



LEADERSHIP SCHOOL

Preparing Higher Education leaders to become the change makers of the university of tomorrow

What we can learn from small
innovative online HE providers:
IDI / University of Aberdeen

Michael Stewart



Co-funded by the
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of the European Union



Small, innovative online HE providers:

- Private provider with small team of core staff
- Tutors can work remotely
- Creation and development of LMS, online pedagogy and support systems
- Specialise in working with select HE institutions



Interactive Design Institute

About IDI

- Founded in 2004
- Collaborative partner of University of Hertfordshire since 2008
- Delivering Writers' Academy creative writing for Penguin Random House since 2014



Penguin
Random House
THE WRITERS' ACADEMY



Good practice

Highlighted by Quality Assurance Agency

- Engagement driven via virtual learning environment
- Content design and accessibility
- Student support mechanisms





Aberdeen Online

Our latest partnership...



UNIVERSITY
OF ABERDEEN



MBA Business Administration Online

The business leaders of tomorrow can prepare for success today



Capability

Providing a full range of bespoke services

- Market viability research
- Marketing
- Recruitment and admissions
- Pedagogical design
- Online content creation
- LMS design
- Systems integration
- Tutor training and development
- Non-academic student support
- Management reporting



Quality Assurance

Aims of the partnership

- Student retention
- Academic achievement
- Student satisfaction

For our University of Hertfordshire programmes:

- 74% of students achieved 2:1 or higher
- Average retention rate of 86%



Course content development

Comprehensive course design service...

- Pedagogy
- Online learning paths
- Content creation
- Activities, briefs and projects
- Assessment
- Group learning



Learning Management System

- Fully customisable
- Multi-tenant system
- Highly accessible and device compatible
- In-built admissions system
- Designed to facilitate engagement



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ABERDEEN
BUSINESS SCHOOL

Log in

Forgot your password or username?

Don't have an account? [Register now](#)

Log in



Engagement and Support

Ensuring student engagement:

- Development of materials
- Availability of support

Student Support:

- Dedicated support team
- Monitor student interaction
- Manage and oversee tutor performance
- Responsive – identify and rectify problems immediately



Recruitment and Admissions



Welcome

Personal

Academic History

Employment & Experience

Creative work

Review and Submit



Welcome to the Admissions Portal

A dedicated Admissions Advisor will support you as you complete your application. You will receive a welcome message from your Advisor within 24 hours. If you first log in during the weekend, you will receive a welcome message on Monday.

You will see new message notifications next to the Messages menu on the left.

Completing Your Application

Your application is split into four sections: Personal, Academic, Employment, and Review and Submit. We would like you to provide us with information in each of these sections.

Fields marked with a * are mandatory and must be filled in prior to submitting your application.

In addition, you will also be required to upload documents supporting your application.

To streamline the process, we have indicated other evidence that you will need to provide in each section:



Personal

- A copy of your passport or birth certificate
- If you are a non-British national living in the UK, a copy of your current UK residence permit
- A personal statement



Academic History

- Evidence of your academic qualifications such as certificates or transcripts
- An English language certificate



Employment

- A copy of your Curriculum Vitae (CV) or Resume
- Copies of certificates for any work based qualifications
- Evidence of any nonstandard qualifications, training or experience that may support your application



Review and Submit

- View and check your application
- When you are happy with your application, simply click 'Submit'
- Post a message to your Admissions Advisor to let them know your application is ready for review

To view each section, click on the tabs at the top of the page. Moving to the next tab will automatically save any information. Alternatively, you can click 'Save' at the bottom of the page.

On the left of this page there are links to Messages and Forums.

Admissions

Messages

Forums

Payments



Marketing

- Lead generation
- Recruitment
- Independent or collaborative strategies



*Build Your Personal Business
Model: The Webinar*

4pm (uk time), 27th October



Operation model

Key principles

- Online delivery of partner programme
- Marketed as from partner institution
- IDI responsible for content development, marketing, admissions, tuition and support



Operation model

Key principles

- Partner retains full control
- Recruit qualified tutors to agreed specifications
- Delivery via IDI's bespoke LMS



Operation model

Benefits to partner institution

- Scalability
- Revenue generation
- Retention of brand and content control
- Full visibility and reporting
- Bespoke provision



Business model

White label service, offering...

- Flexibility
- Accessibility
- Financial Viability
- Scalability
- Quality



Meeting the needs of the contemporary student...

- Designed to suit the demands of the modern demographic
- Flexible delivery model meets modern needs and requirements
- Student experience – choice and control over learning
- Alternative to attendance model
- Extension of existing methodologies



Summary



Benefits to traditional HE institutions:

- Diagnostic service
- Speed of implementation
- Customised solution

When it comes to online provision; one size doesn't fit all...



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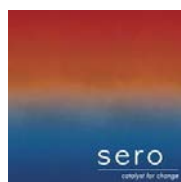


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<http://www.dtransform.eu/>



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