

Welcome to today's **University Business** web seminar

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# The Changing Landscape for Continuing Education



**Alexander Arthur**  
Snr. V.P. Sales &  
Marketing  
Orbund LLC



**Paul Rutledge**  
Dir. Business  
Development  
Orbund LLC

**Thank you for joining us!**  
**The web seminar will start promptly at 2:00 ET.**

# The Changing Landscape for Continuing Education

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The web seminar will start shortly at 2:00 ET.*

**For technical support:**

Use the [Chat panel](#) at the right of your screen. Select the name of our event Host, Steven Blackburn, and type your message.



**No computer speakers? Prefer to listen privately?**

Dial the phone number and access code posted in the Chat window.

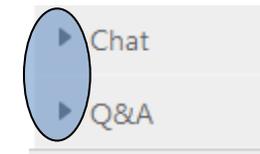
**To submit a question to our panel:**

Use the [Q&A panel](#) at the right of your screen. Send your question to All Panelists, the default option.



**Don't see a panel?**

Click the "expand panel" triangle in front of the panel name.



**Need to access the presentation at a later time?**

Everyone will receive an email with links to the slides and the archive recording later today.

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“Chat” for tech support

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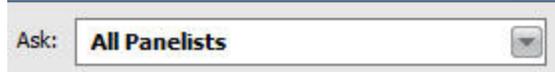
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“Q&A” for panelist questions



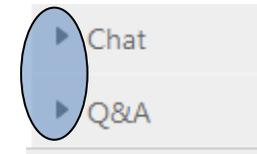
Ask: All Panelists

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# Changing Landscape for Continuing Education

with

Alexander Arthur and Paul Rutledge

Orbund LLC



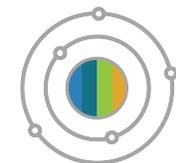
# Presenters



Alexander Arthur – V.P. Sales & Marketing



Paul Rutledge – Director Business Development



## Introduction

Student demographics are changing. The demand for higher education must evolve to meet the need. COVID has hastened the embracement of “IDL” – Interactive Distance Learning. Postsecondary education must evolve to embrace PCO- Professional, Continuing and Online education.

We will discuss:

- The Demographics of the current postsecondary students
- How Continuing Education is being impacted
- How technology needs to support this aspect of the new education model



**Baby boomer**  
1940–59



**Gen X**  
1960–79



**Gen Y (millennial)**  
1980–94



**Gen Z**  
1995–2010

Context

- Postwar
- Dictatorship and repression

- Political transition
- Capitalism and meritocracy dominate

- Globalization
- Economic stability
- Emergence of internet

- Mobility and multiple realities
- Social networks
- Digital natives

# Who are they?

Born 1981-2000, Millennials are the most diverse generation we have had to teach.

Traditional teaching and student services "do not apply."

The last wave is college-age.

Now, they are adult learners.

They forever changed education.



## What are they?



"It is a riddle, wrapped in a mystery, inside an enigma."

Millennials openly admit to self-contradictions.

