



American Association  
of Community Colleges

AboutEdu

# Community College Online Education Consortium (CCOEC)

[www.OnlineCommunityColleges.org](http://www.OnlineCommunityColleges.org)

Insuring Access, Affordability, Visibility and Resources to  
Online Education at America's Community Colleges

October 2010  
*Confidential*



## Discussion Topics

- I. The Project: [www.OnlineCommunityColleges.org](http://www.OnlineCommunityColleges.org)
- II. Why Now?
- III. CCOEC – The Collaborative Group
- IV. What OnlineCommunityColleges.org is, and what it isn't
- V. The Incubating Organization
- VI. Project Phases
- VII. Financial Summary
  - I. Funding Sources: Prospective DOL TAA Grant, Self-funding, Corporate, etc.
  - II. 5 Year Financial Projections with Note on Backup Plan (Flat Fee Contingency Plan)
- VIII. Benefits/Risks/Opportunities
- IX. Next Steps



## Webinar Speakers

- ❑ **George Boggs** – President and CEO, American Association of Community Colleges
- ❑ **Ruth Ann Balla** – Executive Director of the Virtual College, Miami Dade College
- ❑ **Pam Quinn** – Provost, LeCroy Center for Educational Telecommunications, Dallas County Community College District
- ❑ **Todd Simmons** – Vice President of Business and Employee Services, Rio Salado College
- ❑ **Augusto Failde** – Principal, AboutEdu
- ❑ **Theresa Roffino** – Dean, Distance Learning Planning and Development, LeCroy Center for Educational Telecommunications, Dallas County Community College District



## I. The Project: [www.OnlineCommunityColleges.org](http://www.OnlineCommunityColleges.org)

- ❑ **One-Stop Access to Affordable Higher Education** – A central website that will provide potential online students with “trusted” and one-stop access to online program offerings of portal member community colleges nationwide.
- ❑ **Student – Focused Website** – A student-friendly site that incorporates advanced interactive tools to search, identify, and self-select affordable online community college programs, online academic pathways, transfer opportunities, and other student support services.
- ❑ **Centralized Marketing and Communications** efforts that will increase the presence of participating community colleges’ online programs in online searches.
- ❑ **Future Services** for our community colleges and their students – personalized student enrollment services, best practices in student support, and student retention/completion services that could have a major impact on increasing national student completion rates.



## II. Why Now?

Opportunity to:

- Increase visibility and affordable access for students
- Innovate and position community colleges for the future
- Increase value to the nation's community colleges—including online community colleges
- Respond to shrinking marketing budgets



# II. Why Now?

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Google Online Education Search [Advanced Search](#)

Web [+ Show options...](#) Results 1 - 10 of about 177,000,000 for Online Education. (0.27)

