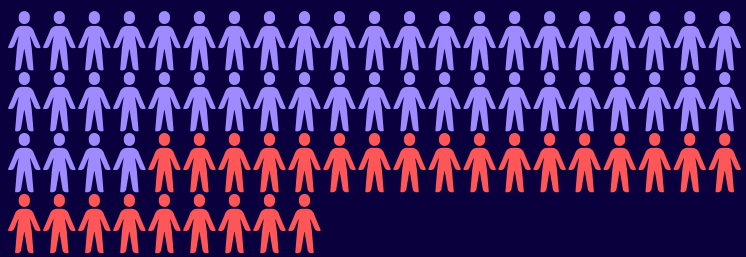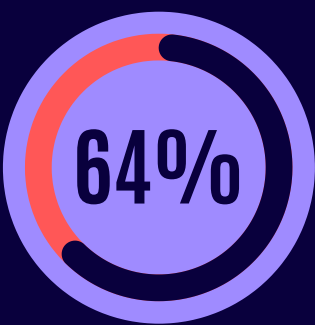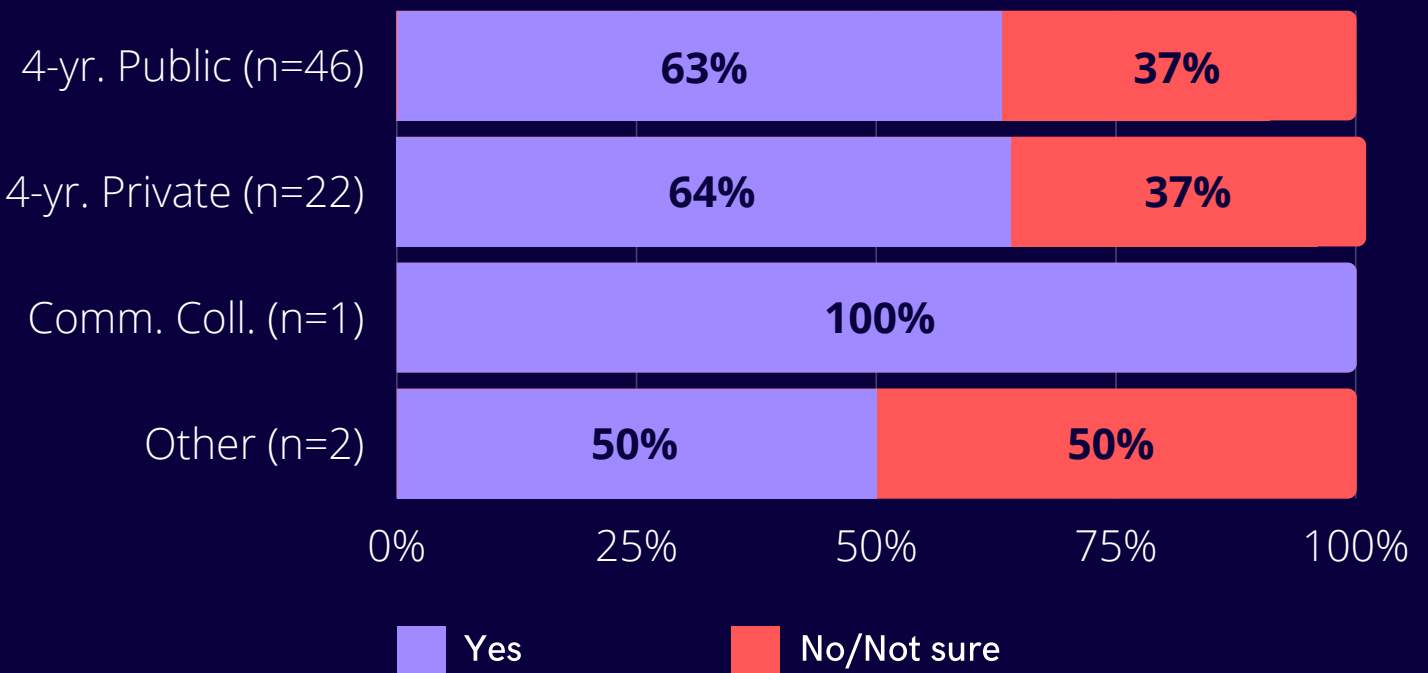# UPCEA SNAP POLL
OUTSOURCING AND PARTNERSHIPS

In April 2021, 72 individuals took a brief survey on outsourcing and corporate partnerships within their professional, continuing, and /or online education (PCO) units. Invitations were sent out via UPCEA's Membership Matters newsletter and links were posted on the UPCEA homepage and CORe discussion site.

