

# Strategic Portfolio Development

---

*Council of Graduate Schools*

**WILEY**

EDUCATION SERVICES



# Presenters

---



**David Capranos**

*Director of Market Strategy and Research at  
Wiley Education Services*



**Steve Szydowski**

*Graduate Health Administration Program  
Director at University of Scranton*

# Agenda

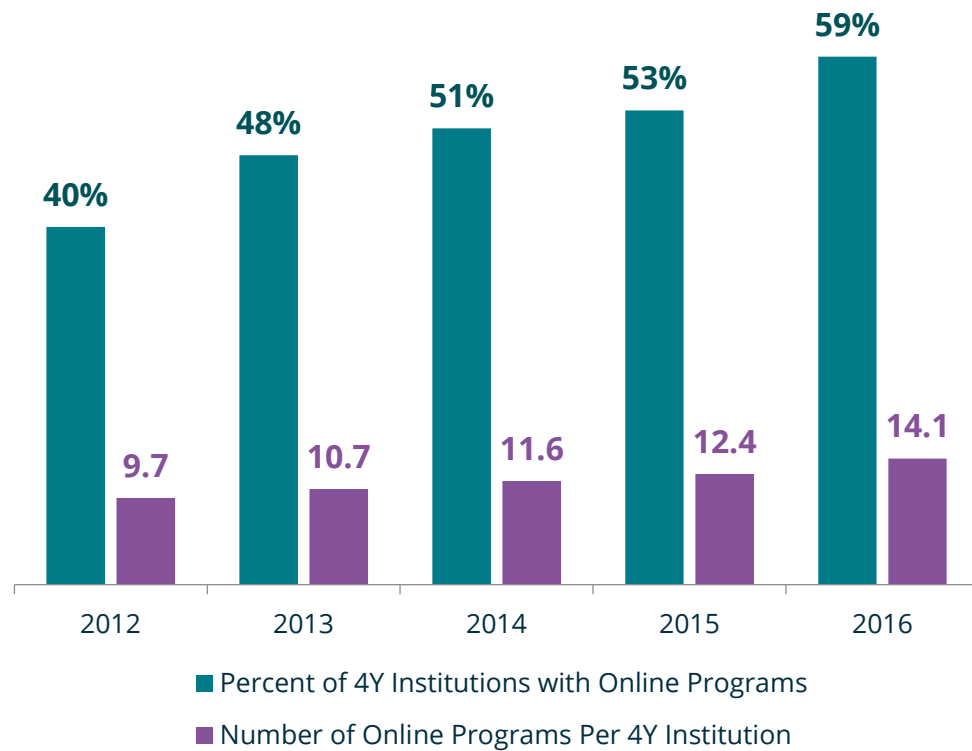
---

- Introductions
- What is Strategic Portfolio Development?
- Case Study: Scranton University
- Q&A

