

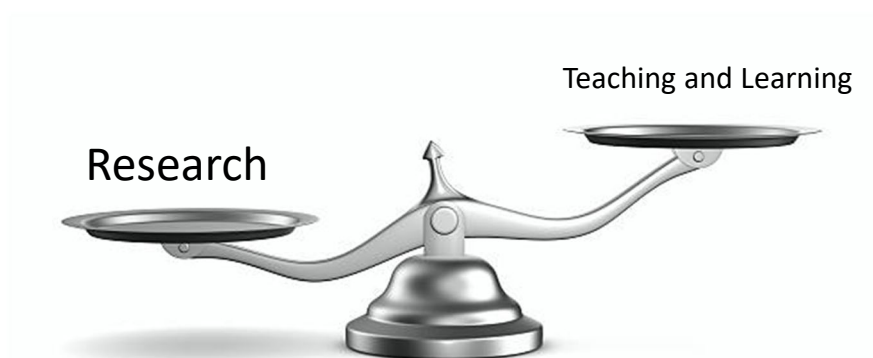


Filling the Custom and Professional Education Pipeline

Prof Colin Royse

Academic Director of Custom and Professional Education, MDHS

Balanced portfolio



Three Streams to the Futures Project Education

other than our
flagship/undergrad
courses



Optimizing existing courses
(Louise Keogh)

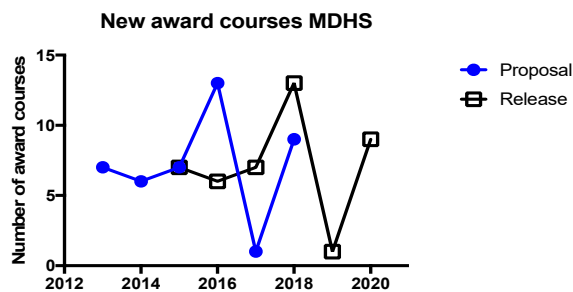


Increase international
Activity (Paul Noonan)



Create new Custom and
Professional Development
courses (Colin Royse)

Very few new course proposals since 2017



Optimizing existing content

(Over 100 award courses)



Portfolio view



Repurpose and repackage



Adding marketing and sales to boost enrolments



Suspending / closing courses with low enrolments

Money drain
Capacity block



Currently - analysis stage

International

Main focus is on increasing international student load for existing courses

Future focus is on exporting education to other countries

- Existing courses
- Online

Current stage – Strategic planning
building collaboration

To make money we must think like a business not like a bureaucracy

Government Excessive Rules
Nonelected Officials System
BUREAUCRACY Trap
Inefficient Public Forms
Dehumanizing Authority
Inflexible Administrators
Complex Red Tape Federal
Routine Bureaus Hierarchy
Complicated Officialism
Policies Large Strict
Power
Public
Regulations

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Identify
roadblocks and
find solutions

Top roadblocks



No Wi-Fi



It is all too hard



Traditional learning philosophy



Long lead time to release new courses



Potential for capacity block



Restrictive pedagogy, limiting scale and reducing profitability

The enemies of profit



Low enrolments



Capacity block



Unable to scale



High-touch online learning



9-5 teaching

Avenues for increasing course delivery in MDHS

MSPACE

Workshop
High-Touch online
Well resourced

Canvas (LE)

Online
LE support
Academic time

Workshop

Poor scale
Academic burnout
Expensive

Mobile Learning Unit

Low-touch online
High scale
High profit

What's in
it for me
(WIFM)

New courses are
seen as extra
load





Poor visibility of
the money

Use by
academics

Reflecting in
promotion
metrics



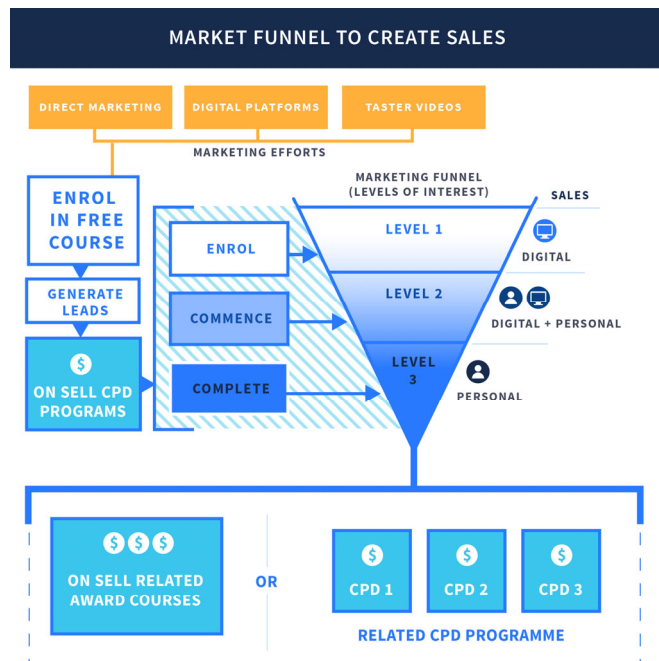
WIFM

-  "The answer is money – now what is your question"
-  We are evaluating what is possible to change the distribution model to incentivize teachers
-  ?? Like Research Grant model
-  Currently - Investigation stage only

