

# Delivering public-good outcomes through PPPs

**Jonathan Harms** - Executive Director of Partnerships, Pearson UK



# The Importance of PPPs

The prospect of a great collaboration

## Definition

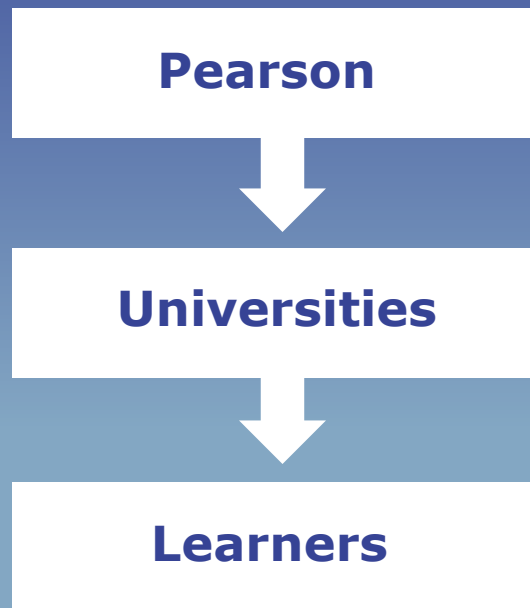
“PPPs... enable the public sector to harness the **expertise** and **efficiencies** that the private sector can bring to the delivery of certain **facilities** and **services** traditionally procured and delivered by the public sector”.



# Pearson's New Higher Education Partnerships

Placing the student at the centre of all efforts

## Traditionally



## The Future

"Learner Outcomes"

"Efficacy"



# Focus On Outcomes

We are adapting to achieve efficacy

## Northeastern University's Online Master of Science in Finance Outcomes Data

### Why Choose Northeastern

Surveyed alumni from Northeastern University's Online Master of Science in Finance (MSF) ranked these characteristics as important to very important:



Connection to career goals



Accommodation to work schedule



AACSB accreditation



Northeastern's reputation

### By the Numbers

Since enrolling in Northeastern University's Online Master of Science in Finance (MSF)...



