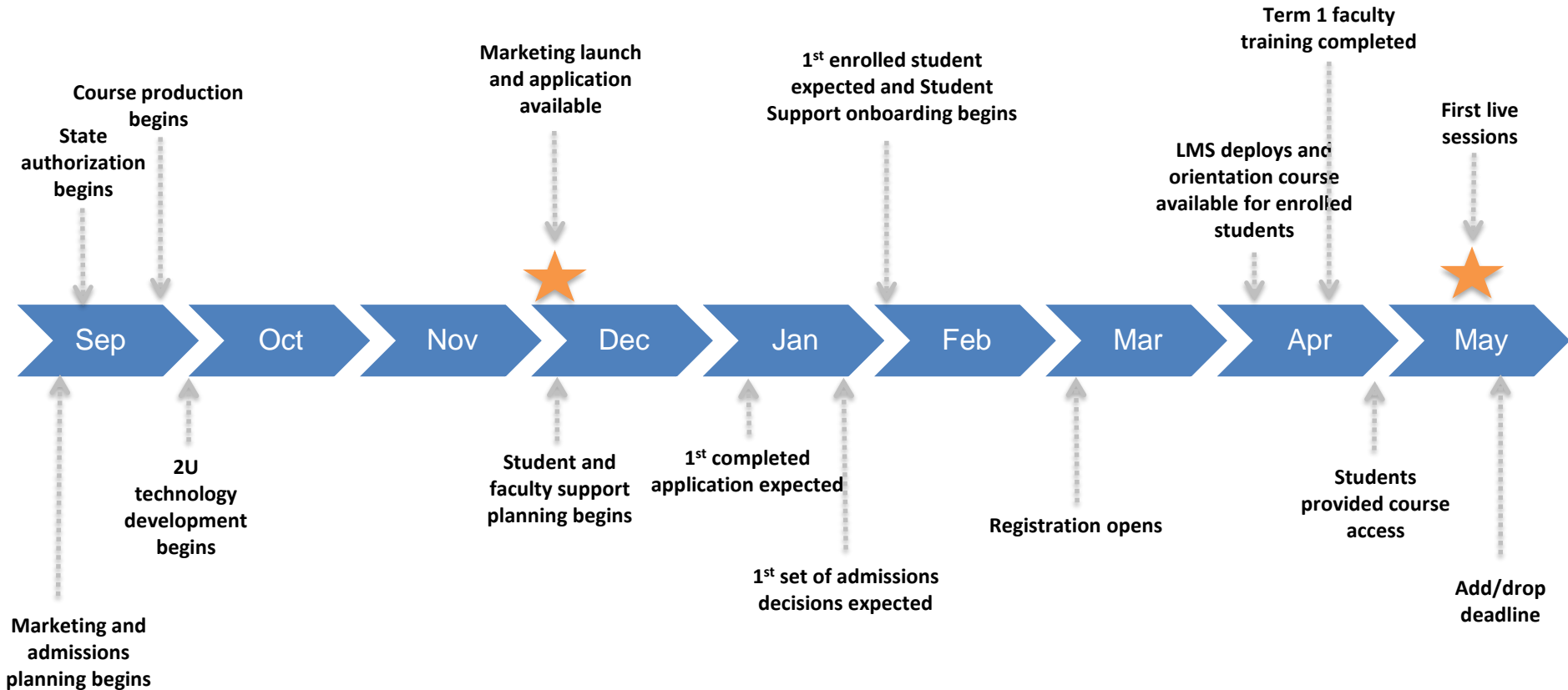




University of Dayton Implementation Kickoff

Implementation Milestones



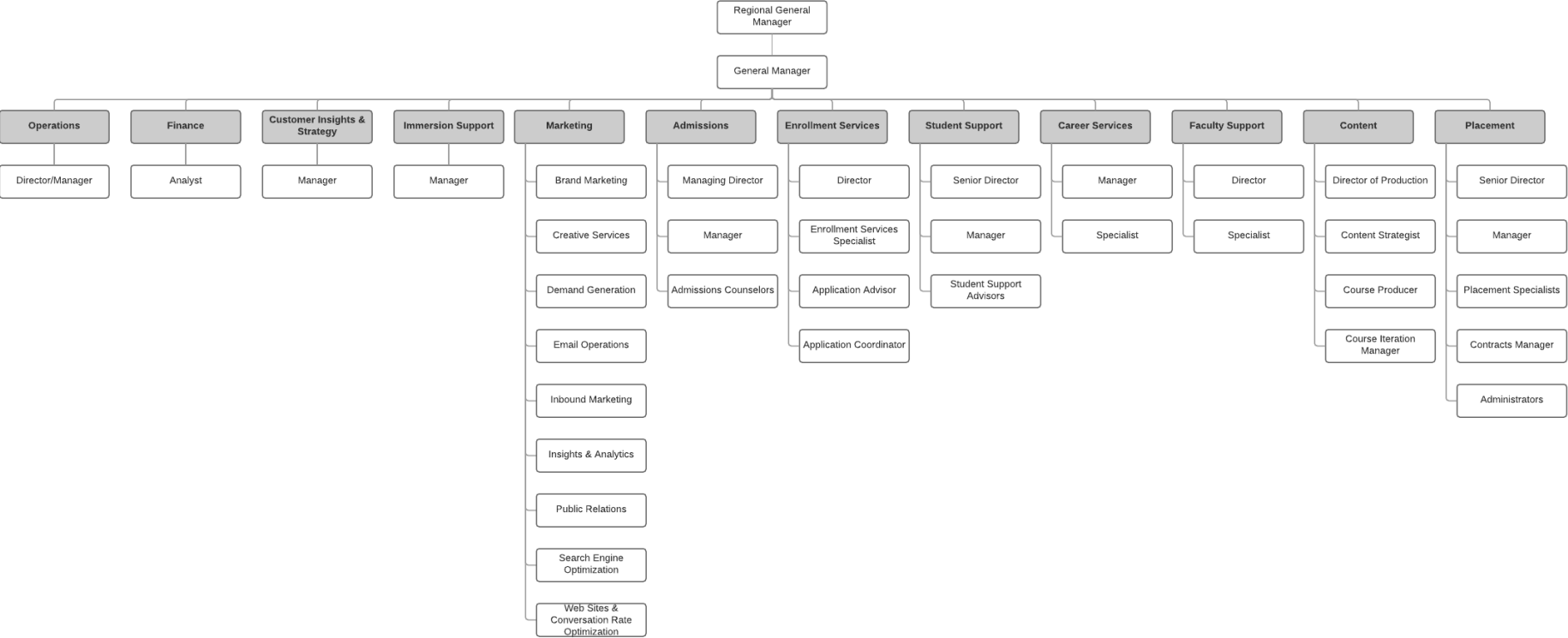
* For illustrative purposes. Subject to change.

Our comprehensive approach allows universities to create great digital versions of themselves.



Unmatched Support Services

2U ORG STRUCTURE



Technology



Provided by 2U

- Build and maintain proprietary application system
- Payment gateway
- Data integration to university SIS
- Customized admissions review portal
- Develop and maintain learning management system (LMS)

Provided by University

- DNS delegation and authority to 2U
- Merchant account for payment gateway
- Specifications for application system and review portal
- Data integration to 2U SIS



Technology Next Steps

- **In progress** – Gain DNS delegation for sehsonline.udayton.edu
- **Mid-September** – Assess any updates necessary to existing data integration to account for the Dayton School of Education and Health Sciences Online program
- **September** – Begin building the Online programs Application and Recommendation System (OARS) and the Admissions Review Portal (ARP)

Course Development



Provided by 2U

- Content development team
- Guide faculty through development and production
- Production studio and facility
- Opportunity to revise and iterate course, as needed

Provided by University

- Curriculum and learning objectives
- Faculty to serve as course designers
- Intellectual property
- Approval of all course content