Of the 72 respondents, 46 (64%) outsource or use corporate partnerships for any functions within their PCO unit.
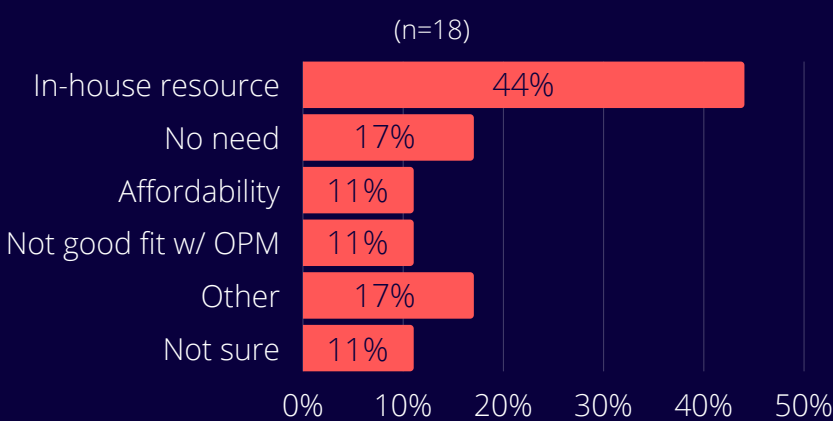**(n=72)**
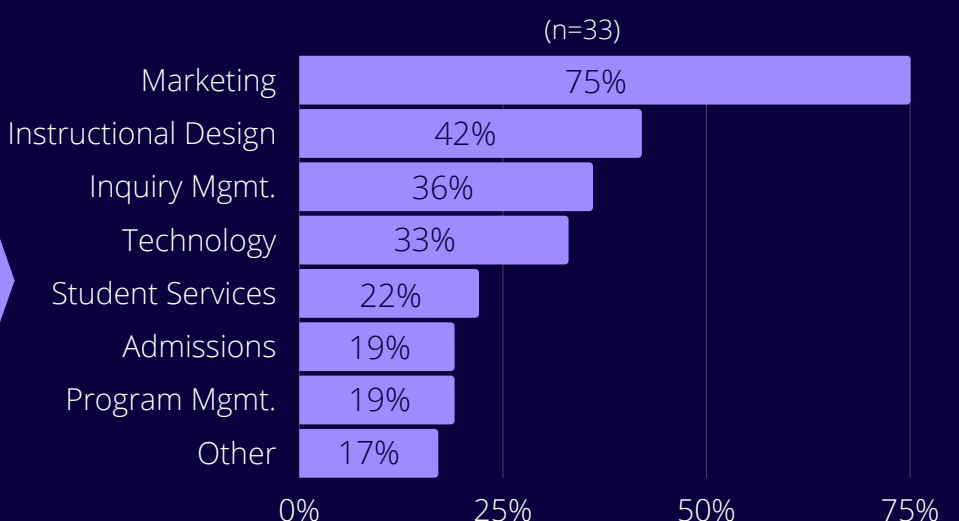
64%

- Yes
- No/Not sure

Breakdown by institution type:
(n=71)

	Yes	No/Not sure
4-yr. Public (n=46)	63%	37%
4-yr. Private (n=22)	64%	37%
Comm. Coll. (n=1)	100%	
Other (n=2)	50%	50%

0%   25%   50%   75%   100%

- Yes
- No/Not sure

Top reasons for not outsourcing or using corporate partnerships:

(n=18)

In-house resource	44%
No need	17%
Affordability	11%
Not good fit w/ OPM	11%
Other	17%
Not sure	11%

0%   10%   20%   30%   40%   50%

Of those who answered **no** or **not sure, 95%** did not outsource or use corporate partnerships prior to the pandemic.

Among institutions that outsource or use corporate partnerships, 75% use these relationships for marketing.

(n=33)

Marketing	75%
Instructional Design	42%
Inquiry Mgmt.	36%
Technology	33%
Student Services	22%
Admissions	19%
Program Mgmt.	19%
Other	17%

