

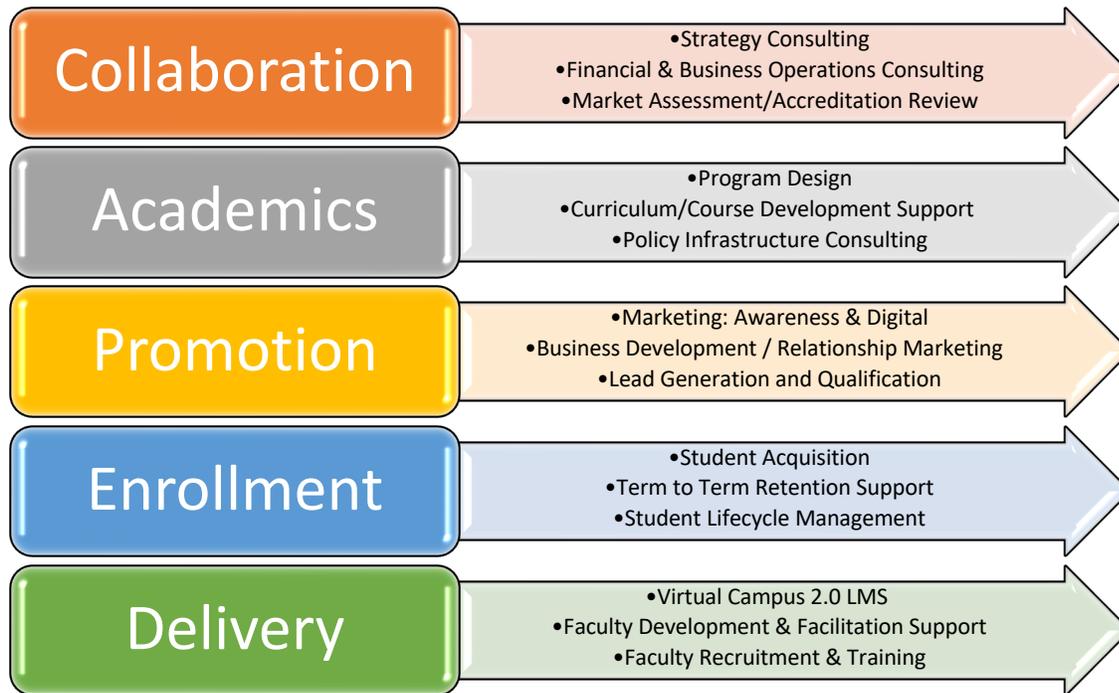


## **Solutions for Post-Traditional Higher Education**

Capital Education (CapEd) has been a full-service provider of digital, online and post (non)-traditional learning solutions to colleges and universities for over 10 years. Our collective experience and diversity of partnerships has led to a deep understanding of both institutions of higher education and the learners that engage with them. This understanding and expertise come alive in our partnerships where we endeavor to align our partners, their programs, and their missions with these post (non)-traditional students for the creation of highly engaged student experiences that manifest high quality, revenue producing outcomes. As the online market has grown in competition and complexity, CapEd has extended and grown its service lines to be more inclusive and adaptive to partner needs. This solutions focus is designed to support the broadest strategic intents of our partners as they provide a service to the post (non)-traditional student market. Given that partner needs vary, our partnership model is custom built for each client allowing for packages that range from full service/revenue share relationships to fee for service engagements. Our consultative approach allows potential partners the opportunity to learn about and from us through our comprehensive assessment and feedback process. As we develop the most appropriate package of services, CapEd's commitment to our partner's success is backed by our willingness to absorb online program setup and investment costs, and our focus on providing an end-to-end, outcome-based solution.

Capital Education, LLC (CapEd) is a privately held subsidiary of Pansophic Learning.

## Our Service Solutions Model: What we do



### Collaboration/Strategy Development

- Readiness Assessment & Consulting - Deploy CapEd functional area expert consultants to meet with a variety of faculty, administrative and support service groups to assess institutional competencies and gaps in preparedness to thrive in the post-traditional market.
- Business Operations - Provide resources such as modeling tools, training & peer collaboration opportunities and consulting services to partners in optimizing infrastructure and systems.
- Market Assessment - Present analysis of the post-traditional landscape of higher education from a national and regional perspective. Assess and inform the competitive environment for proposed program mix, targeted audience segments and location strategy.
- Program Mix – Identify a mix of undergraduate and graduate programs that leverages the strengths of a variety of academic disciplines developing programs that promote curricular efficiency, laddering of progressive degree attainment opportunities, and demonstrate sensitivity to market opportunities.
- Financial Modeling – Develop a modeling tool reflecting mutual enrollment and program development goals, anticipated resource allocations and project revenue expectations.

