

How has your UPCEA partnership contributed to your business success?



From live and virtual events, webinars and research opportunities to email promotions and newsletter messages, we have been able to share our unique approach to higher education marketing, enrollment, and strategy to members. UPCEA members regularly engage us in long-standing partnerships where we help increase enrollment while attaining a strong return on the institution's investment.

Through our partnerships with UPCEA we are able to connect with higher education's leaders, foster meaningful conversation across the industry and collaborate on solving today's complex challenges.

How has the recent need for remote/online education impacted the importance of your UPCEA partnership?

With the current health crisis, it is more important than ever for Blackboard to interact with members of the continuing education community, to listen to and address their needs including supporting remote learners, driving movement through the enrollment funnel during uncertain times and measuring ROI on digital marketing when student enrollment behavior is unpredictable.

Our partnership with UPCEA enables us to connect with those leading the digital transformation in education so that we can provide the support services they need.

UPCEA has provided us with a magnitude of engagement opportunities to bring our unique insights to their members.



What has been most impactful about your UPCEA partnership?

Our partnership has allowed us to present pre-conference workshops at most live events throughout the year. Over the course of several hours, we provide conference attendees an opportunity to leverage best practices and insights around continuing education initiatives. We discuss topics that are top of mind, explore how other institutions are moving their ideas forward, and study stumbling blocks inhibiting success. Attendees hear from their peers and engage in lively discussion.

These workshops are where most of our partnerships with UPCEA members are born.

To whom would you recommend an UPCEA partnership and why?

Any vendors passionate about advancing learning and helping students succeed. Why? Because its only together that we can enrich the learning experience and deliver it to the continuing education community.

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BECOME AN UPCEA PARTNER

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