**75**

Percent  
of U.S.  
workforce  
by 2020

**44**

Percent  
planning to  
complete  
a college  
degree

**1**

Trillion dollars  
in student  
loan debt

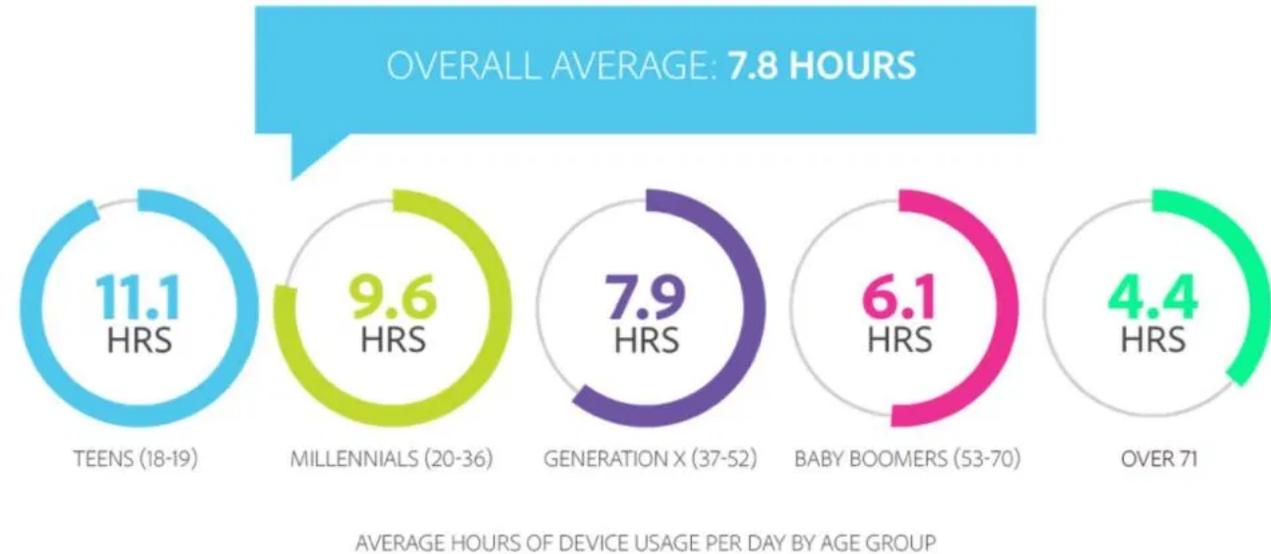


Source: Education Initiative (2019)



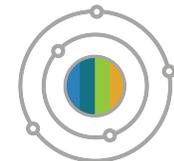
# New normal

- Convenience, 24/7
- Teaching how vs. what
- Self-paced
- What's needed, when needed



# What's next?

As Millennials become the instructors and administrators, who are they recruiting and teaching?





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**Behavior**

- Idealism
- Revolutionary
- Collectivist

- Materialistic
- Competitive
- Individualistic

- Globalist
- Questioning
- Oriented to self

- Undefined ID
- “Communaholic”
- “Dialoguer”
- Realistic

**Consumption**

- Ideology
- Vinyl and movies

- Status
- Brands and cars
- Luxury articles

- Experience
- Festivals and travel
- Flagships

- Uniqueness
- Unlimited
- Ethical

McKinsey&Company

'Undefined ID'  
"Don't define yourself  
in only one way"



Expressing  
individual **truth**

'Communaholic'  
"Be radically  
inclusive"



Connecting through  
different **truths**

'Dialoguer'  
"Have fewer confrontations  
and more dialogue"



Understanding  
different **truths**

Realistic  
"Live life  
pragmatically"



Unveiling the **truth**  
behind all things

## Truth seekers

The search for truths is at the heart of Generation Z.

Why wouldn't we include everyone?

How come we consume so much?

What is the point of putting me in a box or category?

**72%**  
of high schoolers  
want to start a  
business someday



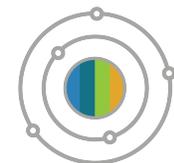
**61%**  
would rather be  
**entrepreneurs than**  
**employees** after college

**OF 13 TO 21-YEAR-OLDS**



# The road behind, the road ahead

We are doing better than some might think. The job ahead is technology-dependent.



# JIT Learning

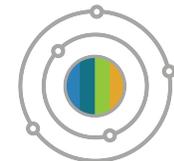
“We’re going to move towards an outcomes-focused, learning-based curriculum, rather than a system that bases itself on credits accumulated or time spent in the classroom.”

“In the past, people wanted time to pursue learning that led to degrees; now, people look to higher education for just-in-time learning.”

“Within the next several years, the number of people seeking just-in-time learning will overshadow those going to college for traditional degrees.”

*Arthur Levine | President, Woodrow Wilson Foundation*

*Higher Ed as a Business interview 8/27/2018*



# Re-Imagining

Divisions should look to adapt their business processes to new tools and systems rather than trying to customize systems to fit their existing business processes, which are often outdated and should be more flexible.