## Academics

- Program Design- CapEd Academic Services provides detailed recommendations of industry standards and competitive features of post-traditional program design. Engage with faculty and program administrators to develop fully online programs that are aligned with University and Program

outcomes attainment standards, competitive advantage of comparable regional University offerings and employment market standards.



### Outcomes

- Accreditation-Standards & Assessment
- Disciplinary Expectations
- Mission and Values-General Education
- Policy Structure and Support
- Application and Beyond

- Curriculum/Course Development Support – CapEd’s Instructional Design team provides course development services to each faculty Subject Matter Expert (SME) in developing master courses in the Virtual Campus learning

management system. Using customized tools, CapEd partners with SMEs to identify or create resources and provide recommendations to assist the SME in optimizing the expression of course outcomes and the student

### Experiences

- Intentional Course Design within an Inter-connected Curriculum Map
- Expert Facilitation with Relevant and Applied Learning Opportunities
- Deliberate Acknowledgement of Learner Motivation, Development & Experience



experience. The Instructional Designer will build the master course into the Virtual Campus as guided by SME and approved by the program director.

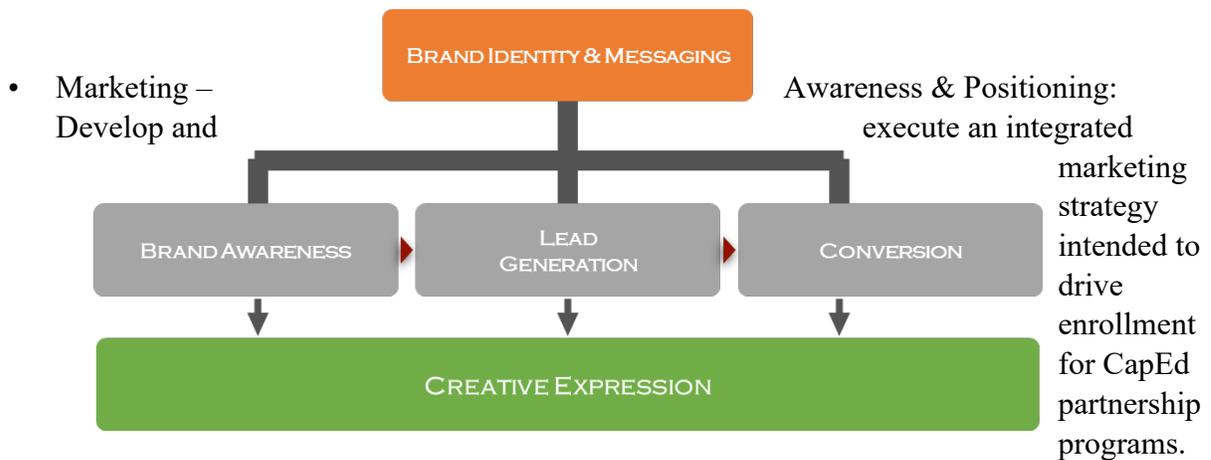


### Market Alignment

- Cost
- Time
- Credit Hours Required
- Map to Work/Employment/Application
- Policy Structure and Support

- Policy Infrastructure Consulting- Assist in developing policies and service infrastructure to align and complement the program set. Institutional policy aligned cleanly to support post-traditional education initiatives is a critical strategy component in establishing the University as a competitive force in educating this specific population of students. (Admission criteria, transfer credit policy, full program / academic year registrations procedures, etc.)
- Accreditation Preparation and Review – CapEd’s Executive Team provides collaborative assistance in preparing resources for programmatic regional and professional accreditation review and/or application.