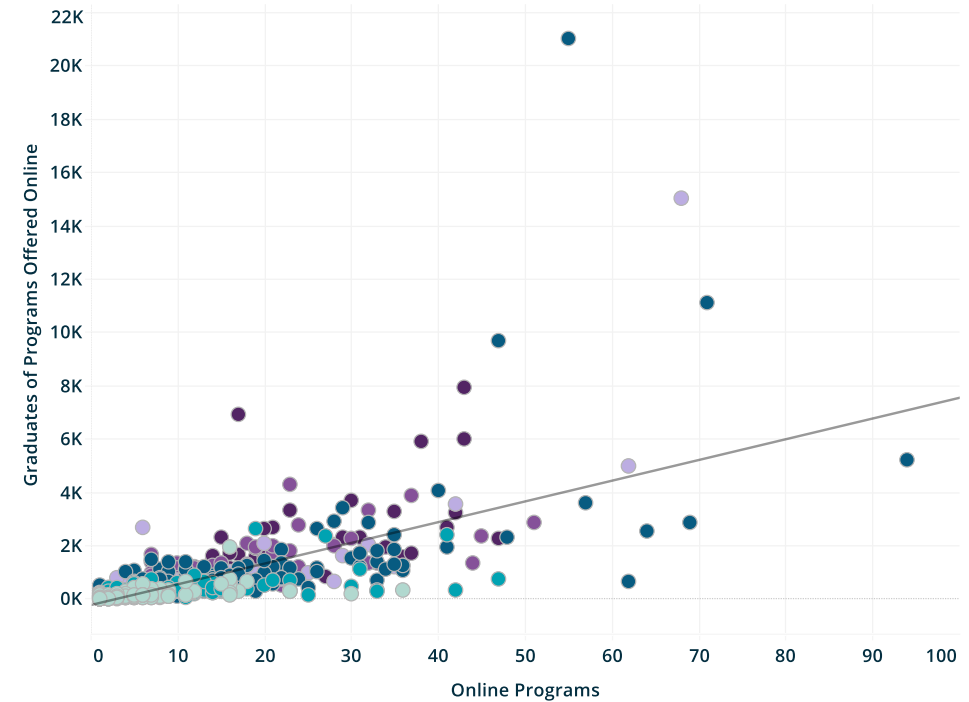
# Market Trend

Online portfolios are getting larger and more complex

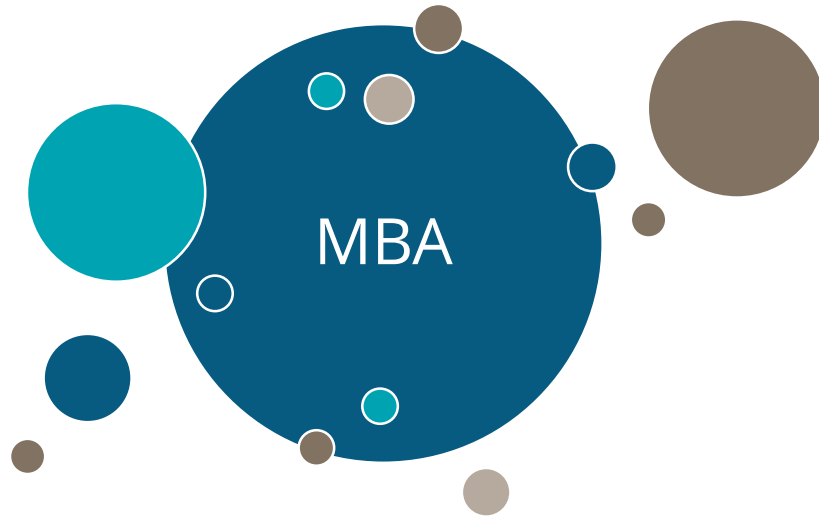
## Large online portfolios are becoming the norm



## Large schools tend to have wide portfolios

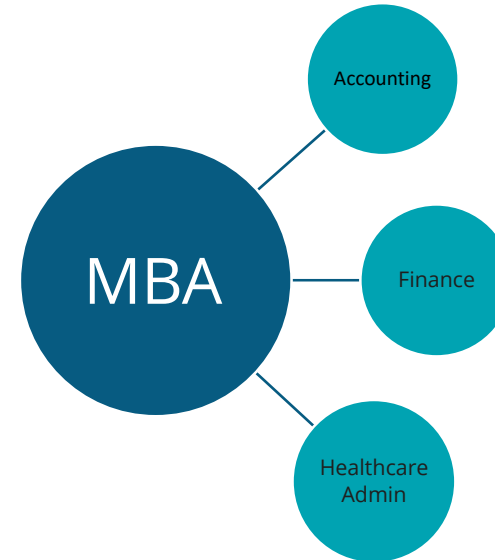


# Approaches to Online Portfolio Development



- **General call** for interest
- **Unrelated** program offerings
- **Few** shared classes (inefficient)
- **Limited** market reach

## Organic Portfolio



- **Informed plan** for development
- **Clusters** of related programs
- **Many** shared classes (efficient)
- **Broader** market reach

## Strategic Portfolio Development



# Strategic Challenges



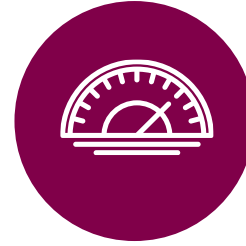
## Operational Issues

- Grow in an **efficient** way?
- Addresses market demands **quickly**?
- Support a **broader range** of programs?



## Increasingly Savvy Student/Customer

- **Increase** market relevant specializations?
- **Quickly introduce** modular content connected to career outcomes?