Nicole Westrick  
Associate Vice Provost, Temple University

*The EvoLLLution, 11/30/16*



# Key areas for technology

## Open APIs

- Easier integration
- Cost-efficiency
- Security

## Mobile devices in teaching and learning

- Live interactive classrooms
- Collaborative (more than poll-taking)

## Open educational resources

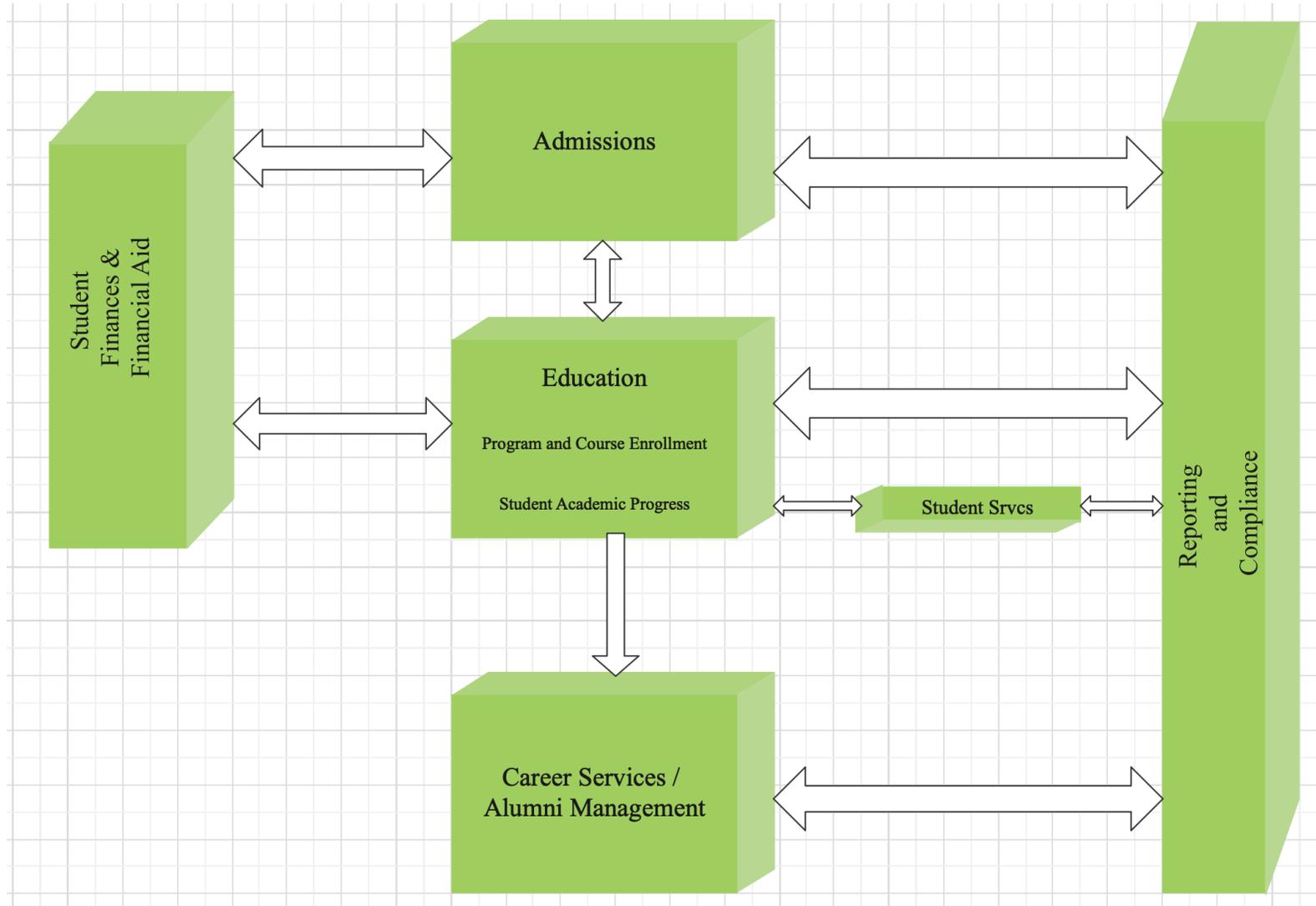
- Portability of credits
- Lower cost texts
- Access advanced or interdepartmental tools

## Analysis of student data

- Predict student success and engagement
- Proactive advising and planning

Source: "Higher Education Trends to Watch," EDUCAUSE (2019)

# How does all this Flow?



#### Today's Reminders (4)

DATE	PERSON	NOTE
May 01, 2019	Nina LIU	Call student
Jun 18, 2019	Catherine Stamps	Connect
Sep 05, 2019	Edwardo Campus	Call prospect
Apr 17, 2020	Kathryn Bigelow	Call student.