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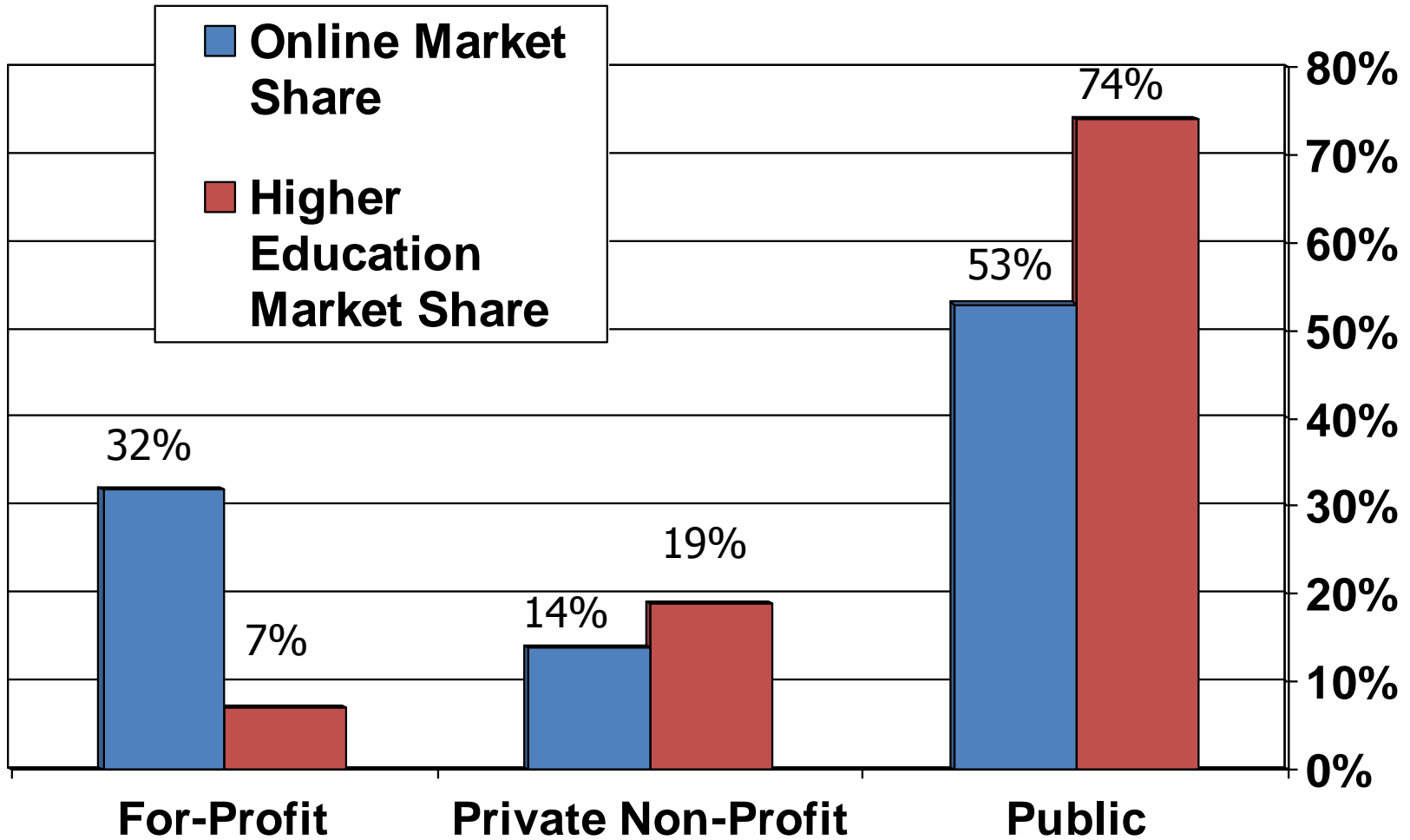
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# Online Education Market Share



Source: Eduventures, Inc., 2009

### III. CCOEC – The Collaborative Group

- ❑ **The American Association of Community Colleges (AACCC), in collaboration with AboutEdu** (a nonprofit online education consumer group), has led discussions with online leaders from community colleges, a public university with one of the largest online education enrollments in the country, non-profit education organizations, and others, on the lack of national "online" visibility and accessibility into the large number of high quality online community college programs.
  
- ❑ **Community Colleges Online Education Consortium (CCOEC) has developed a plan to incubate a new and "trusted" single access portal for the online program offerings of community colleges.**
  
- ❑ **Conclusions reached by the group:**
  - Online offerings of community colleges are often being excluded from online searches.
  - Low income students, unemployed workers, and other underserved student populations are heavily impacted.
  - These students are too often "guided" to online education providers and pay much higher tuition.
  - Community colleges, individually, cannot afford to effectively compete. Collectively, CCOEC can provide greater visibility and accessibility via a "trusted" national portal.



### III. CCOEC – The Collaborative Group

- ❑ **American Association of Community Colleges** – ([www.aacc.nche.edu](http://www.aacc.nche.edu)) AACC is the primary advocacy organization for the nation’s community colleges, representing 1,200 two–year, associate degree–granting institutions and more than 12 million students.
  
- ❑ **AboutEdu, Inc.** – ([www.AboutEdu.org](http://www.AboutEdu.org)) – A 501(c)(3) nonprofit organization. Country’s first online education consumer organization. Provides consumer guidance on how to best evaluate and choose affordable online educational programs.
  
