

Center for Research and Strategy

CLIENT SPOTLIGHT



What challenge or opportunity were you facing that required consulting expertise?

SUNY Oswego was considering how to better attract and serve adult students online and to launch newly designed programs attractive to adults. We sought to assess our online and branch campus program portfolio to determine if they were serving the needs of our region, conduct an environmental scan of opportunities at our branch campus, and consider a feasibility study for a new adult-focused degree to help stop-outs complete their degrees.

How have specific deliverables from your project(s) been most impactful to you/your institution?

The portfolio analysis validated our online and branch campus offerings. The environmental scan informed us of additional program areas to pursue, and the feasibility study led to the creation of a new degree program. At our institution, all three studies created by UPCEA are still used when making informed decisions.



Why did you choose UPCEA for your research & consulting needs?

UPCEA's research is a valuable resource and very well regarded. Jim Fong is a trusted leader in the industry and, before his time at UPCEA, I had the pleasure of working with him on other successful research projects. Also, the ability to bundle three reports into one package helped our institution to consider a wider and integrated scope of analysis without multiple budget processes.

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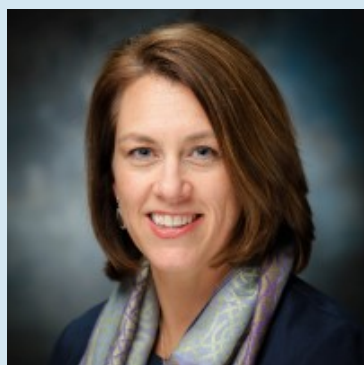
To whom would you recommend UPCEA's research & consulting services and why?

I recommend UPCEA's Center for Research & Strategy for institutions considering or offering online, continuing and professional education. If your institution is looking for data to either back up its decision-making or help uncover opportunities in various programs, the research from UPCEA is invaluable.

The feasibility study led to the creation of a new degree program.

What else would you like to share about your experience with UPCEA research & consulting?

The staff at UPCEA are knowledgeable and consummate professionals who are easy to talk with and who listen to the client's needs. In my experience, staff collect and interpret data with integrity, avoiding bias in the results.



Jill Pippin
Dean, Division of Extended Learning
SUNY Oswego

Jill Pippin is the Dean of the Extended Learning Division at SUNY Oswego. Extended Learning at SUNY Oswego spans a large portfolio of credit and noncredit programs. Jill's team leads a wide range of students, from adult/nontraditional to high school aged in innovative programs held in person, online and a branch campus.