

# COLLOQUY

CONVERSATIONS IN EDUCATION. OCTOBER 2009

## COLUMN



## **COLLABORATIVE METHODOLOGY**

**AN ARGUMENT FOR  
NOT GOING IT ALONE**

**MAKING THE  
MOST OF WEB 2.0**

## **VIRTUAL DEMO**

**OUR CUSTOMIZED ONLINE  
EDUCATION PLATFORM**

## Letter from the President

### **COLLABORATIVE METHODOLOGY – AN ARGUMENT FOR NOT GOING IT ALONE**

How can educators harness the power of technology to create rich learning experiences while serving the goal of broader access to education? How do colleges and universities—facing geographic, financial, and infrastructure constraints—continue to grow and meet the critical need for more individuals to earn a college education? Too often, institutions believe it to be a Hobson's choice of either risking millions of dollars in infrastructure, technology, and the development of human capital or foregoing the opportunity entirely. In the thousands of hours we have spent with leaders in higher education, these are consistent and compelling themes. At Colloquy, we believe there is another option for academic institutions that are at this educational crossroads. Something beyond take it and its inherent risks or leave it and fall short of the institution's core mission.

In our vision, the solution lies in an approach adopted in recent years by technology and software developers and whose methodology predates the Internet and even the computer. Founded on the principles of partnering for the betterment of strategic innovation and steeped in the cultural DNA of colleges and universities around the world, one principle rings true: collaboration, collective contribution, and convergent thought leadership make for greater ideas.

Your faculty is looking to engage with students in new ways, students are seeking a global learning platform, and you are looking to attract those prepared to make meaningful contributions in both teaching and learning. Colloquy, with its compelling business model, proven methodology, and secure and robust technology, enables you to deliver on these needs—today.

At Colloquy, we create an approach where our partners bring their individual strengths to provide for the greater good—your institution's excellence in academia coupled with our integrated distance learning services. Our unique approach provides dedicated teams who apply proprietary feasibility research, marketing, innovative student recruiting and retention strategies, and more to deliver end-to-end distance learning systems. The result enables institutions to focus on educating their students and invest in their faculty, rather than in the infrastructure of an online system.

During a time when competing priorities and limited financial resources may prevent your institution from realizing its vision, allow us to assist. At Colloquy, we are passionate about partnering with you to deliver on your specific needs—be they on-ground, online, or a hybrid of the two.



**Joe Morgan**  
*President, Colloquy*

*ABOUT JOE: Joe Morgan founded Colloquy after serving as Senior Vice President of Strategic Initiatives at Kaplan Higher Education, a leading global provider of educational services.*

# About Colloquy

**COLLOQUY, PART OF THE WASHINGTON POST COMPANY'S EDUCATION DIVISION, SUPPLIES ACADEMIC INSTITUTIONS WITH INTEGRATED DISTANCE LEARNING SERVICES.**

The Colloquy system provides dedicated teams who apply proprietary feasibility research, marketing, innovative recruiting and retention strategies, curriculum design services, and high-powered technology to deliver end-to-end distance learning systems.

Partnering with Colloquy, institutions that are seeking to start or expand their online offerings are able to invest in their faculty and focus on educating their students rather than investing in the infrastructure of an online system.

**Be sure to look for Colloquy at one or more of the following conferences, including the Sloan Consortium Annual Conference in October, sponsored by Colloquy.**

COLLOQUY 2009 EVENT CALENDAR	
September	<b>Training Magazine: Online Learning Conference</b> September 23 to 24 • New York, NY
October	<b>Executive MBA Council</b> October 18 to 21 • San Diego, CA  <b>Eduventures Annual Member Meeting</b> October 22 to 23 • Boston, MA  <b>Sloan Consortium: International Conference on Online Learning</b> October 28 to 30 • Orlando, FL <b>SPONSORED BY COLLOQUY</b>
November	<b>EDUCAUSE Annual Conference</b> November 3 to 6 • Denver, CO
December	<b>Worldwide Forum on Education and Culture</b> December 3 to 4 • Rome, Italy



