

# TOP 3 REQUIREMENTS INSTITUTIONS HAVE FOR OPM PROVIDERS

Recent research suggests there is an emerging need to provide institutional support that moves beyond traditional Online Program Management (OPM) providers.

Institutions' expectations for their OPM relationships have evolved in three key areas.



# 1

## Technology Systems and Data Integration

To increase overall retention and graduation rates, institutions select OPM providers based on their ability to integrate with their Customer Relationship Management (CRM), Student Information System (SIS), data systems, and platforms.

86%

Ranked systems integration as the most important OPM service

77%

Expect OPMs to use data analytics to inform strategy

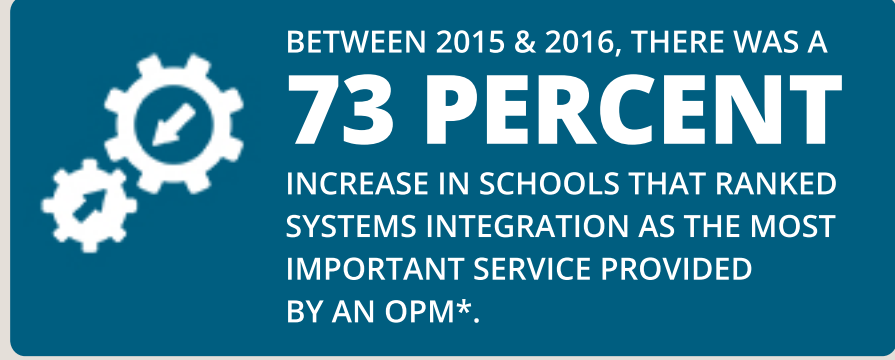
### Current Trends

Institutions now require a broader range of services from OPM providers and rank the integration of student support, data, and retention as their highest priorities.

### Your Provider Evaluation Checklist

To positively impact your institution's goals and stakeholders, be sure your OPM provider offers the following:

- ☒ A strategy for capturing and leveraging your data to inform services and actions
- ☒ A predictive analytics solution to help improve student success rates
- ☒ A strategy that also includes retention services



## Flexible Business and Service Model Options

Institutions are moving away from the traditional revenue-share contract models and selecting OPM or institutional providers that offer more contract flexibility and "a la carte" services.

# 2



62% Using or exploring fee-for-service options



5% Decrease in 10-year contracts between 2015 to 2016

### Current Trends

Schools are showing a greater interest in short-term, unbundled, fee-for-service model contracts, and are leaving providers that don't demonstrate a satisfactory cultural fit or operational performance.

### Your Provider Evaluation Checklist

To remain agile and responsive to a competitive market, ensure your selected provider meets the following requirements:

- ☒ Cultural or team fit
- ☒ Flexible service model
- ☒ Shared ownership and decision making

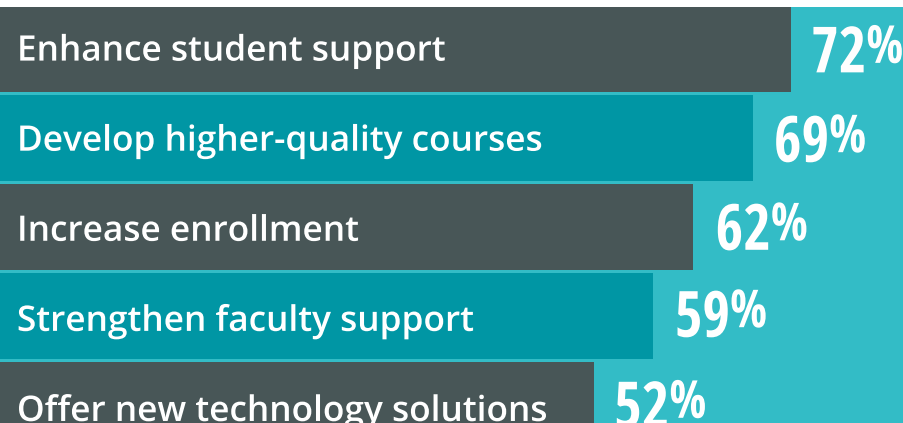
Between 2015 and 2016, there was a <b>7% increase</b> in the number of institutions who signed OPM contracts of less than five years.	TYPES OF CONTRACT MODELS		
	 <b>Fee-for-Service</b> Institution pays all start-up costs, retains all revenue	 <b>Traditional Revenue Share</b> OPM provider supplies upfront capital, splits revenue with institution	 <b>Co-Investment</b> OPM and Institution share the responsibility of the upfront capital and the revenue

# 3

## Improved Quality, Engagement, and Support

To improve student performance metrics and enrollment rates, institutions expect their OPM providers to develop better course quality and enhanced student support across the lifecycle.

### Institutions' Goals for OPM Providers in 2016



### Current Trends

Institutions are increasing support and training for their online faculty. They're also more focused on differentiating themselves and protecting their brand through increased student satisfaction and improved learning experiences.

### Your Provider Evaluation Checklist

To ensure your institution can improve overall learning experiences for students, ensure your OPM provider offers the following:

- ☒ Full student lifecycle support
- ☒ 24/7 help desk
- ☒ Outcomes-focused course design and development
- ☒ Faculty training and support
- ☒ Attention to mission, culture, and tradition



To help our partner institutions meet their goals, Wiley Education Services provides offerings that include, but also go beyond, traditional online program management services.

Discover how we can support your unique needs, visit [edservices.wiley.com](http://edservices.wiley.com).

WILEY

EDUCATION SERVICES