



***Academic Sharing:  
More Options for Students  
More Revenue for Schools***

**In Partnership with the Georgia Independent College Association**

# Agenda and Contact Information

1. Introduce the College Consortium
2. Discuss benefits and operations for academic sharing
3. Review summer vs. semester opportunity
4. Determine interest in participating
  - Identify a primary contact
  - Schedule implementation meeting
  - Execute Member Services Agreement



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# Introduction: College Consortium (CC)

CC is a software company based in Austin, TX with a higher ed ethos founded in June 2016. We provide schools an enrollment platform to collaborate to improve revenue, retention, and completion.

1. Have 85 member schools across 11 states; mostly all independent colleges with 800-3000 students, modest endowments and some online courses and degrees
2. Partnered with 7 associations of independent colleges
3. Our most active schools graduated 3% to 5% more students in 2 terms
4. 10 schools are using courses to enhance their curriculum (i.e. added game programming, developmental math or ASL), replace under-enrolled sections, or even open satellite campuses

## 2017 Member Map



# STATE UNIVERSITY	MEMBER SCHOOLS	CONTRACTING MEMBERS	STATE LEVEL PARTNERSHIPS	NEW STATE PARTNERSHIPS
01 TX University of the Incarnate Word	20 TX University of Dallas	38 TX Southwestern Adventist University	58 NC Shaw University	
02 TX Jacksonville College	21 IL Blackburn College	40 NC N.C. Wesleyan College	59 KY Spaulding University	
03 TX Texas Wesleyan University	22 IL Augustana College	41 IL Dominican University	60 NC Warren Wilson College	
04 TX Schreiner University	23 IL Greenville College	42 KY Campbellsville University	61 TX Wayland Baptist University	
05 TX Zanele Christian College	24 IL Judson University	43 KY Ashbury University	62 WA Washington Technology University	
06 TX Concordia University Texas	25 TX Lamar University	44 KY Bellarmine University	63 CA California International University	
07 TX McMurry University	26 MA New England College of Business	45 KY Brescia University	64 IA Dordt College	
08 TX Acton School of Business	27 NC Barton College	46 NC Brenard College	65 AL John Brown University	
09 NV CIM	28 IL Quincy University	47 NC Cabarrus College of Health Sciences	66 KY University of Pikeville	
10 TX Southwestern Assemblies of God University	29 NC Methodist University	48 NC Catawba College	67 MI Spring Arbor University	
11 TX St. Mary's University	30 TX McWhorter Education Group	49 TX Olivet College	68 TX Hiram College	
12 NY TFI	31 IL Eureka College	50 TX East Texas Baptist University	69 TX University of Mary Hardin Baylor	
13 TX University of St. Thomas	32 NC William Peace University	51 NC Greensboro College	70 IL Northwestern College	
14 IL University of St. Francis	33 NC Chowan University	52 KY Kentucky Wesleyan University	71 TX St. Edward's University	
15 IL Saint Xavier University	34 NC Mary Hill University	53 KY Kentucky Christian University	72 KS Central Christian College of Kansas	
16 TX Houston Graduate School of Theology	35 NC University of Mount Olive	54 NC Lees-McCabe College	73 KY Thomas More College	
17 IL Midland University	36 NC Gardner-Webb University	55 NC Lenoir-Rhyne University	74 MD McDaniel University	
18 TX Texas Lutheran University	37 TX Houston Baptist University	56 KY Lindsey Wilson College	75 OH Yeshiva University	
19 TX Dallas Baptist University	38 TX LeTourneau University	57 IL Olivet Nazarene University		

# Overview: Academic Sharing

The screenshot shows the CollegeConsortium.org website. At the top, there's a green header with the site name, a 'Request a Course' link, and a 'Help' link. Below the header is a search bar with the text 'What course are you looking for?' and a search button. The search results show a list of courses under the heading 'Courses'. The courses are displayed in a grid of six cards. Each card includes the course title, a brief description, the session information, and an 'Enroll' button. The courses listed are: Intermediate Accounting III, Federal Income Tax I, Taxation of Entities, Advanced Federal Income Tax, International Accounting, and Tax Research. At the bottom of the page, there's a green bar with the text 'Don't see a course you're looking for?' and a 'Request a Course' button.

CollegeConsortium.org Request a Course Help Texas A&M University

What course are you looking for?

tax

Manage Enrollments Request Course Manage Students

FILTER Year 2017 Term All Session All Clear SORT Select...