0%   25%   50%   75%

With many institutions already outsourcing or using corporate partnerships prior to the Covid-19 pandemic, **81%** noted that the amount in which they use them has not changed.
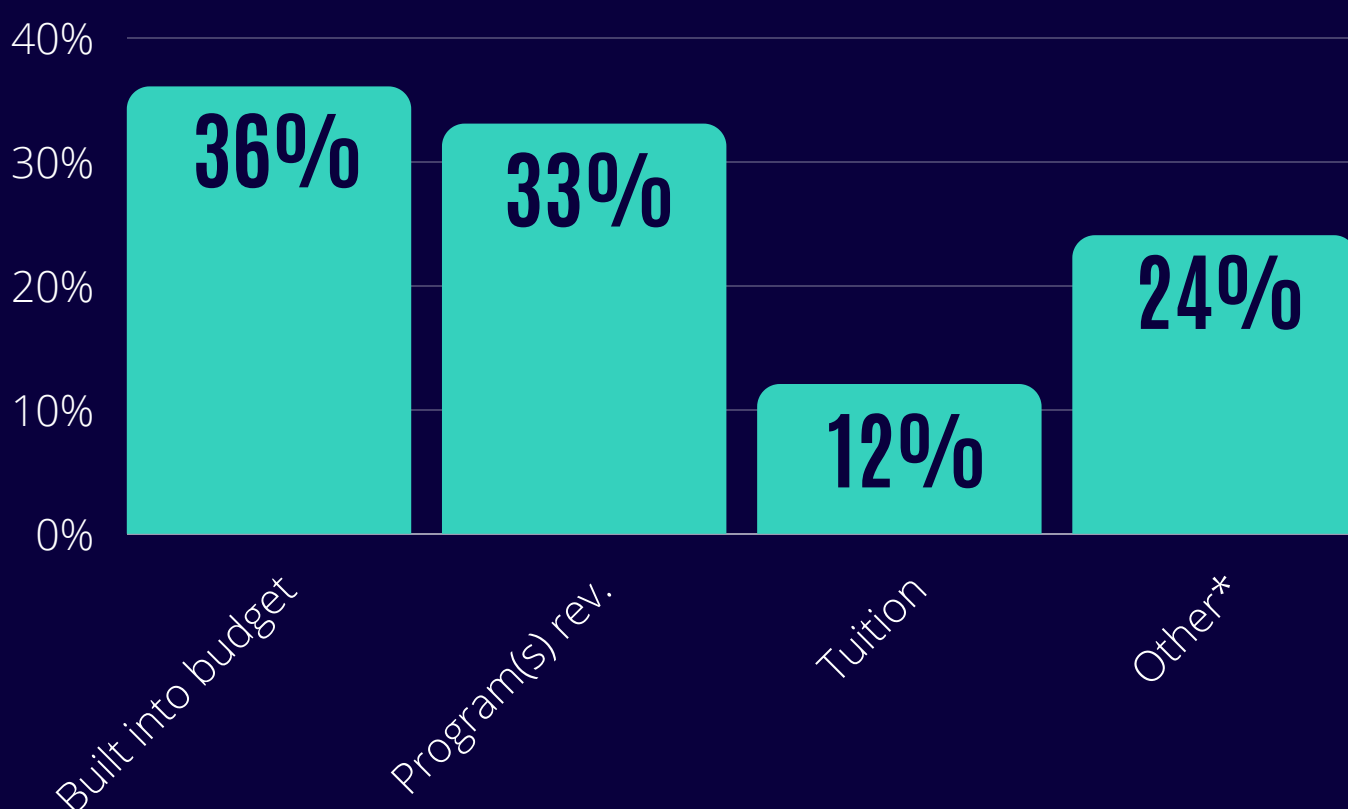(n=36)

3%
Much more often

17%
More often

81%
No change
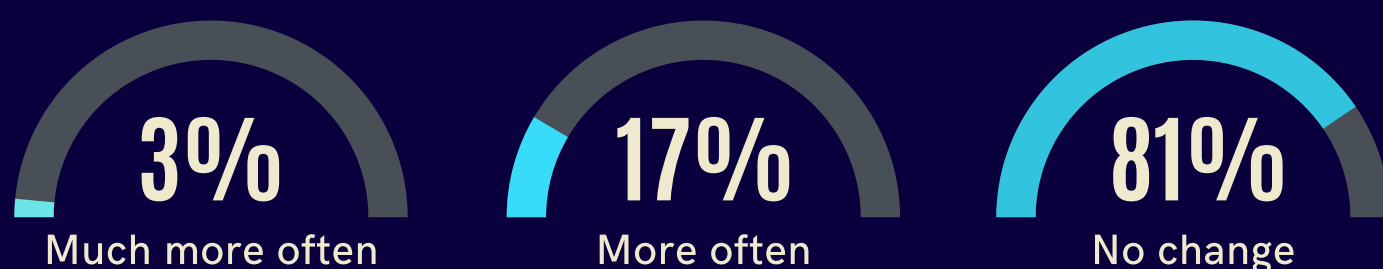
Change in value of outsourcing and corporate partnerships as a result of the pandemic:
(n=36)

42%: More valuable

58%: No change in value

How PCO units are paying
for outsourcing and corporate partnerships:

(n=33)

36% Built into budget

33% Program(s) rev.

12% Tuition

24% Other*

*Other responses include grants, the central university, and redirecting funds previously allocated for other operations, among others.

- As a result of the pandemic, the use of outsourcing and/or corporate partnerships has seen a modest increase among those already doing so.

- Marketing is the top use for outsourcing and corporate partnerships post-pandemic.

- Use of in-house resources is the top reason for PCO units not outsourcing and/or utilizing corporate partnerships.