Embanet™

We help academic institutions finance, launch & operate successful online programs.

We are innovators in the field of online education, proudly offering nearly two decades of experience partnering with top-tier, not-for-profit academic institutions to deliver fully realized online learning solutions, student acquisition and support services. Together with our Academic Partners we are transforming the way students seek and acquire knowledge, engaging a new audience of learners through industry-defining online education.
ew technologies, unique delivery methods and creative teaching techniques have pioneered tremendous innovation in the ways people seek and acquire knowledge. As a result of the growing demand for learning opportunities that blend the quality, prestige and reliability of traditional higher education with the conveniences provided by modern technology, Embanet has become the premier provider of online learning services and technological solutions for higher education.

We are acutely aware of the dynamics that drive academia and utilize our experience and expertise to assess, finance, recruit, develop and support online learning solutions for our Academic Partners.

Embanet works with top-tier colleges and universities seeking to launch new degree programs online or extend the reach of existing online programs. We provide a comprehensive set of enabling services and best practices to ensure our partners are successful in meeting their online goals.

Our Services
+ Market Research and Program/Institution Readiness Assessment
+ Program Funding
+ Marketing to Prospective Students
+ Student Recruitment
+ Curriculum Model Design
+ Course Design and Development
+ Faculty Support and Training
+ Management of the Online Learning Environment
+ Student Retention
+ Plan for Increasing Competitiveness

Our Partnership
To build sustainable, lasting partnerships with our nation’s top educational institutions we’ve made the needs of our Academic Partners, and their students and faculty, a priority in all facets of our business. We are engaged, and actively safeguard the reputation of our partners while ensuring that all academic, support and business processes blend together seamlessly.

Embanet acts as a true partner by sharing the risk and reward with our Academic Partners. We have a vested interest in the success of your programs, as we provide the upfront funding associated with our services. When appropriate, we are willing to make additional capital investment to support your school in areas such as faculty expansion or administrative support. We earn our investment back over time through a revenue sharing arrangement. Embanet’s Academic Partners can create new revenue streams and serve more students with minimal financial risk. We understand that we won’t be successful until you are successful.

Our goal is to become a transparent extension of our Academic Partners. To achieve this synergy, a cross-functional team is headed by a dedicated Managing Director who supervises the relationship, works directly with your faculty and staff to manage marketing, recruit qualified students, collaborate with faculty on instructional design, and ensure high retention rates. It’s a relationship designed to build strong, lasting partnerships that enable you, our Academic Partner, to expand your educational reach through effective, profitable, and fully realized online learning solutions.

“Our partnership with Embanet allows us to work together to address the challenges facing an academic institution while providing the resources and expertise needed to ensure the success of our online program.”

Murat Tarimcilar
Vice Dean
Professor of Decision Sciences
The George Washington University

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The cross functional team at Embanet gives us the expertise we need in marketing, recruitment, retention and course development, allowing us to focus our time on ensuring the courses and content are of the highest quality.

Nancy E. Moss CNM, FNP, PhD
Interim Associate Dean - Graduate Programs
Professor/Director, Nurse-Midwifery & Women’s Health Nurse Practitioner Programs
University of Cincinnati

Support for our Academic Partners comes in two tiers – a direct and an indirect tier. The individuals filling the five roles in the inner circle work directly with your institution, supported by the Embanet employees in the six functional areas that are represented in the outer ring.

The dedicated cross-functional team is accountable to your program’s interests exclusively. They operate on our extensive infrastructure of tools, systems, processes and best practices, supported by functional experts and shared services teams that would take many years and millions of dollars to replicate.
The 6 Definitions of Success

Based on our many years of predictable and repeated performance, our Academic Partners have come to expect success in six critical areas.

Success #1 Exemplary academic outcomes in the online environment
Exemplary academic performance is, rightfully, an academic institution’s top priority. Our proven program development process accurately transforms academic programs into a dynamic online format while enhancing the quality of the education. You should expect your distance program to be just as rigorous and even more engaging than it is on campus.

