

Designing an Online Education Strategy – and How EAB Can Help



As universities look to tap into new markets and adapt to the changing preferences of student populations, an online education strategy is essential. To help universities avoid misconceptions or false starts, EAB works with its partners across five executive decision points when designing an online education strategy, offering a combination of tools, guidance from subject-matter experts, and reports from our Market Insights service.

You can learn more about each – and review five change-management tenets critical to online strategy success – at eab.com/OnlinePortfolioStrategy.

Executive Decision Points

- ▶ **In which markets and with which programmes can we expect to compete?**
- ▶ **How will we differentiate our online portfolio in a crowded market?**
- ▶ **Should we build in-house capabilities or work with an online programme management provider?**
- ▶ **How should we organise internally for success?**
- ▶ **Which programmes should we launch first?**

EAB Resources and Guidance

Market Insights: Course Feasibility Reports

Dynamic Strategy and Differentiation Intensive

Online Programme Management Toolkit

EAB Online Education Organisational Benchmarking

Market Insights: Market Opportunity Scan