

Rutgers University and Pearson have partnered to build and grow complete online degree programs. The partnership includes five key components: marketing, enrollment services and executive coaching, technology, learning design, and content creation.

Marketing:

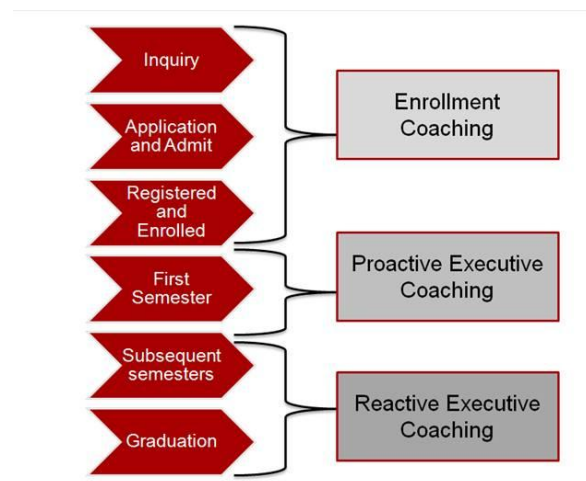
Pearson has established an online presence for [Rutgers Online](#), and works to build awareness among targeted demographics about Rutgers’ online offerings. Additionally, Pearson aims to publicize and stress key program differentiators, like quality of education and student experience, reputation of the departments that offer the degree, and overall affordability. Prospective students can submit a request for more information, and qualified, interested applicants will receive personalized support navigating the Rutgers admission process.



Coaching and Enrollment Services:

Students may receive three types of coaching throughout their educational journey: enrollment coaching, proactive retention coaching and reactive retention coaching. When a prospective student initially makes contact with an **Enrollment Coach**, the student can expect a personalized experience where the coach provides a bridge to all existing Rutgers processes and policies that will help build a foundation for a strong relationship with program faculty, academic advisors and executive coaches. Enrollment coaching provides all students a space to talk through their decision to return to graduate school, and make sure they are aware of all key factors and feel prepared to continue their education online. This approach lays the groundwork for a positive experience for students who won’t be able to simply walk in to an office on campus, and must be highly self-motivated to succeed.

Once a student is admitted to Rutgers, the coaching will shift to **proactive coaching** two times per month. Every fully-online student receives an Executive Coach, who acts as a direct point of contact and an extra layer of support for students located throughout the country. Students meet regularly by phone with their coach during their first semester, and are available to continue to meet with students as needed throughout the duration of the program. Executive Coaching is a method of inquiry and careful listening designed to empower students to clarify goals, build on strengths, utilize their resources, and



create a personalized plan to maximize their graduate school experience. Additionally, departments can customize the role of the Executive Coach based on their program’s needs; coaches can provide academic advising, registration assistance, and information on academic program policies, if desired.

Throughout their whole program, students can expect to receive **reactive retention coaching**. A coach will reach out to provide support to a student if a student has low grades or is not participating in the online classroom. Coaches are not in course shells, but do receive so information about grades and course participation so they can prioritize which students may need intervention.

Test Prep & Career Services:

Pearson offers prospective students free access to personalized online GRE prep services in order to support them in successful completion of entrance exams.

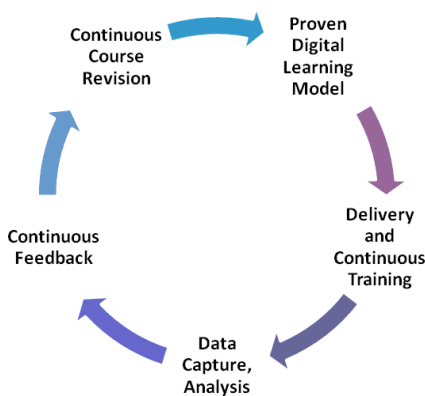
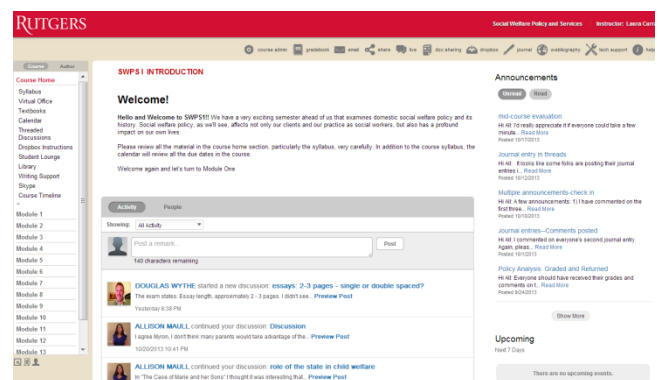
In addition, Pearson offers resume and interview preparation career services free-of-charge to all Rutgers Online students. The Career Services link is viewable on the Personal Student Homepage.



Technology:

All Managed Program courses will have access to the below technology. Pearson technology solutions are always expanding.

- LearningStudio SaaS LMS technology
- Class LIVE PRO (synchronous tool powered by Elluminate)
- Equella - Learning Object Repository
- Learning Outcomes Management package
- Enterprise reporting analytics
- ExamGuard (online assessment tool to aid with academic integrity)
- At risk tracking and retention program
- 24/7 technical support related to the LMS



Learning Design and Content:

Our process is flexible. We work collaboratively with Rutgers’ faculty and instructional design staff to ensure highly customized, quality online courses. An initial curriculum assessment is conducted by identifying the stakeholders who will aid in the development of the first courses. Once the assessment is complete, Pearson and the Rutgers stakeholder will work collaboratively on developing the course. The visual to the left illustrates the process of the course creation continuous revision to improve the student experience. Pearson content and products are available for use at no additional charge in the Pearson Managed programs for fully online students.