## Delivery & Measurement Issues

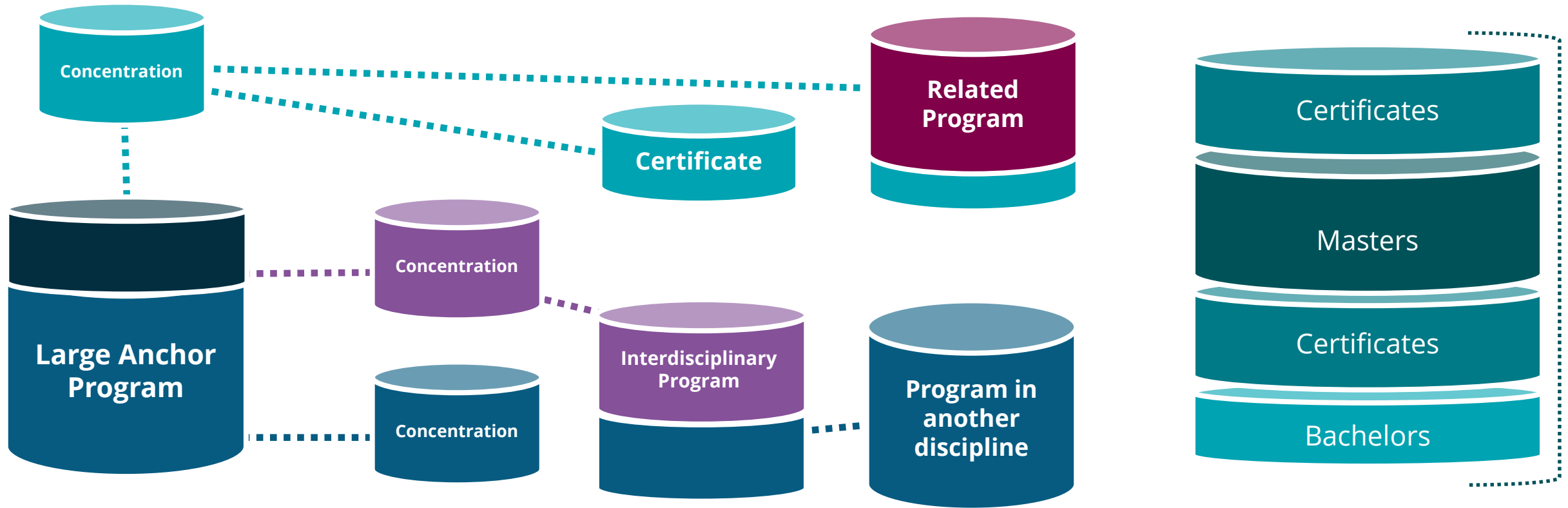
- **Deliver** upon retention & completion agenda?
- **Enhance** faculty engagement?



## Financial Model Under Pressure

- **Create additional** program options, increasing institutional competitiveness?
- **Increase** revenue?
- **Offset** reduced endowments, alumni giving and real estate constraints?

# A Modular Approach: Strategic Portfolio Development<sup>TM</sup>



Each component of a strategically developed portfolio should be considered relative to its impact on the entire portfolio.

# Portfolio Review: Strategic Portfolio Development™

*Our proven strategies foster sustainable growth for our partners.*



## Continue to Evolve Existing Portfolio

Attract more students with a spectrum of goals and interests by:

- Adding concentrations and degrees.
- Offering gateway certificates in existing and new degree areas.



## Identify New Interdisciplinary Opportunities

Connect degrees with related disciplines across the portfolio to:

- Amplify your brand in the marketplace.
- Resonate with a larger population of learners.



## Invest More in High Growth Areas

Introduce and expand disciplines experiencing high growth, including:

- Healthcare.
- Business management.
- Technology and data analysis.



# Market Research Questions

## Essential Questions for New Program Development

**Why are we offering this program?**

- Define Your **Mission**

**Who is our audience?**

- Define Your **Audience**

**Where is the market?**

- Define Your **Competition**

**What will we offer?**

- Define Your **Product**

**When/How will we proceed?**

- Define Your **Plan**

# University of Scranton: Current Online Portfolio

Subject Area	Master's Programs	MBA Concentration	Certificate
MBA	●		
Accounting	●	●	
Healthcare Admin	●	●	●
Health Informatics	●		●
Human Resources Mgmt.	●	●	
Finance	●	●	
Business Analytics		●	
ERP		●	●
Supply Chain Mgmt.			●
Operations Mgmt.		●	
International Business		●	

**6**  
Online Degrees

**4**  
Online Certs



**NOTE:** The MBA and Health Care Admin Degrees are available as a **Dual Degree**

## Important Factors to Consider



Pricing



Job outlook



Outcomes:  
job placement,  
employment rates,  
etc.



Trends in industry



Efficiencies in  
program offering



# Questions?

---

**WILEY**

EDUCATION  
SERVICES