**83%** of alumni surveyed received more managerial responsibility.



**75%** of alumni surveyed received an increase in salary. Of these, 88% received a salary increase of 10% or more.

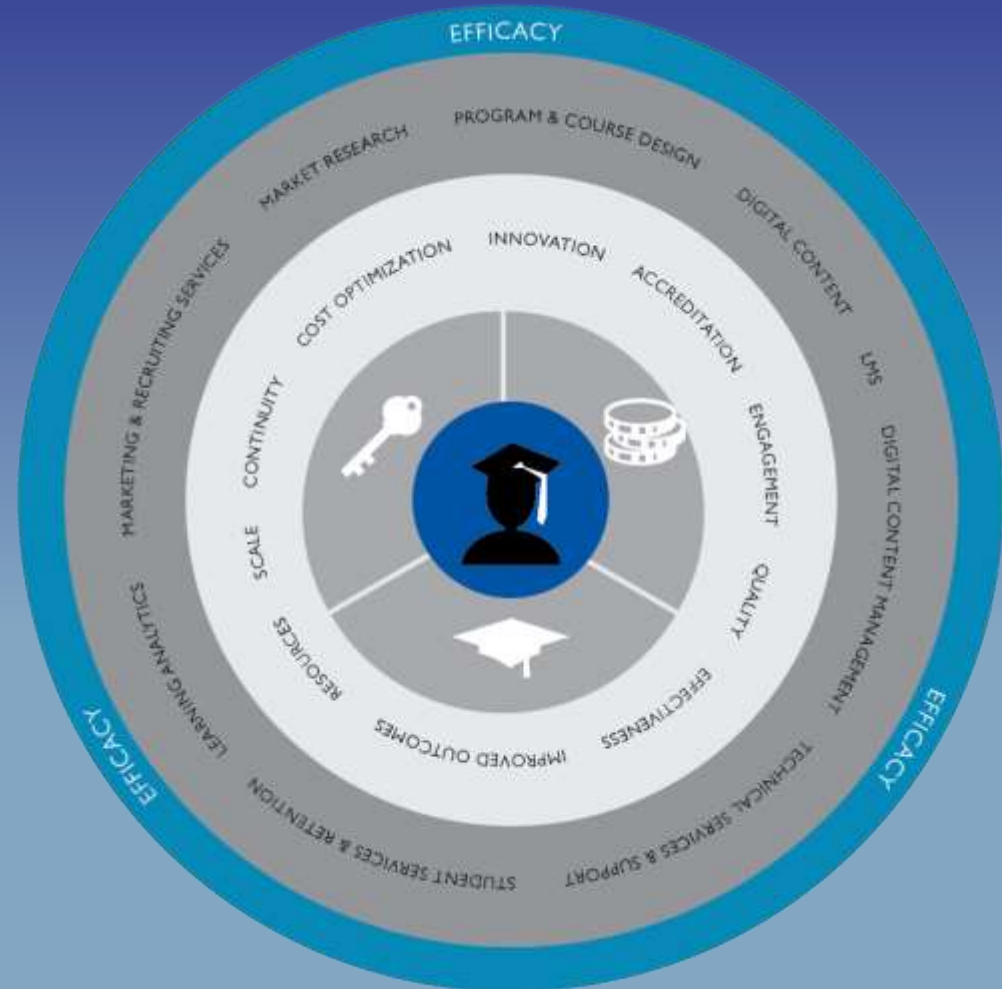


**9/10** alumni surveyed rated their Northeastern University Online Master of Science in Finance (MSF) educational experience as good to outstanding.

# Inside Services

## Services and competencies for launching online

- **Market Viability Research**
- **Readiness Assessments**
- **Programme Investments**
- **Marketing to Prospective Students**
- **Recruitment Services**
- **Curriculum Model Design**
- **Course Design and Development**
- **Faculty Support & Training**
- **Online Learning Management**
- **Student Retention Services**



# Pearson's Partnerships In Higher Education

A sample overview of our global partners



UNIVERSITY OF MARYLAND

UF UNIVERSITY of FLORIDA

THE UNIVERSITY OF ARIZONA



THE GEORGE WASHINGTON UNIVERSITY  
WASHINGTON, DC

UNIVERSITY OF Cincinnati

PEPPERDINE UNIVERSITY

MARYVILLE UNIVERSITY  
ST. LOUIS



WASHINGTON STATE UNIVERSITY

UNIVERSITY OF SAN FRANCISCO

ADELPHI UNIVERSITY

NJIT  
New Jersey's Science & Technology University

UAB THE UNIVERSITY OF ALABAMA AT BIRMINGHAM

UIC  
UNIVERSITY OF ILLINOIS AT CHICAGO

# An Effective Partnership Framework

## University retains full control

### **Marketing:**

- University brand standards adhered to
- University approves materials (images, text, etc.)

### **Admissions:**

- University establishes all admissions criteria
- University makes all admissions decisions

