

Strayer Education, Inc.

Making Education Achievable for Working Adults

Strayer Academics

Randi Reich Cosentino

**Senior Vice President,
Academic Administration**

Investor Day
November 7, 2007

Randi Reich Cosentino

Senior Vice President, Academic Administration



- ❖ Joined Strayer University in 2001 as Director of Business Development
- ❖ Has held positions including Adjunct faculty member, Campus Director, Regional Director, and Director of Strayer University Online
- ❖ Began career in the Mayor's Office in the City of New York; founded an education technology company
- ❖ Received undergraduate degree in Political Science and Psychology from the University of Pennsylvania and holds an MBA from Harvard University

Agenda

- ❖ Curriculum Review and Program Development
- ❖ Academic Support Services
- ❖ Online Academics

Strayer University Curriculum Review

❖ Oversight and Resources

- University President
- University Provost
- Deans of Schools
- Academic Curriculum Committee (ACC)
- Program Chairs
- Faculty Committees
- Full Time Faculty
- Adjunct Faculty

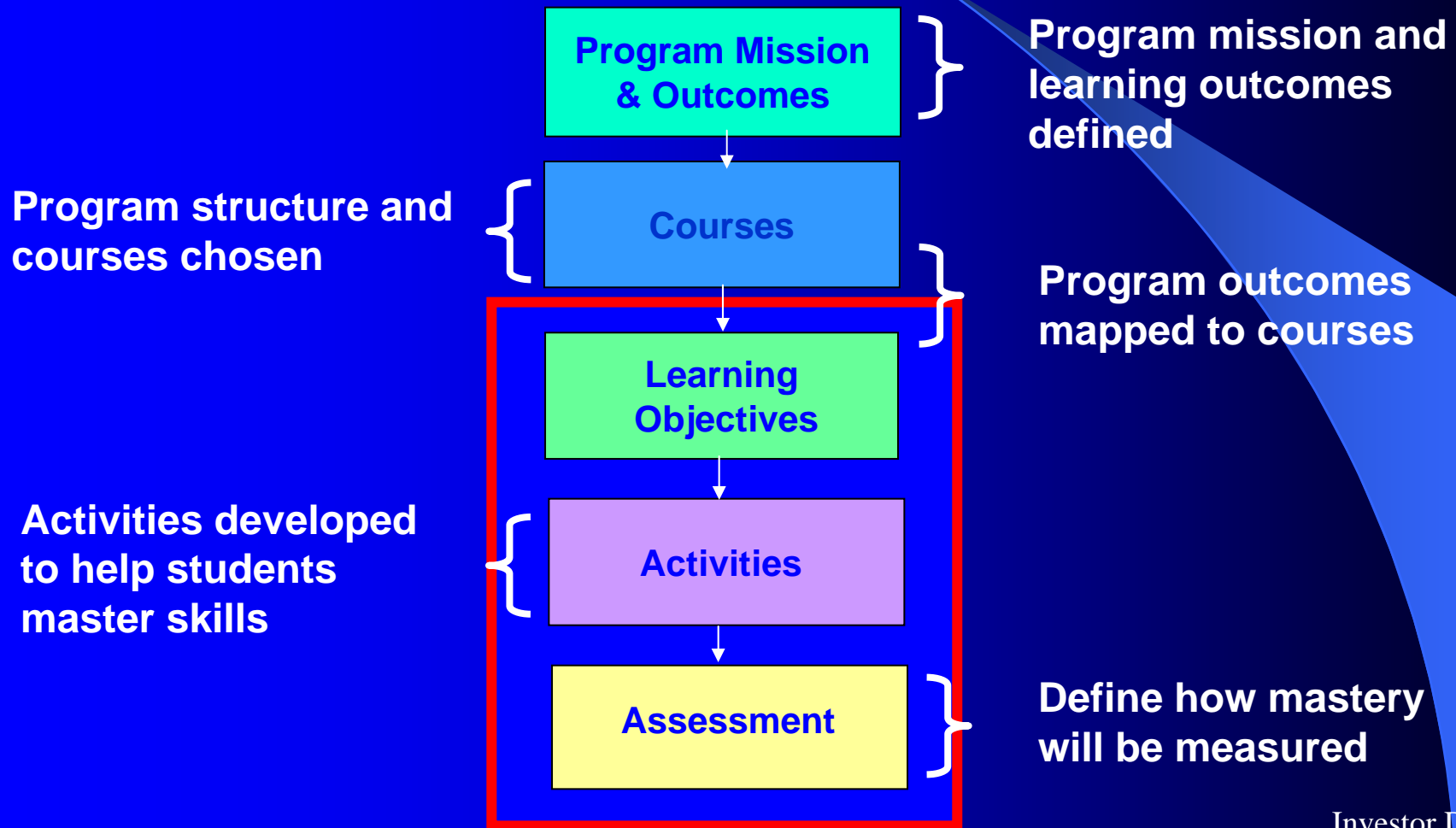
Strayer University Curriculum Review

- ❖ Curriculum generated and reviewed by the faculty
- ❖ Annual Program Review completed each Fall
- ❖ Full Program Review completed every three years
- ❖ Headed by Dean of the School, with support from:
 - Faculty Members within discipline
 - Dean of Institutional Research
 - Director of Program Development