Success #2 Strong enrollment of quality students
We recruit responsibly. Our goal is not to attract more students, but to attract more of the right students, in order to meet mutually-agreed upon enrollment goals. We achieve these goals as quickly as you desire, helping your institution get the maximum return on its financial investment. In nearly all cases, we have generated dramatic increases in the percentage of qualified students who apply, far surpassing the expectations many partners have had for online learning. And with Embanet, recruitment is never high pressure. It is advisory, professional, and mindful of your institution’s reputation.

Success #3 Extraordinary retention and graduation rates
In addition to recruiting more capable students, we provide direct student support, helping students resolve issues that often interfere with their success. After enlisting our services, our Academic Partners experience retention rates that often exceed 90%, invariably surpassing their on-campus counterparts.

Success #4 Productive and rewarding student and faculty experiences
Creating an effective online program requires far more than posting a syllabus and recorded lectures on the web. The online learning environment must be dynamic, vibrant, and interactive. Drawing on decades of experience in this arena, we help faculty create learning activities that engage their students in whole new ways.

Success #5 Preserved or enhanced reputation in the market
Together with our Academic Partners, Embanet designs sophisticated marketing plans and strategies that preserve the integrity of, and even enhance, our partners’ reputations in the marketplace. While actively marketing programs, Embanet remains completely invisible to the marketplace and the students. Our seasoned team stays abreast of ever-evolving marketing techniques to generate optimum exposure and awareness for your institution and programs.

Success #6 Strong net financial performance with minimal financial risk
Embanet works closely with you to develop a strong financial model. We can also shoulder most of the upfront costs of launching new programs, substantially reducing your institution’s financial risk while enabling entrance into the marketplace sooner and in a more complete fashion. Today’s online markets are competitive and complex. Embanet understands how to be successful in this challenging environment.

“It’s great to work with a group of people that have a lot of experience and insight in the online industry. At every step we have an expert from Embanet that can help and work with us in making sure that our online program meets the standards and level of excellence that we expect at Howard University.”

Kim R. Wells
Director, Executive Education Programs
Howard University School of Business
The online learning marketplace has become increasingly competitive. Forecasts predict competition will continue to grow as more academic institutions enter the online environment. To develop, sustain and support a financially and pedagogically successful online program you must recruit qualified students, create dynamic content, support students and faculty and deliver an overall engaging learning experience.

The Online Program DNA™ illustrates the interconnected activities that academic institutions must conduct so they can achieve success. Just as the genes in a DNA chain occur in a certain order, the Online Program DNA™ also follows a general, chronological sequence with each segment representing the comprehensive services of Embanet.

Our Services

These are the outcomes academic institutions should expect from their online programs:

+ Exemplary Academic Outcomes
+ Enrollment Quantity and Quality
+ Outstanding Retention
+ Rewarding Faculty and Student Experience
+ Preserved and Enhanced Brand Integrity
+ Strong Financial Performance
The Online Program DNA™ - In Detail

1 > Market Research and Program/Institution Readiness Assessment
You’re a respected top-tier university with superior academic programs, but are they viable in the highly competitive online environment? Embanet has established a national reputation for using high level market research to determine program viability, reduce risk and deliver predictable results. We examine your infrastructure to determine if your institution has the resources and processes in place to serve larger numbers of students at a distance.

2 > Program Funding
Launching an online program requires significant resources in order to gain exposure, acquire students, train faculty, and create and manage the new online learning environment. Working-capital investments often reach $500,000 to $2,000,000 per program launch. Depending on our level of involvement, Embanet assumes the responsibility for most to nearly all of your upfront costs. This allows you to harness our experience and resources to develop a program and enter the online marketplace much more quickly, deeply and profitably than would otherwise be possible.

3 > Marketing
Effective and engaging marketing stems from our BrandDNA™ process which preserves your brand integrity while providing maximum exposure and creating optimum lead flow. Our Marketing Managers create targeted multimedia campaigns. The right messaging generates inquiries from more qualified prospective students, leading to more successful enrollments.

4 > Student Recruitment
The recruitment process involves many elements, most of which are time and labor intensive. A targeted and branded marketing campaign must be created and implemented, professional recruiters need to be hired and trained, and a database must be constructed to keep track of incoming lead information. The cost of all these recruiting tasks can be prohibitive. Recruiting qualified students is one of the core strengths of Embanet. Over the last 15+ years we’ve developed and refined our approach, establishing a highly trained team who practice a low pressure and personal approach to recruitment.