#### Lead Source Performance Report (4)

Source	Percentage
DOD	29%
Search	29%
Tradeshaw	14%
Website	14%

#### Top 5 programs per active Students (5)

Program	Percentage
BSMATH	39%
BBA	17%
MSMATH	17%
RP7500	11%
DIPMATH	11%

#### Top 10 Programs with high AR (9)

Program	AR (Approx.)
BSMATH	45000
DIPMATH	25000
RP7500	20000
MSMATH	15000
NURS1	10000
PBTMY	8000
BCSE	5000
BBA	3000
PBTMY - PT 1	1000

#### Forms Need Review (8)

FORM TITLE	FORM FOR	SUBMITTED BY	CREATED
Release and Waiver Form	Bigelow, Kathryn (Student)	ADMIN	8/10/2020 11:11 AM
Release and Waiver Form	Bigelow, Kathryn (Student)	ADMIN	7/31/2020 12:31 PM
Release and Waiver Form	Bigelow, Kathryn (Student)	ADMIN	7/21/2020 1:29 PM
Release and Waiver Form	Bigelow, Kathryn (Student)	ADMIN	6/16/2020 1:39 PM
Release and Waiver Form	Bigelow, Kathryn (Student)	Kathryn Bigelow (STUDENT)	5/20/2020 4:48 PM

#### Shopping Cart Logs (11)

NAME	PAYMENT METHOD	AMOUNT	DATE/TIME
Christelle Joseph (Student)	Purchase Order	1800.00	9/17/2020 10:31 AM
Zuber Singh (Student)	Purchase Order	1800.00	8/28/2020 9:46 AM
Sofia Montoya (Student)	Purchase Order	1800.00	8/26/2020 11:48 AM

# Admissions

Marketing to a different prospect pool

Traditional onboarding process is more immediate

# Short Course Registration Portal

Streamlines onboarding for  
certain courses

Direct access to course materials

Automatic issuing of Certificate of  
Completion

Portal can be incorporated into  
website and other marketing sites



**Orbund Demo Institute**  
7300 W 110th Street Suite 700, Overland Park, KS 66210

**Campus:** All **Department:** All **Category:** All

**Filter**  *Type anything to find in list below*

**BIOL 350 Principles of Genetics**

[View Description](#)

Available Sessions	Location	Dates	Time	Instructor	Coordinator	Instructional Hours	Lab Hours	Clinical Hours	Lesson Duration	Seats Available	Tuition	Fees	Price
08012016_10 BIOL 350		Jan 1, 2016 - Oct 10, 2017		CHASTAIN, JESSICA		39.0	0.0	0.0	1.0	76	\$1800.00	\$0.00	\$1800.00

[Select Class](#)

---

**COMS 130 Speaker-Audience Communication**

[View Description](#)

Available Sessions	Location	Dates	Time	Instructor	Coordinator	Instructional Hours	Lab Hours	Clinical Hours	Lesson Duration	Seats Available	Tuition	Fees	Price
INDEPENDENT STUDY 1367.524.54289.5268		Mar 1, 2016 - Dec 31, 2018		CHEN, CHIN (Capentary) LOU		0.0	0.0	0.0	0.0	996	\$1800.00	\$0.00	\$1800.00

[Select Class](#)

ORBUND - Einstein

**Orbund Demo Institute**

HANIEF administrator Logout Live Help Find it!

**Academics**

Attendance / View Attendance Record

**Attendance Record**

P=Present; A=Absent; A\*=Absent excused; T=Tardy/Late; T\*=Tardy/Late excused

Class: COLLEGE ALGEBRA  
 Course: MATH 101 College Algebra  
 Student: 2030 John Webb  
 Attendance Rate: 100%  
 Total Lessons: 1  
 Times Present: 1  
 Times Absent: 0  
 Times Tardy: 0  
 Times Absent Excused: 0  
 Times Tardy Excused: 0  
 Times Left Early: 0  
 Total Hours Attended: 0.75

MONTH/DAY/SESSION	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
January, 2013	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
February, 2013	1	-	-	-	-	-	-	-	-	-	P	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
March, 2013	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
April, 2013	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	

# Attendance

Post and view attendance records.

Click to pull reports.

Use workflows that auto-alert students, instructors, other staff when poor attendance presents a risk.

# Advising

Track graduation requirements per program.

Push news of progress to help with course selection, class enrollments, degree audits and overall course offerings.

Make the advisor's job more automated.

