



*Achieve* ONLINE  
EDUCATION  
**SUCCESS**

WITH ONE SOLUTION



**LEARNINGHOUSE**<sup>SM</sup>

Your Online Education Partner





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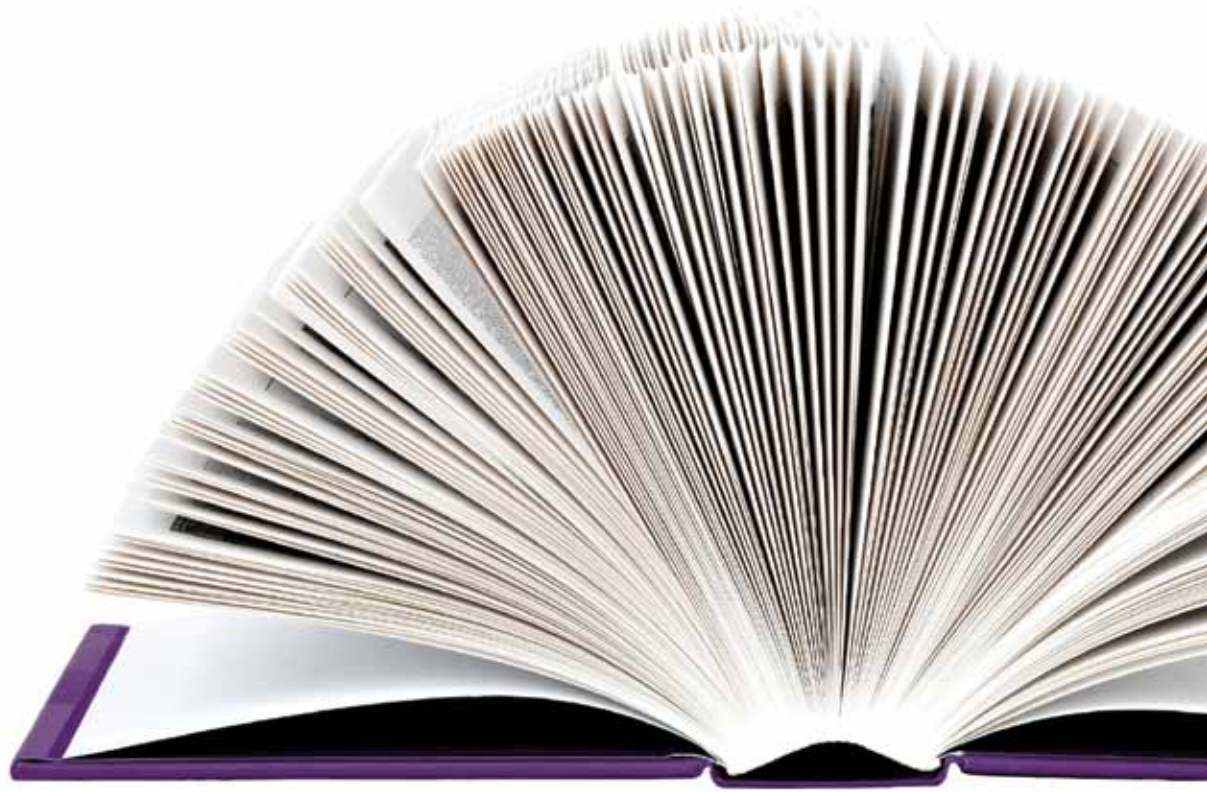
Your Online Education Partner

*All the resources and knowledge to design and customize every aspect of an effective online education program*

Learning House is eager to partner with your institution to deliver high-quality degree programs through an online delivery method that is user-friendly and marketable to prospective students.

We have developed and refined six core services that we package into **ONE SOLUTION** to help your institution become a leader in online education. Each service is designed to support the unique aspects of developing, managing and growing your online education programs. We offer our solution at **no upfront cost**; you pay per enrollment after your online programs launch.

At Learning House, we take pride in our ability to deliver comprehensive, value-added services across the spectrum of online education.



# Curriculum Development

*Designing courses to ensure student and instructor success*

Learning House provides a comprehensive solution to online instruction and curriculum development. We begin by working with educators to develop the curriculum strategy for each online degree program. We develop a schedule of courses that attract and appeal to online learners. We work with your faculty to develop and support each course so that all institutional and program curriculum objectives are met.

## **Course Development**

We provide custom course development for every fully online course that our partner institutions offer. We recognize that a variety of factors influence course development, so we pull content from your current on-campus or online course, our content library, your chosen textbook (upon copyright owner consent) or any mix thereof to create a custom course that suits your needs. A dedicated team of instructional and course designers work to develop each course.

## **Quality Review**

We provide comprehensive course enhancement through the Quality Review Process. Using a modified form of the ADDIE instructional model for course development, we help ensure that our partner schools continuously improve their online courses to meet institutional and curriculum goals.



# Enrollment Management

*Driving students to your online programs*

We examine your current admissions practices and provide recommendations on how you can tailor your approach to recruiting online students. We help you streamline your online admissions process by developing admissions material, including information packets, targeted recruitment letters and online applications. In addition, we market to students who are currently in the admissions funnel in an effort to increase your lead-to-student conversion rate.