5 > Curriculum Model Design
A well-designed online learning environment makes the syllabus come alive. It combines technology and pedagogy to engage faculty and students in an exciting exchange of ideas. Our curriculum design experts can help your faculty develop a program that stimulates, invigorates and results in outstanding learning experience.

6 > Course Design And Development
Embanet provides custom course development services to you. Our Instructional Designers work in a one-to-one relationship with each of your faculty members in a development cycle that lasts 4-6 months immediately prior to the course being offered for the first time. Our collaborative approach involves three stages, Pre-design, Design & Development and Course Evaluation, to ensure the quality and outcomes demanded by top-tier institutions.

7 > Faculty Support and Training
Learning occurs differently online, and because the pedagogical tools differ, the support and training of faculty is an important part of launching an online learning environment. That’s why Embanet spends considerable time training your faculty throughout their online experience. From the moment a course begins development, we engage your faculty in training sessions that assist them with everything from curriculum development to the development of media that supports learning, to the physical administration of the online classroom and learning system.

8 > Manage the Online Environment
Together we work hard to establish a highly engaging and educationally superior online classroom. Ineffective or non-existent student and faculty support systems can quickly offset the hard work everyone puts into building a dynamic learning environment. The Embanet network of support can provide for all your online technical needs, including learning management systems, hosting services and help desk support. Our partnership begins with the establishment of comprehensive 24/7 help desk services. If something goes wrong your students and faculty have someone to call to get issues resolved.

9 > Student Retention
Student retention is one of the most important metrics we have to judge our success. For Embanet, student retention is a priority throughout all of our services. Retention begins with targeted marketing materials and recruiting efforts that represent your program with depth and authenticity. All of your students receive personalized attention from a Student Advisor throughout the duration of their degree program. This personalized attention helps ensure that students don’t fall behind, that they find help when they need it and that they re-enroll when the time comes. Embanet Student Support Services has proven to be a defining factor when it comes to retaining at-risk learners.

10 > Plan for Increasing Competitiveness
Our services take considerable pressure off of you, and as a result you’ll have more time to plan for the future. In fact, we designate key times at the end of specified academic cycles to discuss progress, determine where improvement needs to be made and define goals for upcoming sessions. Continuous improvement in our system occurs in each of the core services as well as in the curricular offerings themselves. This culture of improvement has helped our Academic Partners withstand significant increases in competition, battle demographic trends, counter economic crises and solve internal issues as well.

“Our partnership with Embanet has allowed us to be visible in the marketplace and helped us both in our marketing and recruiting goals in a way that we wouldn’t be able to do on our own.”

William Ormara, PhD
Vice President and Dean
Norwich University
Predictable performance driven by experience and data.

To further illustrate our Online Program DNA℠, we have elaborated on the first of our ten services, Market Research and Program/Institution Readiness Assessment. All of the services in our Online Program DNA℠ are handled in this same methodical, data-driven, and performance-oriented manner.

Developing a successful partnership begins with a mutually-sponsored assessment of the marketplace, your institution’s readiness to enter it and the financial protections that will drive institutional budgets.

Marketplace Viability Assessment
Marketplace viability research provides both your institution and Embanet with an understanding of how much demand exists for a program at a national level. The assessment is built around four primary success categories: Audience Profile, Degree Demand, Competitive Landscape and Search Volume Analysis, as noted in the left column of the chart on the next page. These categories are further broken down into specific research deliverables, and then results are compared to benchmarks of success to determine the viability of the program. Overall, more than 35 specific market drivers are analyzed either through secondary research, primary research or in actual live market tests.

Program and Institutional Readiness Assessment
Program and Institutional Readiness gauges your institution’s ability to deliver a successful online learning experience for students at a distance and to support a significantly higher volume of students. This assessment is broken down into the four most critical readiness areas: Program Scalability, Program Admissions, Faculty and Staff Resources and Student Services, as noted in the second column of the table on the next page. When the institutional readiness assessment is complete, you’ll have at your fingertips a blueprint of what it will take to adequately prepare for success. Overall, more than a dozen facets of your institution are assessed.

