



Online Education . . . Getting It Right

Presenter — Joshua Fischer • President, Education Management Services

8:30 – 9:30	Effective Curriculum Design for Online Programs ▶ The new “traditional” education ▶ Curriculum distinctives for online programs ▶ Creating programs that sell ▶ Protecting the program
9:30 – 10:00	Q & A Discussion
10:00 – 10:20	Refreshment Break
10:20 – 11:20	Unique Enrollment Strategies for Online Education ▶ Understanding the adult student market ▶ Segregating enrollment processes for online students ▶ Essentials of effective online student recruiting
11:20 – 11:40	Q & A Discussion
11:40 – 1:00	Lunch – On your own
1:00 – 2:00	Effective Financial Management & Financial Aid ▶ Keeping track of online education revenue and expenses ▶ Hard-nosed P & L analysis ▶ Effective use of financial aid ▶ Student authentication protocols and safe guards
2:00 – 2:30	Q & A Discussion
2:30 – 3:00	Refreshment Break
3:00 – 4:00	Common Mistakes I’ve Seen Institutions Make & How to Avoid Them ▶ Lack of top leadership support ▶ Not understanding the adult student market ▶ Trying to sell the wrong programs ▶ Not understanding how to market to the adult and online student ▶ Poor financial management – a disaster waiting to happen ▶ Messing with the formula
4:00 – 4:30	Q & A Discussion
4:30 –	Dinner & Fellowship – On your own