Courses Courses by Category

UIW Intermediate Accounting III ACCT 3314 / Undergraduate / Spring 2017 01/09/2017-03/03/2017 Session: Spring 1 Section Number: CC1 \$750 > See Course Details Enroll

UIW Federal Income Tax I ACCT 3315 / Undergraduate / Spring 2017 01/09/2017-03/03/2017 Session: Spring 1 Section Number: CC1 \$750 > See Course Details Enroll

UIW Taxation of Entities ACCT 3316 / Undergraduate / Spring 2017 01/09/2017-03/03/2017 Session: Spring 1 Section Number: CC1 \$750 > See Course Details Enroll

UIW Advanced Federal Income Tax ACCT 3321 / Undergraduate / Spring 2017 01/09/2017-03/03/2017 Session: Spring 1 Section Number: CC1 \$750 > See Course Details Enroll

UIW International Accounting ACCT 3345 / Undergraduate / Spring 2017 01/09/2017-03/03/2017 Session: Spring 1 Section Number: CC1 \$750 > See Course Details Enroll

UIW Tax Research ACCT 4325 / Undergraduate / Spring 2017 01/09/2017-03/03/2017 Session: Spring 1 Section Number: CC1 \$750 > See Course Details Enroll

Don't see a course you're looking for? Request a Course

## The Basics: Online Course Sharing

- Site facilitates inter-college enrollment/course sharing
- Model creates revenue-sharing between members
- Greater oversight and control of courses students take