Strayer University Curriculum Review

- ❖ Every program reviewed at least every three years
- ❖ Summary Statistics
- ❖ Students enrolled
 - Persistence/Completion rate
 - Student Satisfaction
 - Student Opinion Polls
 - Faculty End of Course Surveys
- ❖ Program outcomes for relevancy and currency
- ❖ Course learning outcomes for appropriateness
- ❖ Student learning achievement
- ❖ Textbook selection
- ❖ Market trends, business needs, accreditation requirements

The Learning Object Methodology



Case Study: MBA Program Review

- ❖ MBA revamped to provide real-world applicable skills to help our students succeed as managers
- ❖ New structure will ensure all students have a solid foundation in wide range of business topics, which will include:
 - 8 core classes -- including a case-based capstone course
 - 3 concentration classes
 - 1 elective class or Business Fundamentals

MBA Case Study

- ❖ Incorporates current trends in business, such as
 - Leadership
 - Decision making
 - Globalization
 - Ethics

- ❖ Targeting rollout in Fall 2008

MBA Case Study

Current MBA Program	Proposed MBA Program
Managerial Accounting	Managerial Accounting
The Marketing Process	Marketing Management
Financial Management	Financial Management
Information Systems for Decision-Making	Business Decision Making (new)
Quantitative Methods	Business Fundamentals Course (new)
Research and Strategic Communication	Law Ethics, and Corporate Governance (new)
Organizational Behavior	Leadership and Organizations (new)
Economics and Management	Managerial Economics and Globalization (new)
Directed Research Project (capstone)	Strategic Management (capstone)

New Program Development Process

- ❖ Fit with mission
- ❖ Recommendations
- ❖ Market analysis
- ❖ Development process
- ❖ Approval process
- ❖ Implementation

Academic Support Services

❖ Developmental Education

- Assessment for proficiency in basic English and Math for all New Students
- Those not demonstrating proficiency enrolled in developmental English and developmental Math
- Tutoring, Writing Workshops, and online tools available to support students in their development
- Students progress tracked to ensure success at college level

Academic Support Services

❖ Free Unlimited Tutoring

- Available in all basic subject areas
- Available online in a real-time format
- Walk-in or by appointment
- Writing Workshops, APA Workshops, and Information Literacy Workshops
- Faculty driven

Academic Support Services

❖ Academic Advising Services

- All new students assigned a faculty advisor
- Required first quarter advising for new students
- Appointments available days/evenings
- At-Risk advising
- Suspension/probation advising
- Program experts provide advice on curricula and careers
- Career advising by Regional Career Development Officers

Online Academics: Shared Resource for All Students

- ❖ *Dean of Online Academics* – responsible for overall delivery and quality of online academics to all students
- ❖ *Dean of Online Students* – responsible for student support, help desk, and coordination of services to campus-based online students
- ❖ *Dean of Online Faculty* – responsible for identification, training, and development of all full-time and adjunct faculty

Online Infrastructure and Technology

- ❖ Asynchronous features
 - “On your own time”
- ❖ Synchronous features
 - “In real time”

Online Faculty

- Faculty members (full time and adjunct) have academic credentials, professional experience, and teaching experience
- Faculty must be certified in online training program on all platforms
- Majority of campus-based faculty teach online
- Faculty mentors for all new faculty
- Quarterly Training Sessions
- Weekly Faculty Tips and Calls

Online Instructional Design

❖ Instructional Design

- Course shells professionally produced by instructional design team
- Standardized syllabi and learning outcomes
- Online interactive tools, exercises, threaded discussions
- PowerPoint Slides, Text and Audio Lectures
- Weekly assignments, quizzes, projects

Online Quality Assurance

❖ Quality Courses and Quality Assurance

- Faculty audits conducted by trained QA staff multiple times per quarter
- Faculty mentors guide new faculty to develop robust courses
- Student Opinion Polls, Audits, and Student Feedback all govern renewals of faculty members

Summary

- ❖ Curriculum Review and Program Development
- ❖ Academic Support Services
- ❖ Online Academics

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