## Promotion & Marketing



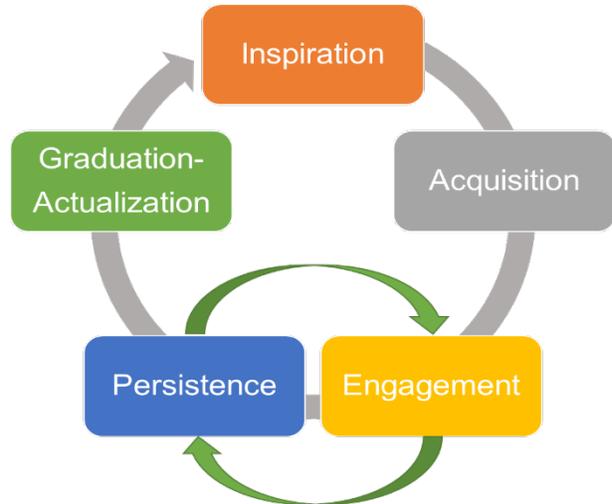
Assessment and consultation of the University’s brand expression and market responsiveness. Develop brand-consistent, customized creative expression, positioning, and messaging strategy to enhance awareness and campaign response rates.

- Business Development / Relationship Marketing - Engage CapEd business development professionals in seeking productive relationships with key private and public entities aligned with program offerings.
- Lead Generation & Qualification- Drive leads to the enrollment funnel through customized microsite and landing pages. Qualify lead traffic with basic program qualification factors prior to directing them into the admissions engagement strategy.

## Enrollment

- Student Acquisition- CapEd admissions professionals engage prospective students in a consultative sales process designed to match high quality candidates with partnership programs. The admissions team will guide the prospective student through the process of preparing a full admission application portfolio for review and acceptance by an institutional partner.
- Term to Term Persistence Support- Progressive program design and policy are critical in creating an unobstructed path for student persistence toward graduation. However, additional communication and intervention strategies are deployed by CapEd to proactively encourage student progress. Persistence strategies are coordinated and executed by CapEd in collaboration with other student support functions to ensure clear and direct communication to students.

- Student Lifecycle Management- CapEd Service Team will deliver a student engagement strategy from the point of initial inquiry through graduation. Active lifecycle management intends to create strong ties to the institutional experience and encourages active alumni support cultivating the opportunity to continue to build academic credentials through the University's program offerings.



### Delivery

- Virtual Campus 2.0 Learning Management System – CapEd will provide a personalized instance of our customized version of Canvas by Instructure to deliver the high-quality course experiences designed and built by the SME / Instructional Design teams.
- Technical Support Services – CapEd provides technical support services for students and faculty participating in Virtual Campus coursework.
- Faculty Development & Facilitation Support—CapEd provides faculty development programming to support engaging, online course design and development, online certification and delivery support, and content and master course consultation.
- Faculty Recruitment -- CapEd will facilitate and support access to part-time/adjunct content & online facilitation experts that have been trained and certified through the CapEd faculty training approach.

### Leadership: Who we are

Capital Education has worked diligently to recruit and retain industry leaders that are not only passionate about higher education, but its continued advancement to better serve post-traditional students and their learning needs. The CapEd leadership team has collective services to the academy and represents a group of strategically selected skill sets. In a very demanding corner of the industry, diversity of skills and commonness of intent are critical for continuing corporate growth and advancement.

#### Brandon Kruger, President

Brandon brings over 12 years of education industry marketing experience to Capital Education, LLC. Previously, Brandon had been the Chief Marketing Officer at Delta Career Education Corporation for over three years and the Senior Vice President of Marketing at K12 Inc. for over nine years. Before joining K12, he held various operational roles at America Online, American

Express, and Arthur Andersen LLP. Brandon began his career as a Certified Public Accountant. Brandon has been with CapEd for over four years.

Brandon holds a Master of Business Administration from the Darden School of Business at the University of Virginia, and a Bachelor of Science in Economics with Concentrations in Finance and Accounting from the Wharton School of Business at the University of Pennsylvania.

**Dr. Tammy Shelton, Vice President, Business Development and Academic Services**

Dr. Tammy Shelton has over 25 years of experience in Adult Higher Education with varied academic, admissions, and marketing background. Tammy leads a team enabling the development of strategic relationships with significant employers and constituencies with the client geographic region.

Tammy served as a two-time National Chair for The Council for Accelerated Programs, is a Subject Matter expert for the Council for Adult and Experiential Learning and has served on the Texas Women in Higher Education Board. Previously she served as a full-time faculty member, College Administrator, and was the Vice Provost for Remote Operations (Non-traditional programs) at a Liberal Arts university in Austin, Texas.