For more advanced enrollment management support, we offer Student Development Services, which include lead generation, lead contact, enrollment counseling and retention services (*see Premium Services page for details*).

## Lead Generation

We generate leads for your online programs by creating marketing campaigns that may include the development of:

- Online campus Web presence
- Listing on eLearnPortal.com, our proprietary lead generation site
- E-mail ad and direct-mail campaigns
- Campaign-specific landing pages
- Social media Web presence

For more advanced support, we offer Advanced Marketing Services, through which we develop, implement and manage marketing campaigns for your online programs (*see Premium Services page for details*).



# Technology

*Providing tools to customize and support online programs*

## **Learning Management Systems**

Learning House provides a customized Moodle learning management system and a live virtual classroom for online course delivery. We ensure that Moodle integrates smoothly with your campus management systems, and we automate student enrollment and authentication processes.

Moodle is also available as a Web-Assist service to support traditional on-campus courses (*see Premium Services page for details*).

## **Hosting Services**

Moodle is 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/recovery and security so your school can better utilize financial and human resources. In addition, our off-campus secure data center enables you to deliver online instruction in the event of a natural disaster or public health crisis.

## **Partner Portal**

Our Partner Portal helps you manage your online programs by providing timely information regarding the progression of your online courses. The portal allows you to organize and monitor course launches, retention, recruiting and instructor training.



# Training & Professional Development

*Preparing instructors to teach online*

Learning House provides faculty with in-depth learning management systems and pedagogy training for online course instruction. Training is conducted on-site, live online and via automated on-demand tutorials. We offer a curriculum of professional development courses for instructors, organized into two tracks:

- *Technology Training*: focuses on effectively using learning management systems
- *Best Practices*: focuses on instructional techniques for online delivery

The professional development program provides instructors with a comprehensive understanding of course development and best practices in online instruction.

In addition, we offer enrollment management training to admissions and recruitment staff, as well as specialized training to registrars and administrators.



# Support

*Providing help desk solutions through 24/7 support*

Students and instructors can access around-the-clock support via our online Help Center, which consists of instructor and student-specific resources with answers to common questions and interactive tutorials. In addition, our knowledgeable support representatives provide live assistance via phone, chat and email to address technical questions and promote a successful online teaching and learning experience.