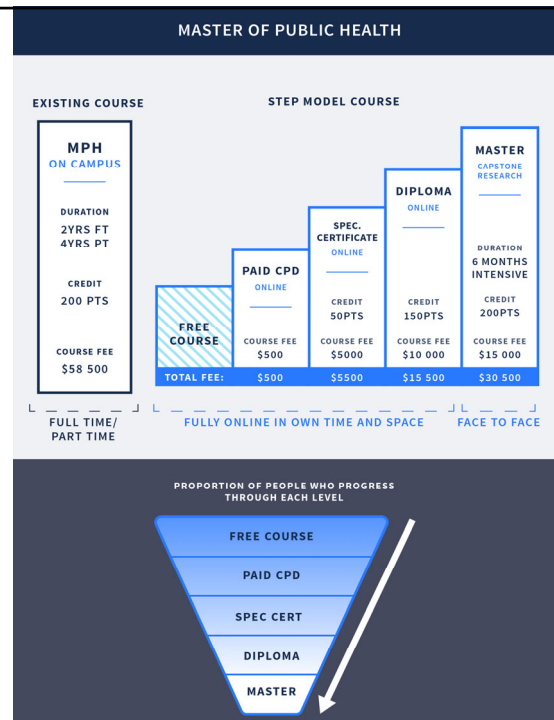
It is just too
hard

COURSE DEVELOPMENT AND DELIVERY SERVICE		ACADEMIC
DESIGN		
<ul style="list-style-type: none"> Meet and greet Course proposal Business plan Approvals <ul style="list-style-type: none"> CPD Award 	<ul style="list-style-type: none"> Assign content experts Develop course content map 	<ul style="list-style-type: none"> Co-develop course map Co-develop business plan Arrange content experts
CONSTRUCTION		
<ul style="list-style-type: none"> Project management Content expert management Logistics 	<ul style="list-style-type: none"> Editing Publishing content online 	<ul style="list-style-type: none"> Write content Approve content Manage tutors Assist with CPD Accreditation
DELIVERY AND SUPPORT		
ONLINE <ul style="list-style-type: none"> Enrol Deliver Support Updates to content Review feedback Participant management Provide technical support Triage academic support 	FACE TO FACE <ul style="list-style-type: none"> Logistics Manage participants 	<ul style="list-style-type: none"> Answer academic support Deliver face to face content Review feedback Provide updates
MARKETING		
<ul style="list-style-type: none"> Initial Market analysis Construct marketing assets Feed marketing channels- eg social media 	<ul style="list-style-type: none"> Lead generation and capture Create Market Funnel Collaboration/Societies 	<ul style="list-style-type: none"> Establish collaborations Assist in the creation of marketing assets
SALES		
<ul style="list-style-type: none"> Receive leads Digital follow up Personal follow up 	<ul style="list-style-type: none"> On-sell next or aligned programs Establish target Measure sales success 	<ul style="list-style-type: none"> Approve discount strategies

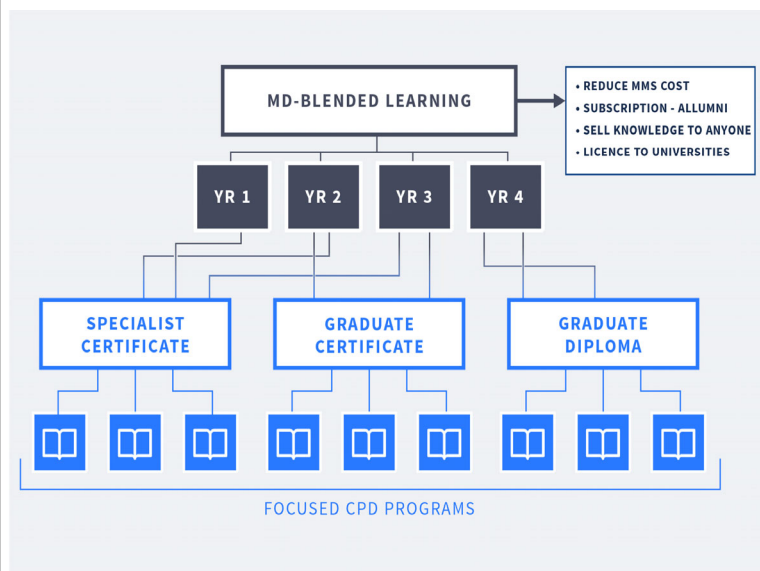
Marketing
and sales



Increase
capacity for
existing
courses



Repurpose
and
repackage





Overarching problem

Motivating academics to produce content!