Enable her to focus on the individual student's engagement—rather than figuring out the specific path.

Student / Graduation Requirements

**Graduation Requirements**

Student ID ST54289  
 Student Name Kathryn Bigelow

Program Bachelors in Mathematics [Print graduation requirements](#)  
 GPA 3.26  
 Credit Hours Required 83.0 Credit Hours Completed 50.0

**General Courses - CONCENTRATION IN APPLIED MATHEMATICS AND RELATED FIELDS**

COURSE NUMBER	COURSE TITLE	COMPLETED	CREDITS
BIOL 350	Principles of Genetics	A	3.0
ECON 526	Introduction to Econometrics		
PHSX 313	General Physics III	A	3.0
Total Credits			6.0
Minimum Required			9.0

**General Courses - CORE COURSES**

COURSE NUMBER	COURSE TITLE	COMPLETED	CREDITS
101 MATH	College Algebra	Enrolled	3.0
Total Credits			3.0
Minimum Required			30.0

**General Courses - ELECTIVE COURSES**

COURSE NUMBER	COURSE TITLE	COMPLETED	CREDITS
---------------	--------------	-----------	---------

# Career Placement / Externship

Manage placement activity and employer-matching.

Track alumni career placement data.

Make reporting and accountability quicker, easier.

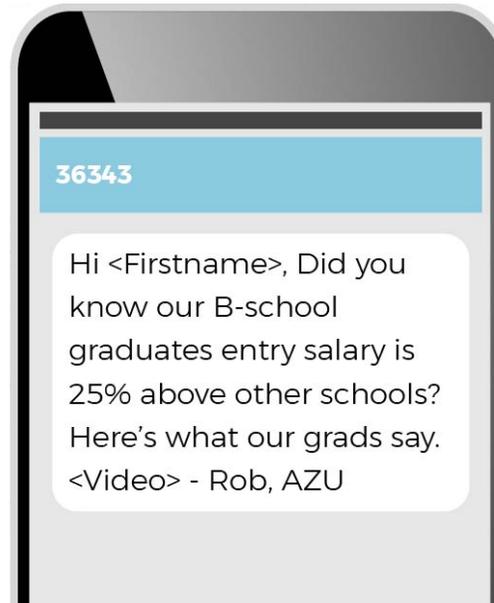
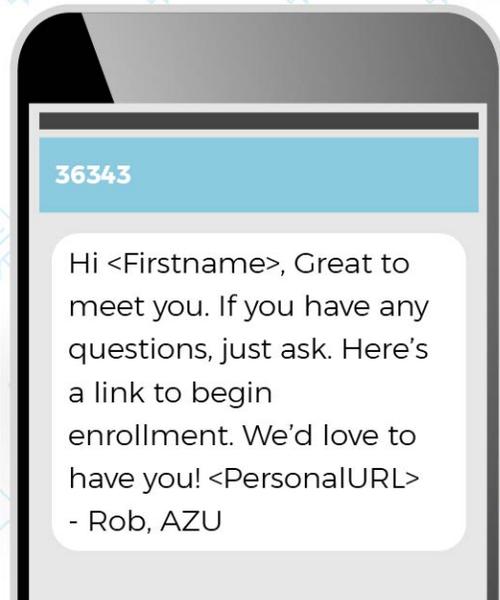
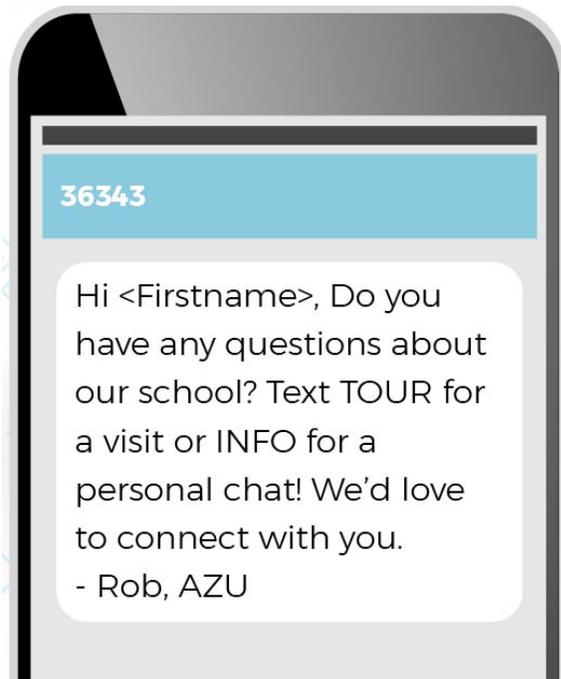
The screenshot displays the Orbund Demo Institute web application interface. The browser title is 'ORBUND - Einstein'. The page header includes the Orbund logo, the text 'Orbund Demo Institute', and user information for 'HANIEF administrator' with 'Logout' and 'Live Help' links. A search bar is also present.