### **Tuition:**

- University establishes tuition rates

### **Course Content:**

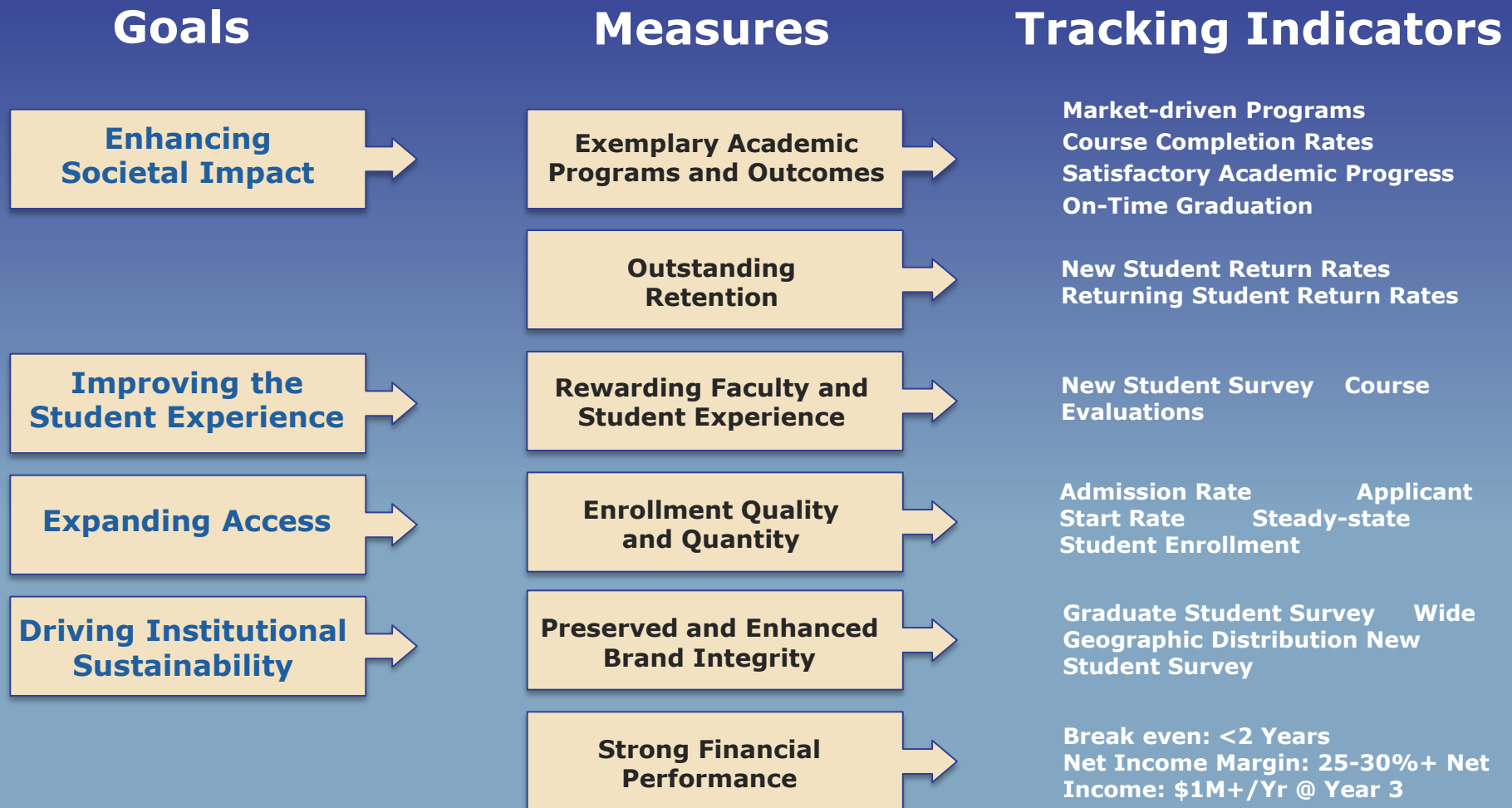
- Course content is provided/owned by university and/or faculty
- Faculty approves all course elements prior to online delivery

### **Instruction:**

- Instruction delivered/overseen by university faculty

# Vision of Success

## Public-good outcomes





# Final Thoughts

Future partnerships with the learner at its heart

- A great environment to learn
- The best systems that underpin great teaching
- Higher Education ever more closely linked to great careers
- The evidence to prove new partnerships work



# Thank you



Jonathan Harms

Executive Director of Partnerships,  
Pearson UK

+44 (0)1279 623 192

[Jonathan.harms@pearson.com](mailto:Jonathan.harms@pearson.com)