



LEARNINGHOUSE™

Your Online Education Partner





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Publishing

Building courses to maximize student success

Learning House provides a total online campus solution to clients, including curriculum strategy, course development and publishing. We create customized online course content to fit your specific instructional requirements.

- **Learning House Library Courses**

Our partners can choose from a library of hundreds of courses written by subject matter experts. Also, through a partnership with publisher John Wiley & Sons, Inc., Learning House has created online courses based on the Wiley catalog.

- **Textbook-Driven Courses**

We work with your faculty to incorporate your chosen textbook's available resources into your online course.

- **Client-Written Courses**

We engage your faculty to incorporate their content and online instructional design best practices to create unique courses.

- **New Learning House Written Courses**

We retain a subject matter expert to create a course that meets your curriculum needs.

Online course publishing provides a turnkey package that features exclusive course content integrated with fundamentals such as learning objectives, assignments, discussion boards, exams, graphics, games, PowerPoint presentations, video and audio presentations, simulations and animations.



Marketing

Delivering students to your programs

Learning House consults with your marketing and admissions teams to plan and implement offline and online marketing initiatives. Our marketing services provide a comprehensive approach to drive students to your online programs.

- **Program Analysis** – We evaluate potential online programs and provide program recommendations to extend the reach of your mission.

- **Admissions Review** – We examine your current admissions practices and provide recommendations and training for online recruitment best practices.

- **Web Site Review** – We assess your Web site and make recommendations on functionality, usability and effectiveness, including Search Engine Optimization (SEO).

- **Marketing Strategy** – We develop marketing plans based on our research and expert knowledge of the industry.

- A variety of tactics are employed such as direct mail, display ads, e-mail ad campaigns and Pay-Per-Click/Lead campaigns.

- Learning House partner schools are featured on our proprietary lead generation Web site eLearnPortal.com®



Infrastructure

Providing reliable learning management systems and hosting services

Learning House provides customized learning management systems and live virtual classroom environments for online education delivery. These systems are hosted in a secure "Tier One" data center with 24/7 monitoring, complete backup solutions and unrestricted bandwidth. We manage the hardware, software, connectivity, backup and security so your school can better utilize financial and human resources. By hosting your learning management systems off campus, your school further ensures instructional delivery in the event of a natural or public health crisis.

All the resources and knowledge to **design** and **customize** every aspect of an effective **Online Education** program



Training

*Supporting online instruction
through preparation*

Learning House provides faculty with in-depth learning management systems and pedagogical training for online course instruction. Online education best practice training is offered to admissions and recruitment staff. Specialized training is also provided to registrars and administrators. Training is conducted on-site, live online and via automated on-demand tutorials.



Support

*Offering help desk solutions through
24/7 technical support*

Students and instructors can access around-the-clock help desk support via telephone, e-mail and live chat. Help desk support is provided to address technical questions concerning the learning management systems.



Consulting

*Promoting best practices
for online education
and success*

Learning House, with a decade of experience, provides schools with consulting services related to best practices in online education. We offer expert advice in online degree program analysis and design, program launch and management, accreditation, Web presence and search engine optimization, marketing and admissions, and enrollment management. Learning House establishes a partnership to drive online education program implementation and success at your institution.



"I would recommend Learning House to other institutions. Learning House has been very responsive to our needs and has been great to work with. It has gone better than my wildest dreams." - David Reist, President, Highland Community College

“Learning House works with California Lutheran University to achieve the goal of providing an academically rigorous and intellectually challenging environment which stimulates personal growth and the highest standards of professionalism. At all times the Learning House staff have been professional, knowledgeable, creative and dedicated to meeting the needs of our university and the needs of our students.”

Dr. Somnath Basu
Director, California Institute of Finance at California Lutheran University

“Learning House has been an invaluable asset in the growth and success of our online courses and programs. As a small private college with a small but growing online program, Learning House provides the professional expertise that we need but could not provide ourselves at this time. Our return for the small investment that we make provides tremendous value. Their staff is extremely responsive, knowledgeable and skilled in all aspects of online delivery of education. I look forward to our continued relationship with Learning House as we further grow and expand our online programs.”

Rob Davis, DNP, RN
Dean of Online Educational Services, Notre Dame College

“Working with Learning House has enhanced our effectiveness because of the broad array of services they provide. They make us stronger by providing assistance in vital areas such as curriculum development, technical maintenance of the learning management system, recruiting, faculty training and marketing. Learning House’s expertise has enabled us to grow our online programs much more quickly than would otherwise have been possible in such a competitive environment.”

Jim Taylor, Ed.D.
President, University of the Cumberlands



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eLearnPortal.com®
Your Online Degree Connection.

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