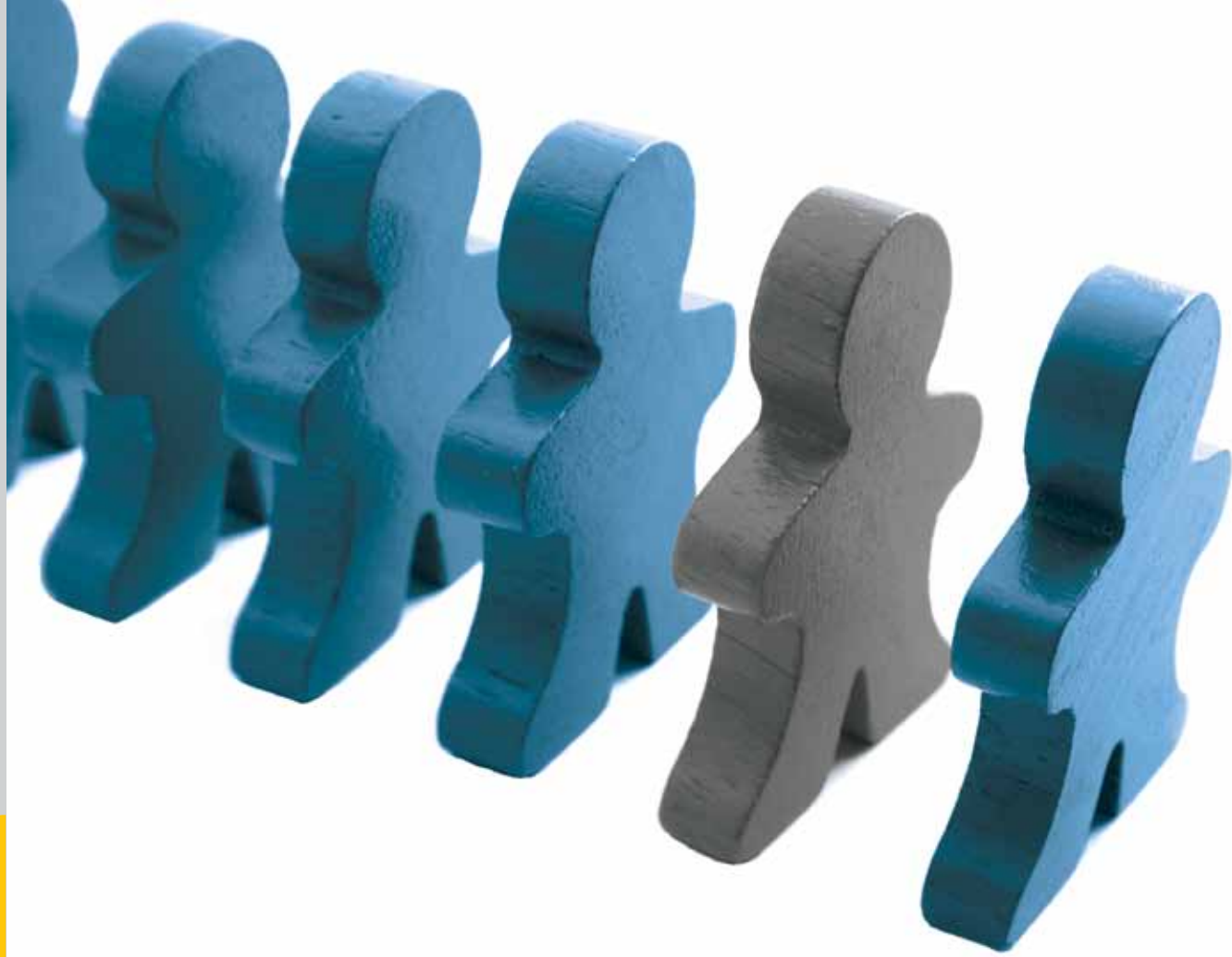
# Consulting

*Promoting best practices for online education success*

With more than a decade of experience, Learning House provides consulting services to ensure the success of your online education programs. We help develop, manage and grow successful online programs by sharing our expertise in the following areas:

- Online program marketability
- Accreditation
- Curriculum strategy
- Student retention
- Competitive practices

As experts in online education, we provide you with tools to deliver high-quality online degree programs. Our Partner Portal provides timely information regarding the progression of your programs and allows you to better manage course launches, instructor training, student recruiting and retention. Upon request, we also assist in locating qualified instructors to supplement your online teaching needs.



# Premium Services

*Offering additional support to grow your online programs*

## **Student Development Services**

Student Development Services apply best practices to help your school become more competitive in student recruitment and retention. We invest in online marketing to generate interest and leads for your online programs. A dedicated team of Lead Contact Agents, Enrollment Counselors and Retention Specialists convert your leads into students and help retain them.

### **Marketing and Lead Generation**

We develop, implement and manage targeted pay-per-click, pay-per-lead, e-mail ad and direct mail campaigns to generate interest and leads for your online programs. In addition, we launch campaigns targeted toward former inquiries and non-converted applicants to generate a renewed interest in your programs.

### **Enrollment Management**

A Lead Contact Agent contacts every inquiry to answer questions, send information and schedule an appointment with an Enrollment Counselor. Enrollment Counselors explain the details and advantages of the program, the online environment and the application process. They also help prospective students complete their applications and collect their transcripts, test scores and financial aid documentation.

### **Retention Support**

Success Coaches provide student orientations and maintain consistent contact with online students throughout their first academic year. They monitor the activity of the online classroom and look for patterns indicating at-risk students. Success Coaches also conduct periodic student satisfaction surveys and create and maintain social networking sites for each online program.



# Premium Services

*Offering additional support to grow your online programs*

## **Student Success Services**

Student Success Services are designed to increase student persistence, retention and graduation rates through institutional retention auditing and student success coaching.

### **Retention Auditing**

We review current retention issues, initiatives and resources. Through the consultation process, we develop a project plan focused on best practices for addressing university-wide student satisfaction issues as well as meeting individual student needs.

### **Success Coaching**

Success coaching aims to help students determine and achieve their educational goals. Our proactive approach to student retention promotes continuous development and success. Success Coaches monitor student activity and look for patterns indicating persistence issues, while providing support to students in establishing and attaining goals.



# Premium Services

*Offering additional support to grow your online programs*

## **Advanced Marketing Services**

Advanced Marketing Services are designed to increase lead volume through Internet Marketing and to pre-screen leads through our Lead Qualification Service. Internet Marketing includes the development, implementation and management of campaigns that promote your online programs. Our call center contacts each lead and transfers qualified leads directly to an admissions representative at your institution.

## **Web-Assist**

Web-Assist uses the Moodle learning management system to deliver course materials and information to a traditional classroom. Web-Assist creates a consistent online and on-campus experience for faculty and students.

## **Student Identity Authentication**

Learning House provides a robust solution to authenticating the identity of online students. We work with Acxiom, Inc. to collect, synthesize and maintain a database of public and nonpublic proprietary records that we use to verify a student's identity. Unlike self-reported data, challenge questions are generated on demand without prior input from students, which ensures that students cannot share their data to circumvent the identity verification process.



# Testimonials

*What our partner schools say about Learning House*

“ Learning House is one of the best partners I have worked with in my 30-year career in higher education. ”

*Everette J. Freeman - President, Albany State University*

“ At all times, the Learning House staff has 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, 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 growing online program, Learning House provides the professional expertise that we need but could not provide to ourselves at this time. I look forward to our continued relationship with Learning House as we grow and expand our online programs. ”

*Dr. Rob Davis, DNP, RN - Dean of Online Education Services, Notre Dame College*

“ 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. ”

*Dr. David Reist - President, Highland Community College*



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