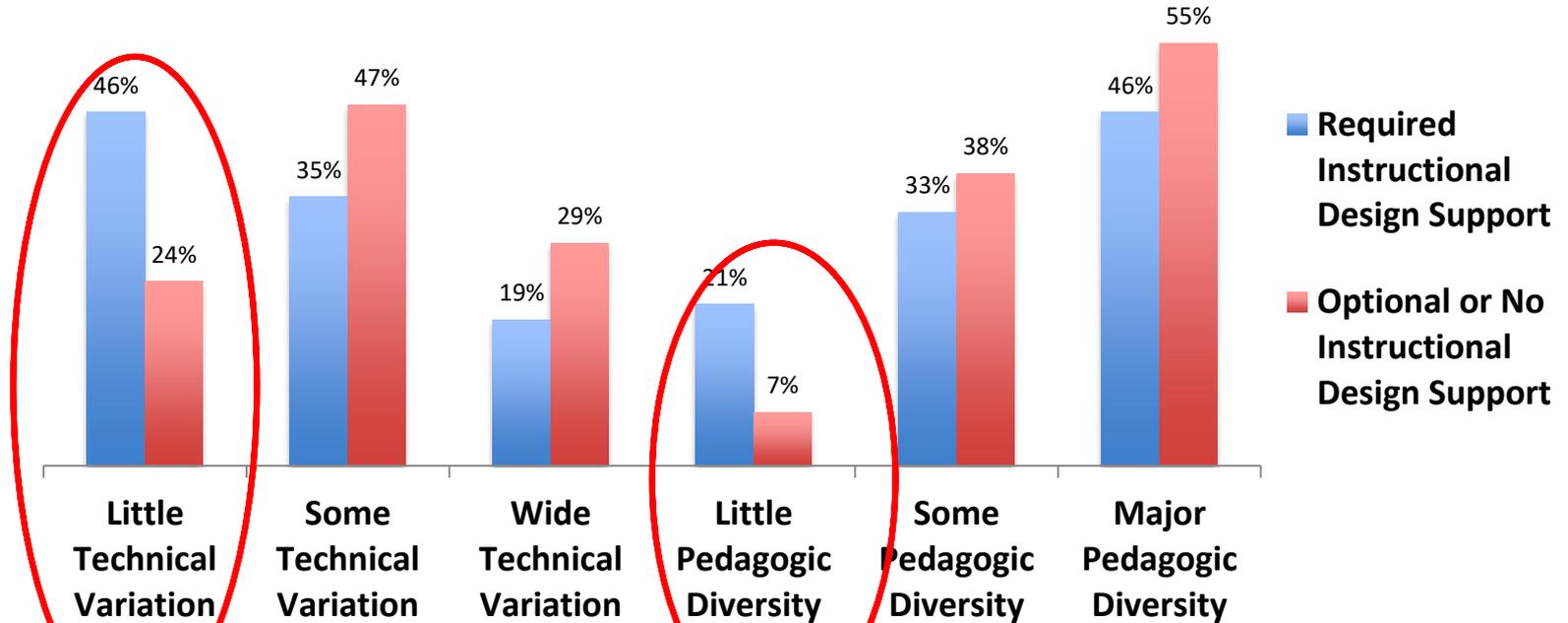
In a typical online course offered by your institution, approximately what proportion of student engagement in the course falls into each of the following categories?



# Instructional Designers' Impact On Student Interaction



# Instructional Designers' Impact on Technical & Pedagogical Consistency



# How Are Online Students Performing vs. On-Ground?

Online Better

Online Same

Online Worse

