

Sample proposal A

Title	Building the Online Enterprise: Funding, Governance, and Revenue Sharing Strategies
Speaker 1:	Speaker 1, Managing Director, Company A
Speaker 2:	Speaker 2, Chancellor, Research University A
Speaker 3:	Speaker 3, Assistant VP, Research University B
Description:	<p>Nearly all Institutions of higher education now offer online courses of some type, but creating a more unified and comprehensive offering of online/digital courses often requires well-planned financing, governance, and incentives for cooperation among schools and other partners. This panel discussion, featuring representatives from University A, University B, and a consulting company, will discuss their approaches to fostering cooperation and innovation in the expansion of their online and digital offerings. The panel will review lessons learned in the creation of governance and revenue sharing agreements among their schools and campuses and explore the pros and cons of creating both centralized and decentralized approaches to online program management and operations. The panel's presentation will include several approaches to starting new digital offerings and discuss the advantages of a top-down, centralized approach versus a school/campus-driven decentralized approach.</p> <p>Related to this, the panel will talk about which aspects of a digital academic program might benefit from one approach or the other, including: - Program management - Student recruiting - Marketing - Student retention and coaching - Student financial aid - Course development and instructional design - Course registration and bursar activities Beyond this, the panel will explore how financing a new online program offering can be impacted by a university's decision to outsource some or all of its implementation, including marketing, recruiting, course design, learning management platforms, and retention services. The panelist's presentation will include an illustration of the financial scenarios used in considering how to finance and start-up these new online ventures and how accepting an outside partner</p>
Objectives:	<p>Participants will be able to:</p> <ul style="list-style-type: none">• Identify best practices in governance for online/digital programs, plus methods for fostering cooperation and innovation.• Compare the costs of implementing a new program using internal resources versus outsourcing.• Create balanced financial incentives for schools and other partners so new online programs can get off the ground quickly.
Takeaways:	<p>Plan for future contingencies like enrollment spikes, programs that fail, or changes in state funding. These scenarios, and commensurate changes to your funding model, should be reflected in your governance and revenue sharing agreements.</p>

Sample Proposal B

Title	Strategic Business Analysis – keeping your institution competitive through strategic improvement initiatives
Speaker 1:	Speaker 1, Managing Director, Company A
Speaker 2:	Speaker 2, Director, College A
Speaker 3:	Speaker 3, Associate VP, Research University B
Description:	<p>Having already undertaken necessary short-term incremental actions in response to recent economic difficulties, higher education institutions are now shifting their focus to more fundamental and strategic changes in their operations, programs, and services to find new and significant increases in revenues, decreases in expenses, and reallocation of resources. In addition to developing plans to enhance financial stability, management needs to link these financially-oriented plans to institutional strategic plans, as well as engage in substantial change management initiatives to obtain “buy in” to these plans and implement change across their institutions. This presentation will explore strategic improvement initiatives that higher education institutions are employing to enhance their financial standing, as well as summarize the corresponding change management efforts to support administrations’ performance improvement goals. Confronting a limited ability to substantially raise tuition, reduced contributions from endowment investments, and seriously constrained charitable giving and governmental funding, higher education institutions are searching for new and creative strategies to enhance revenues and reduce costs. Learn how institutions have grown income, made wise decisions in cutting costs, and linked these efforts to their strategic plans by undertaking Strategic Business Analyses. We will present the landscape of higher education overall and share research institutions have done on strategic initiatives. Further, we will explore institutions’ decisions to reallocate resources to improve organizational health, as well as various change management initiatives that administration have conducted to communicate with critical constituencies and pursue these challenging initiatives. This methodology helps colleges and universities to develop improved models for their institutions that are aligned with mission, increase revenues, and achieve cost savings in ways that are not incremental, but rather address fundamental changes in operations, tactics, and strategies.</p>
Objectives:	<p>Participants will be able to:</p> <ul style="list-style-type: none"> • Demonstrate an understanding of how Strategic Business Analyses differ from strategy development and operational improvement • Describe the key components involved in such analyses • Identify new revenue enhancement and cost reduction opportunities, as well as how to execute key implementation techniques
Takeaways:	This presentation will provide participants with a set of practical steps and best practices for improving their institutions’ financial performance.