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

Pearson

Universities

Learners

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
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

### Goals

- **Enhancing Societal Impact**
- **Improving the Student Experience**
- **Expanding Access**
- **Driving Institutional Sustainability**

### Measures

- **Exemplary Academic Programs and Outcomes**
- **Outstanding Retention**
- **Rewarding Faculty and Student Experience**
- **Enrollment Quality and Quantity**
- **Preserved and Enhanced Brand Integrity**
- **Strong Financial Performance**

### Tracking Indicators

- Market-driven Programs
- Course Completion Rates
- Satisfactory Academic Progress
- On-Time Graduation
- New Student Return Rates
- Returning Student Return Rates
- New Student Survey
- Course Evaluations
- Admission Rate
- Applicant Start Rate
- Steady-state Student Enrollment
- Graduate Student Survey
- Wide Geographic Distribution New Student Survey
- Break even: <2 Years
- Net Income Margin: 25-30%+
- Net Income: $1M+/Yr @ Year 3
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

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