- ❑ **Community Colleges:**
  - **Arizona** – Rio Salado College
  - **California:**
    - Cerro Coso Community College
    - Foothill Community College
  - **Florida** – Miami Dade College
  - **Maryland** – Anne Arundel Community College
  - **New Jersey** – Raritan Valley Community College
  - **New York** – Hudson Valley Community College
  - **Texas** – Dallas County Community College District
  - **Virginia** – Northern Virginia Community College

### III. CCOEC – The Collaborative Group

- ❑ **Colorado Community Colleges Online Consortium** ([www.cconline.org](http://www.cconline.org)) – A consortium of 13 member colleges in the Colorado Community College system, Dawson Community College of Montana, Northwest Missouri State University, and Pickens Tech of Denver.
- ❑ **UMUC – University of Maryland – University College** ([www.umuc.edu](http://www.umuc.edu)) – One of 11 accredited, degree-granting institutions in the University System of Maryland (USM). Has one of the largest US and international online student enrollments of any US public university.
- ❑ **Instructional Technology Council** – ([www.itcnetwork.org](http://www.itcnetwork.org)) – Represents higher education institutions in the United States and Canada that are interested or involved in instructional telecommunications . ITC is a leader in advancing distance education.
- ❑ **IMS Global Learning Consortium** ([www.msglobal.org](http://www.msglobal.org)) – A global, nonprofit, member association that provides leadership in shaping and growing the learning and educational technology industries through collaborative support of standards, innovation, best practice and recognition of superior learning impact.

## IV. What OnlineCommunityColleges.org Is, and What It Isn't

What OnlineCommunityColleges.org is expected to do as it develops:

- ❑ Offer a robust inventory of community college programs in one easy site, allowing prospective students to access and enroll in programs from any college within the consortium.
- ❑ Provide some student support and enrollment services, with linkages to college enrollment management systems.
- ❑ Potentially provide links to employment services.
- ❑ Require that strict service-level agreements be maintained among all members.

## IV. What OnlineCommunityColleges.org is, and what it isn't

### What onlinecommunitycolleges.org won't do:

- Process college applications
- Enroll students
- Set up placement tests
- Track student data, keep student records, transfer credits, or provide transcripts
- Take tuition payments
- Issue degrees and certificates
- Hire or manage faculty
- Develop or teach curriculum
- Initially, provide advising or academic support (possible future upgrade)
- Initially, provide career counseling (possible future upgrade)

## V. Dallas County Community College District Selected as Fiscal Agent and Incubating Organization for CCOEC

- ❑ DCCCD selected through a formal RFP Process. Process was developed with guidance and evaluation by CCOEC's Steering Committee.
  
- ❑ Key DCCCD attributes as incubating organization:
  - **Experienced online education institution:** The success of the LeCroy Center for Educational Telecommunications (part of the Dallas County Community College District) since its inception in 1972, is based on its ability to research distance learning trends, produce products and respond to market needs.
  - **Experience as incubator of other national organizations** – The center houses and supports the National University Telecommunications Network and STARLINK.
  - **Award winning practices in distance learning** – Recipient of the “21<sup>st</sup> Century Best Practices Award for Distance Learning” from the US Distance Learning Association.
  - Strong technology infrastructure, proven online processes, and support services.
  - Capacity and reach to scale up.
  - Entrepreneurial, knowledgeable and experienced online education team.

## VI. Project Phases

### Phase I – Pilot Year Objectives:

- ❑ Expand **accessibility, affordability, and visibility** to high quality, low-cost, and accredited online higher education programs and degree options at community colleges nationwide.
  - Limit number of initial member colleges to develop processes to scale
  - Web site/portal development
  - Formalize Advisory Board
  - Investigate and research Internet marketing strategies and opportunities
  - Explore marketing opportunities for effectiveness
  - Develop a tracking system for data and reports
  - Determine the process for corporate sponsorships
  - Develop and write the DOL-TAA proposal
  - Develop business and marketing plans

## VI. Project Phases

### Phase II: Launch: Year 2

- ❑ Full launch and national roll-out of marketing campaign implementation
- ❑ Promotion of workforce and economic certificates and degree programs
  - In the event that DOL TAA grant is not secured, web site and portal will continue

### Phase III: Growth: Year 3

- ❑ Explore the development of **new sources of long-term private funding** for online education at community colleges nationwide through public – private funding partnerships.
- ❑ Evaluate and test best practices that increase **retention and completion** of online students

## VI. Project Phases

### Phase I – Pilot Year: Membership Levels, Costs, and Benefits

Participation will be limited to 30 colleges. Two membership levels will be available.