Tammy received a B.S. in Speech Communication from the University of Texas, a M.Ed. in Curriculum and Instruction from Concordia University Texas with her thesis focused on Differentiated Instruction and Adult Learners, and a Doctorate in Education from Concordia University with research centered on workforce development and higher education.

**Partner/Client Performance: How we perform**

The vitality of the CapEd trajectory speaks to industry commitment and represents the ongoing development of our solutions model in service to higher education. In the highly competitive and volatile market of online learning what worked 5 years ago from a positioning and market share perspective is no longer viable for market entry, expansion, or sustainability. With a national online growth trajectory in single digits and new market entry on the continuing rise, we would propose that deeper consideration of the market, program alignment, competition, and growth expectations are more important than they have ever been.

We have grown convinced that institutions demonstrate the best potential with significant early reflective work and assessment in the strategy development phases of post-traditional service. As a company, our track record of success is fortified by this engaged assessment in place of the more common delivery of scaled and non-customized services. Institutional strategy therefore must be fully assessed from our perspective to assure partnership alignment and create details like business models, key performance indicators, and aligned programs to take to the market. The following are some examples of the type of results our partners are experiencing.

## Vignettes: Strategy to Execution

### Southwest U

Southwest U is a public university with a student population of 1,241. They are a four-year, regionally accredited university that is a part of a state system. Southwest U is in a rural location with a strong tradition of serving traditional programs and students. The partnership is in the third full year with CapEd and started in the Spring semester of 2020. There are a total of four online programs with additional programs starting next academic year including graduate degree offerings. Characteristics of this partnership include a strong relationship between the executive team and CapEd, multi-media approach to faculty development, leverage of community college articulation agreements, Title V focus for online deliveries to first generation students, insight into scheduling efficiencies, and adoption of nontraditional student admission and support services.

**Enrollment Growth by Fiscal Year**

	2020	2021	2022	2023	Grand Total
AS-BUA		12	18	9	39
BBA-BUA	15	33	50	14	112
BS-AGB		11	75	37	123
RN-BSN	122	278	220	100	720
<b>Grand Total</b>	<b>137</b>	<b>334</b>	<b>363</b>	<b>160</b>	<b>994</b>

**Retention by Fiscal Year**

Programs	2020	2021	2022	2023	Grand Total
AS-BUA		19	36	11	66
BBA-BUA	11	87	130	58	286
BS-AGB		4	117	75	196
RN-BSN	123	926	728	258	2035
<b>Grand Total</b>	<b>134</b>	<b>1036</b>	<b>1011</b>	<b>402</b>	<b>2583</b>

## Northeast U

Northeast U is a regionally accredited liberal arts university. Located on the northern east coast, Northeast U has a student population of 6,773 consisting of 4,793 undergraduate students. The partnership between Northeast U and CapEd started in the fall of 2014 with just a few weeks in the recruitment cycle. This partnership has lasted over eight years. The partnership includes seven online graduate programs and added additional concentrations in the Master of Science in Organizational Psychology and Master of Education in Special Education.

**Enrollment Growth by Fiscal Year**

Program	2014	2015	2016	2017	2018	2019	2020	2021	2022	Grand Total
MED-MNT			2	15	22	32	19	20	21	131
MED-SPE		9	21	16	13	56	75	82	74	346
MS-ACT	3	25	13	3	5					49
MS-MGT				15	11	11	1			38
MS-NUR				15	24	45	45	49	33	211
MS-OP		28	41	43	53	75	93	93	59	485
<b>Grand Total</b>	<b>3</b>	<b>62</b>	<b>77</b>	<b>107</b>	<b>128</b>	<b>219</b>	<b>233</b>	<b>244</b>	<b>187</b>	<b>1260</b>

**Retention by Fiscal Year**

Program	2014	2015	2016	2017	2018	2019	2020	2021	2022	Grand Total
MED-MNT			1	10	70	89	85	75	126	456
MED-SPE		9	75	117	100	187	458	627	747	2320
MS-ACT	1	28	75	35	7					146
MS-MGT				27	54	63	48	4	0	196
MS-NUR				15	108	197	334	363	338	1355
MS-OP		50	175	235	302	433	532	614	582	2923
MSOP/MBA							10	13	55	78
<b>Grand Total</b>	<b>1</b>	<b>87</b>	<b>326</b>	<b>439</b>	<b>641</b>	<b>969</b>	<b>1467</b>	<b>1696</b>	<b>1848</b>	<b>7474</b>