Course Development Next Steps

- **Today** – Initial meeting with 2U production team and program leadership to discuss course development process and experience
- **Mid-September** – Confirm course sequence and program tracks. Finalize first wave of courses and faculty.
- **Late-September** – Kickoff course development orientation with Wave 1 course designers

Marketing



Provided by 2U

- Investment capital
- Cross-functional team
- Create and manage program website
- Email engagement and campaigns
- Develop and maintain social presence
- Strategy and performance management in marketing channels
- Real-time analytics to ensure optimization and performance

Provided by University

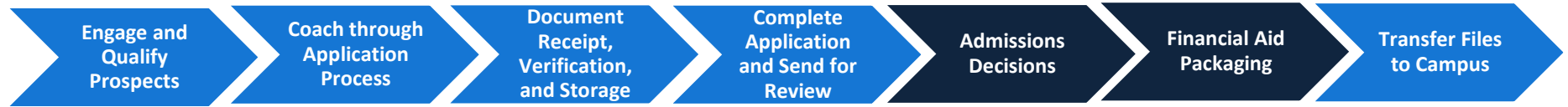
- University/program brand and reputation
- Approval of marketing materials and assets
- Content and subject matter experts



Marketing Next Steps

- **Today** – Kickoff marketing implementation and planning
- **Early September** – Request for the following material to begin preparing assets:
 - Editorial Style Guide
 - Brand Identity Style Guide
 - Logo Typography
 - Color Guidelines
 - Logo Suite Vector Files (ESP or AI)
 - Photography Database – Campus Beauty Shots
- **October/November** – Review and approve marketing assets, as we work towards a December marketing launch

Admissions and Enrollment Services



Provided by 2U

- Dedicated admissions counselors
- Engage and qualify prospects
- Shepherd applicants through the process
- Verify documentation and package files for review
- Store application documentation
- Assist in identifying which states the program is eligible to enroll students from

Provided by University

- Admissions requirements
- Guidelines for completing files for admissions review
- Final admissions decisions
- Financial aid counseling and packaging



Admissions and Enrollment Services Next Steps

- **In Progress** – Finalize the program admissions standards, file completion process, online application requirements, and admissions review process
- **As Soon As Possible** – Determine Ohio state approval requirements and timeline

Post Enrollment Services



Provided by 2U

- Dedicated student support team
- Serve as first point of contact for students
- Comprehensive career services
- Dedicated faculty support team
- Technical assistance 24/7
- Real time analysis of data to ensure effective service to students and faculty

Provided by University

- Academic advising
- Single point of contact for student escalations
- Select and hire faculty
- Enable registration and schedule live sessions
- Establish tuition payment deadlines and processing
- Serve as system of record for student data
- Confer degrees



Post Enrollment Services Next Steps

- **September** – Review the principal licensure requirements to develop a support plan for the online students
- **November** – Introduce 2U's Student Support team to begin student support
- **December** – Introduction 2U's Faculty Support, Career Services, and Disability Services team to begin planning

Registrar and Bursar

Academic
Calendar

Live Session
Scheduling

Course
Registration

Student Billing

Grades

Degree Conferral

Provided by 2U

- Dedicated student support team
- Initial point of contact for application and student inquiries
- Best practices for academic calendar and course scheduling
- Support students through course registration process

Provided by University

- Single point of contact for applicant and student escalations
- Approval of academic calendar
- Schedule live sessions and enable course registration
- Establish tuition payment deadlines and processing
- Serve as system of record for student enrollment and grade data
- Confer degrees



Registrar and Bursar Next Steps

- **As Soon As Possible** – Determine term length and start dates for online students with 3 equal semesters
- **September** – Meet with Registrar and Bursar to begin planning for the online program and term dates and understand billing/tuition process

A group of people are sitting around a table, engaged in a discussion or meeting. The image is overlaid with a semi-transparent blue filter and a white network pattern of dots and lines. The word "Questions?" is written in white text in the center of the image.

Questions?