#### Charter Membership

**\$24,500**

- National visibility and prestige as a founding member
- Included in applications for additional funding from government, foundations, and corporate sponsors
- Receive visibility and prestige derived from strong branding and the power of search engine marketing
- Access to additional prospective students from outside typical service area
  - Power of outstanding centralized marketing
  - College information available to portal visitors and
  - In Phase II, through the operation of a call center
- Comparative data-supported metrics for evaluation of programs and services
- Leverage limited resources to compete in this competitive market (e.g., other institutions, for-profits, etc.)
- Expertise and knowledge of other member colleges

#### Premier Charter Membership

**\$49,500**

In addition to the benefits for charter members

- Preference in selection for pilot program
- Membership on the Board of Directors
- Premium placement of college information on the main portal and site searches
- Limited number available in future
- Waiver of lead generation fees for 50 leads (\$30,000 value)\*

\*Lead generation fees or benefits of similar value are under consideration



## VII. Financial Summary

### Financial Projection of Revenues and Expenditures Pilot Year Working Model\*:

- Estimates
- Assumptions
- Third-party online marketing consultant

#### Revenues

Memberships (15 Charter and 15 Premier)	\$1,110,000
Corporate sponsorships	\$1,000,000

#### Expenditures

Web Portal	\$1,649,257
Consultants	\$300,000
Incubator expenses	\$100,000

Net cash flow	\$60,743
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\* Subject to change



## VII. Financial Summary

### Working Model Financial Projection Years 2 – 6\*

	Year 2	Year 3	Year 4	Year 5	Year 6
<u>Revenues</u>					
Memberships	\$2,827,500	\$4,052,500	\$5,277,500	\$6,502,500	\$10,177,500
# Premier Charter members	20	20	20	20	20
# Charter members	75	125	175	225	375
Corporate sponsorships	\$1,200,000	\$1,400,000	\$1,600,000	\$1,800,000	\$2,000,000
Lead to application fees	\$5,143,200	\$10,944,000	\$17,899,200	\$27,216,000	\$53,798,400
<u>Expenditures</u>					
Web Portal	\$2,111,670	\$2,746,607	\$3,502,258	\$4,504,206	\$7,302,792
Consultants/employees	\$330,000	\$450,000	\$495,000	\$550,000	\$600,000
Incubator expenses	\$350,000	\$400,000	\$475,000	\$550,000	\$650,000
Call center	\$936,360	\$1,516,903	2,406,802	\$3,682,400	\$7,213,972
Net cash flow	\$5,442,670	\$11,282,990	\$17,897,640	\$26,231,894	\$50,209,136

\*Subject to change

## VIII. Benefits / Risks / Opportunities

- ❑ Number of Participating Community Colleges
- ❑ Number of non-participating, but supporting Community Colleges that will help to get the word out about the central site.
- ❑ DOL TAA Funding Opportunity
- ❑ Corporate Sponsorships
- ❑ Escalating Costs of National Marketing and Communications
- ❑ Scalability: Online Programs and Services
- ❑ Quality: Online Programs and Services
- ❑ Potential for Lower Online Tuitions by other Educational Institutions
- ❑ Political Change: National, State and/or Local

## IX. Next Steps and Resources

- ❑ Key Dates
  - ❑ Letters of support for the concept to DCCCD by 10/31
  
- ❑ Colleges interested in becoming a Pilot
  - ❑ Phase I – Suggested Participating College Profile Information
  - ❑ Application Process (DCCCD)
  
- ❑ To learn more: AACC will send Webinar registrants a link to access additional resources (including information on how to become a Pilot) by Wednesday, October 20
  
- ❑ Questions, Comments and Suggestions
  - ❑ Mary Heiss, Director of Advancement, AACC: [mheiss@aacc.nche.edu](mailto:mheiss@aacc.nche.edu)
  - ❑ Valerie Cavazos, Director of Marketing, LeCroy Center: [vcavazos@dcccd.edu](mailto:vcavazos@dcccd.edu)