The left sidebar contains a navigation menu with the following items: Start Page, Communication, Staff & Contacts, Students (selected), Applications, Student Records, Graduation Requirements, Payment & Invoice, Attendance Record, Mid-Term Report, Semester Report, Pre-University Transcript, Academic Transcript, Career Placement (highlighted), Library Record, Academics, Finance, Schedules, Reference, Printing, Reports, and Tracking.

The main content area is titled 'Students' and 'Career Placement / New Career Placement Record'. It features a 'New Career Placement Record' form with the following fields and options:

- Date of Contact: 4/6/2013
- Staff Initials: [text input]
- Placement Status: [dropdown menu]
- Company Name: [text input]
- Job Type: Full Time
- Weekly Hrs.: 0
- Company Address: [text input]
- City: [text input]
- Zip: [text input]
- State: [text input]
- Country: [text input]
- Salary Amount: 0
- Salary Type: [dropdown menu]
- Company Type: [dropdown menu]
- Training Related Employment:  Yes  No
- Contact Name: [text input]
- Title: [text input]
- Phone: [text input]
- Fax: [text input]
- Email: [text input]
- Web: [text input]
- Position: [dropdown menu]
- If Other: [text input]
- Position Status: [dropdown menu]
- Hired Date: 4/6/2013
- Benefits:  Yes  No
- Waiver:  Yes  No
- Job End Date: [text input]
- Place of Work: [text input]
- Reference: [text input]
- Career Comments: [text area]
- Customer Satisfaction Rate: 100 %
- Customer Satisfaction Rate Fall Off:  Yes  No
- Highest Level Of Certification: [dropdown menu]
- Resume Done:  Yes  No
- Staffing Services:  Yes  No
- Funding Source: [dropdown menu]
- Resume Posted:  Yes  No
- 3 Job Leads:  Yes  No
- Re-Enrollment: [text input]
- Re-Enrollment Type: [dropdown menu]

A 'Submit' button is located at the bottom of the form. On the right side of the form, there is a link for 'New Career Placement Record' and a sub-link for 'View Career Placement Records'.



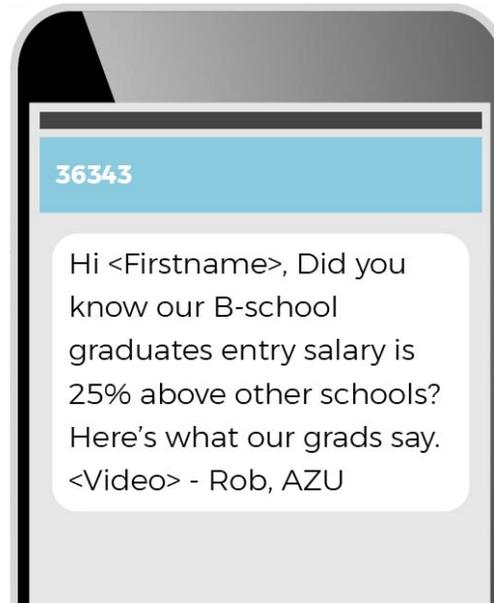
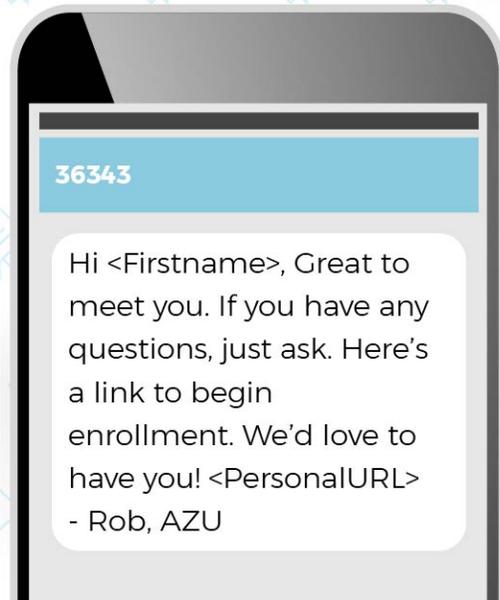
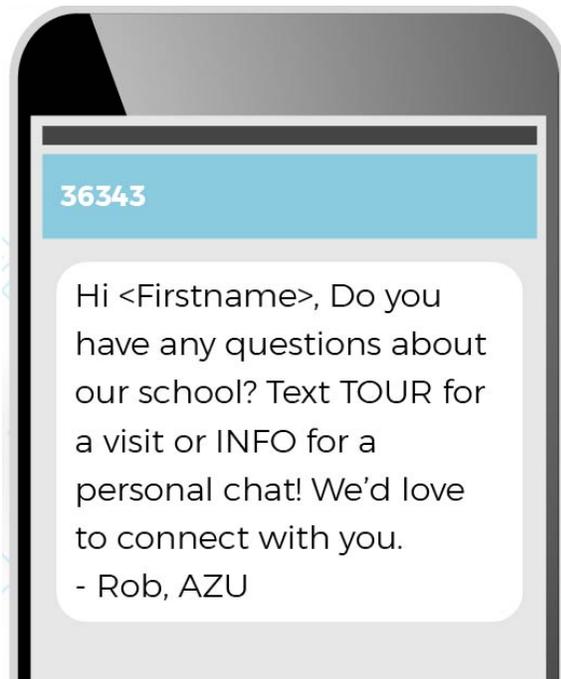
## Keeping it real