## Industry Insider

### MAKING THE MOST OF WEB 2.0

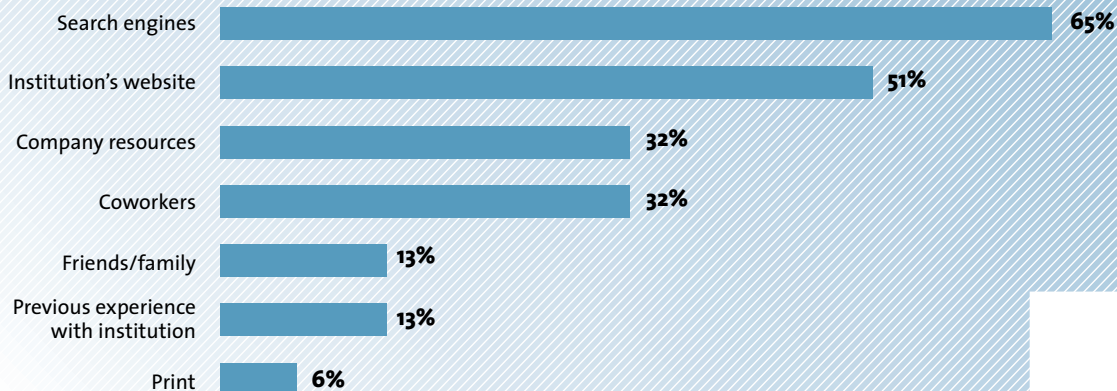
With the current economic state and reductions in budgets, marketers are looking for different ways to reach a select audience in an efficient manner. Companies and universities alike are moving toward specific marketing tactics such as search marketing, discussion boards, and webinars. These specific marketing tactics fall under the umbrella of Web 2.0 and are considered more effective in reaching their customers.

Prior to Web 2.0, the seller had control and pushed messaging to the customer to get their attention. With Web 2.0, marketing pulls the customer in through messaging and develops trust through online dialogue. The buyer can opt to participate—or not—and therefore has greater control, requiring the seller to depend more on engagement and service.

### Education Specific

The discussion about traditional versus new tactic marketing is apparent in the education industry as well. While Web 2.0 is not yet the standard, it is becoming more widely used by the customer. A recent Eduventures study cites that the most

### MARKETING CHANNEL USAGE RATES



\*Source: Eduventures. "The Keys to Student Satisfaction," 2009

common vehicles students use to obtain information about universities under consideration are search engines and university websites.\*

Eduventures also cites that college-based promotions, such as live conversations with professors and admissions advisors and “chats” via the university’s website, are the most credible and influencing channels for adult learners. This shift has slowly decreased the effectiveness of traditional paid media such as television, print, and radio.

### Findings

There will be more competition in the Web 2.0 space once more companies become aware of the benefits. However, higher education institutions have been slow to keep up with Web 2.0 technology. It will be imperative for these institutions to collaborate with companies that already utilize Web 2.0 tactics, such as search marketing and open source learning management systems, to establish or maintain their place as leaders in higher education.

## Innovation at Work

### BUILDING SOLUTIONS FOR THE ONLINE ENVIRONMENT

During the early stages of Colloquy’s partnership with California State University, Monterey Bay, we sat with faculty and directors to discuss the primary issues that the university faced with online programs and how Colloquy’s product suite would provide the solution to those issues.

One concern addressed certain grading challenges the EMBA faculty might encounter in the online environment. Online courses with a significant number of discussion forums, for example, require faculty members to facilitate the forums and also assess individual student contributions.

In its previous Learning Management System (LMS), the faculty had to examine up to six discussion forums a week to determine the quantity and quality of a specific student’s posts in order to grade individual students appropriately. This could be a time-consuming process.

“Colloquy had an answer,” said Jennifer L. Scott, Executive Director, Academic and Institutional Services at Colloquy. “We worked with CSU Monterey Bay and our internal technology department to develop a tool to facilitate the faculty’s workload.”



#### ONLINE DEMONSTRATIONS

View Colloquy’s customized online education platform video and an informational video created specifically for CSU Monterey Bay:

Now, instead of searching forum by forum for an individual student’s contributions, Colloquy’s customized LMS provides faculty the ability to view each student’s posts from all discussion forums in one, organized page. In addition, CSU Monterey Bay’s faculty can also see where the post happened in context of the discussion, allowing for better understanding of a student’s engagement.

Colloquy was able to build this tool by leveraging its team of software programmers. Paul Kavanagh, Vice President of Technology, comments, “It was a small enhancement to the LMS, but one that was important to this particular partner because it simplified the grading process. Our ability to customize is just one of the many reasons universities decide to partner with Colloquy.”



As a distance learning solutions provider, Colloquy helps institutions of higher learning create, launch, and operate online programs.

Colloquy offers a full-service, integrated solution to take your institution to the global marketplace.

For more information, please contact us.

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