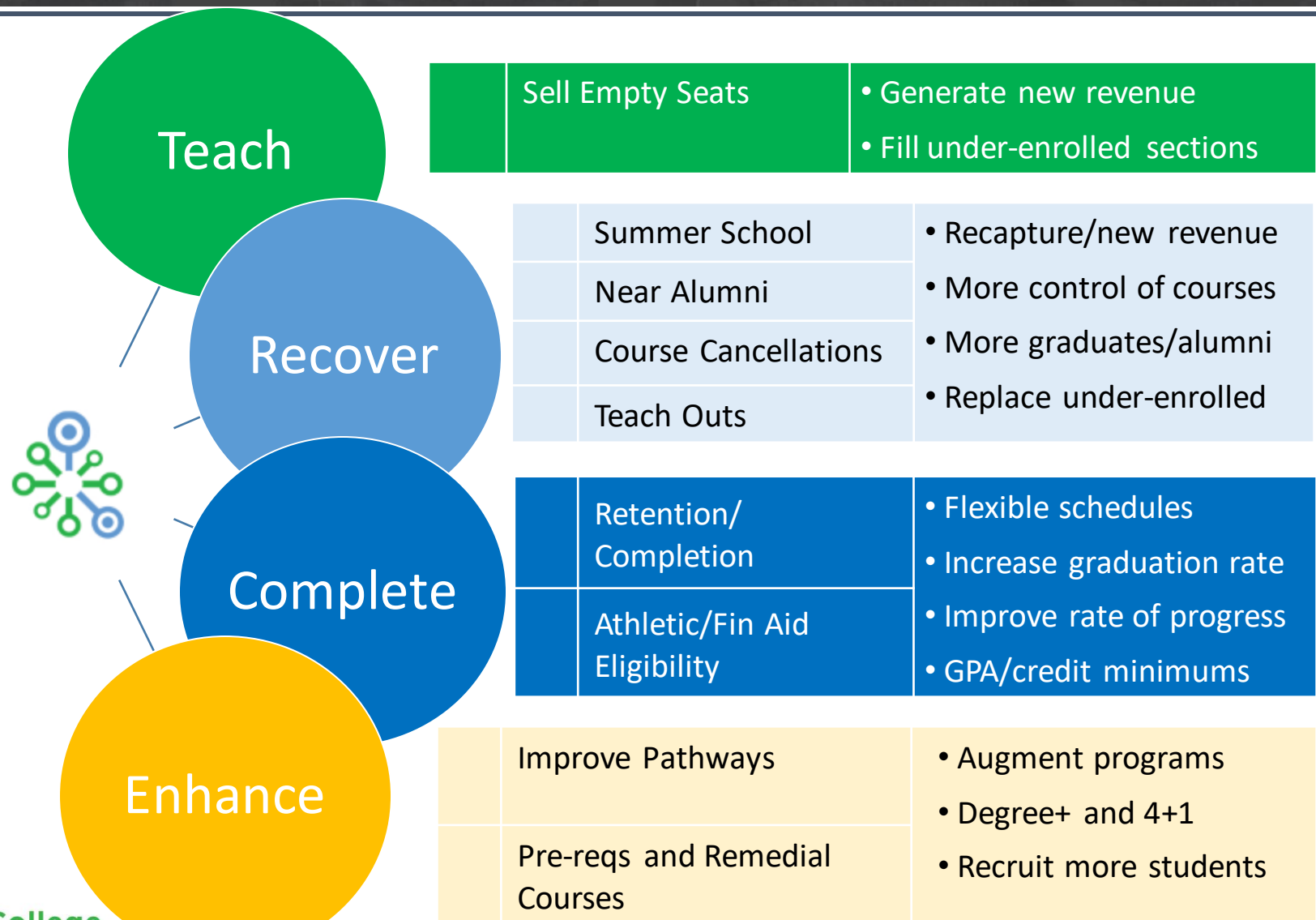
## The Economics: Revenue-Sharing

- *Teaching Member (TM)* offers seat at lower price:
  1. No cost to recruit student
  2. Filling an existing (empty) course seat
- *Enrolling Member (EM)* charges its regular per-credit hour tuition (or another rate) and keeps the difference

## The Academics: More Control over Courses

- Preview syllabi for all courses to discern alignment with own courses
- Ability to demonstrate proper faculty credentials for all courses your students take
- Institutions pre-approve the courses and colleges they want to share with

# Benefits: Other Use Cases



# Process/Pricing: How it Works



## ALIGN COURSES

- ▶ TM loads courses
- ▶ EM approves courses



## REGISTER & ATTEND

- ▶ EM enrolls student
- ▶ TM onboards student
- ▶ CC ACH's payment



## COMPLETE & TRANSCRIPT

- ▶ Student completes course
- ▶ TM loads grades
- ▶ EM recognizes credit

## UNIT ECONOMICS



**\$1,200**

AVG. STUDENT CHARGE

EM

**\$600**  
PROFIT

**\$600**

AVG. B2B FEE  
SET BY TM

TM

**\$450**  
PROFIT

**\$150**

AVG. CC  
ENROLLMENT FEE



**ILLUSTRATIVE**



# Summer: Recovery and Retention Plan

## OBJECTIVE

College Consortium will work with your university leadership to understand the needs of the summer learning and will develop a plan to maximize student success and increase university revenue using College Consortium as a primary resource.

## TARGETED AREAS

### LOSS OF REVENUE

**-\$400,000**

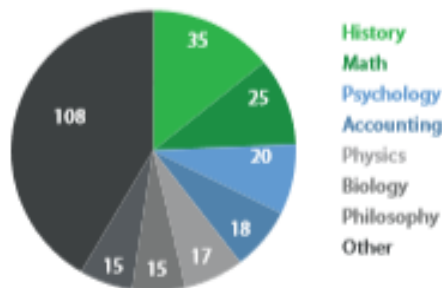
LOST REVENUE  
(AT \$1575 PER COURSE)

### GOALS

**25-50%**  
ENROLLMENTS RETURNED

**\$100K - \$200K**  
GENERATED REVENUE

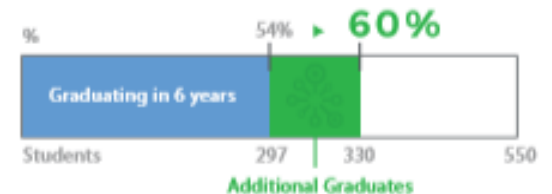
### LOSS OF ENROLLMENT



**253**  
COURSES TRANSFERRED

**60+ HOURS**  
TIME USED  
(15min per enrollment request)

### 6 YEAR GRADUATION RATE



**Additional Graduates:** Near Seniors - students entering their senior year with less than 90 credit hours - helped to graduate.

### GOALS

Developed once more data on  
Near Seniors is available

## RECOMMENDATIONS

### 1. Increase Mapped Course Equivalencies

- Submit completed course data to College Consortium
- College Consortium will make course mapping recommendations for approval

### 2. Marketing to Students

- Email to all students
- SMS and phone calls to Near Seniors
- Update student portal links on your website
- Spring internship opportunity (for current student)

### 3. Advisor Orientation

- College Consortium will provide an overview presentation for your university to use with advisors.

# Main Roles: By Department

## **EM Activities:**

Academics: Pre-approve courses and execute Consortial agreement (optional)

Registrar: Approve student requests or book enrollments

Business Office: Bill students for approved enrollments; set-up payment processor

**TM Activities:** Complete TM-readiness review and Identify courses to make available to other schools

**Overall:** Schedule training, set pricing, and decide on student view