Automate and personalize text messages.

Communicate in small steps as the relationship develops.

Show you are efficient, respect the student's time and always encouraging.

# Text is So Yesterday!



## What about Voice?

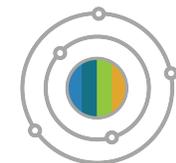
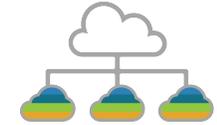
Does it matter how they get information?

Why force them to logon to a portal?

Can we leverage natural language systems?

# Conclusion

Cultural shifts by Millennials and Gen Z are changing education. We've done a better job than we give ourselves credit. Going forward, we must prepare for an even more open, more mobile student experience.





Paul Rutledge  
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Alexander Arthur  
alex.arthur@orbund.com



# Q&A

Thank you!



# The Changing Landscape for Continuing Education

## Q&A



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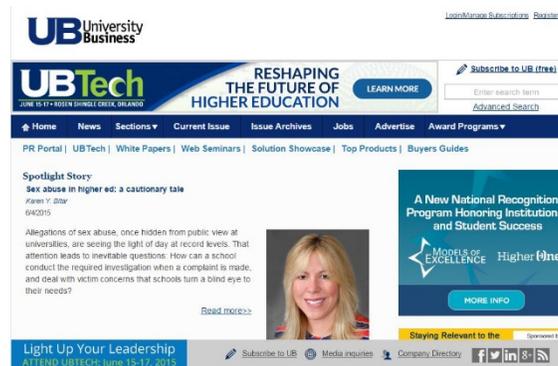


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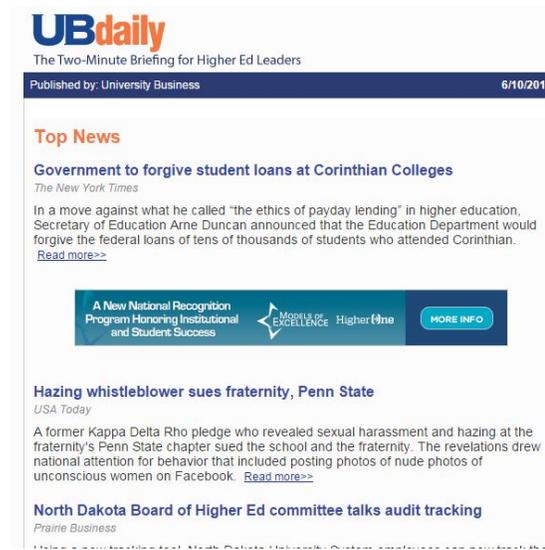
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<http://www.UniversityBusiness.com/Web-Seminars>

You will also receive an email later today with a link to the slides.