Financial Outlook
Embanet provides a financial outlook for every program. The outlook includes Student Enrollments, Incremental Program Expenses, Net Operating Income and Revenue Projections. This information aids decision makers in budget allocations throughout the first five years of the program’s existence. Embanet has launched well over a hundred online education programs. Throughout this experience, we have collected thousands of data points that help us predict the financial success of an academic program.

Assessing the market. Measuring readiness.

<table>
<thead>
<tr>
<th>Market Viability</th>
<th>Program and Institutional Readiness</th>
<th>Financial Outlook</th>
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<tr>
<td>Audience Profile</td>
<td>+ Target occupations + Eligible audience size + Occupational growth rates</td>
<td>+ Processes + Requirements + Turnaround time</td>
</tr>
<tr>
<td>Degree Demand</td>
<td>+ Annual degree production + Degree production – 5-year trends + Substitutable degrees</td>
<td>+ Existing costs + Incremental costs + Timeframes for new resource needs</td>
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<tr>
<td>Competitive Landscape</td>
<td>+ Online competitors + Admissions requirements + Degree cost + Time to completion + Total credit hours + Accreditation + On-campus requirements + Institution and program rankings</td>
<td>+ Projections based on the market research from the market assessment</td>
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<tr>
<td>Search Volume Analysis</td>
<td>+ Market interest in keywords related to program/degree derived from the total number of Google searches performed over the period of a month</td>
<td>+ Admissions + Registration + Financial Aid + Payment + Library + Bookstore + LMS/Helpdesk + Services analysis</td>
</tr>
<tr>
<td>Student Services</td>
<td>+ Admissions + Registration + Financial Aid + Payment + Library + Bookstore + LMS/Helpdesk + Services analysis</td>
<td>+ Five-year projection + Breakeven dates and benchmarks + Return on investment + Working capital requirements by academic term</td>
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Frequently Asked Questions

What is the value of working with Embanet rather than doing this on our own?

Embanet is the pioneer in the marketing, recruitment, course development and retention categories of online learning. We’ve spent nearly two decades building and perfecting these services and have an impressive infrastructure and staff. Most institutions do not have the expertise or resources to replicate the services Embanet provides while still minimizing market and execution risk. As competition grows more intense, most institutions find that successfully addressing all the processes in the Online Program DNA SM is an overwhelming task that distracts from the core mission to deliver a quality academic experience.

We know Embanet does not accept every institution and every program. What are Embanet criteria for an Academic Partner?

We partner with institutions that sincerely want to be in online education but feel as if they are missing some critical element or elements to make that happen. Our ideal Academic Partners are committed to maintaining high academic standards, yet are entrepreneurial in terms of educational delivery. They recognize that success in the online learning arena means being flexible, market-driven, and performance-based. Before we start, we give you our best assessment of the market potential for online learning opportunities to better ensure success for both parties.

Will we retain academic control? Are we locked into some sort of new online system or programs that you already have?

Who determines academic policies?

Yes, you’ll retain full academic control in planning and administering the educational experience. Generally, online and on-campus programs are governed by identical academic policies and controls. Your institution determines tuition rates, admissions criteria and student acceptance into the program; you will also approve all marketing materials, remaining in full control of brand integrity.

Embanet personnel make every effort to become well acquainted with your institution’s policies. We work closely with your student services department to ensure consistency and accuracy while representing you to prospective and current students. The goal of Embanet is to provide enabling services to help you achieve success.

Who builds and maintains the online courses?

The decision is yours, as some of our partners choose to do this themselves. However, Embanet has a dedicated team of instructional designers and technologists who are well versed in online pedagogy and custom media development. They will work closely with your faculty members to design, develop and deploy online courses. They can provide on-demand design and technology consultation as well as personalized training in managing the online classroom. The academic content remains with your faculty; we simply provide the support to develop that content into something that will provide a rich, engaging online educational experience. In all cases, you retain ownership of the content, and faculty sign off on all courses developed.
Embanet prides itself on being a patient, collaborative and yet performance-oriented organization. We enjoy helping academic institutions frame and then address their online learning challenges. We would be most happy to talk with you, whether you are contemplating some of the services described in this brochure, or you would just like to get feedback on a specific challenge you have. Please give us a call.