



PennState Extension



Atlas.

Shifting to to a modern education organization, delivering non-credit education where customers want it, when they want it, and how they want it.

The Process

BUSINESS STRATEGY

PRODUCTS

EXPERIENCE

MARKETING

PEOPLE, PROCESSES AND TECHNOLOGY



Customer Focus

The customer needs and their experience should be the priority, not internal structure, model, or legacy.



Unified Strategy

Shift from an autonomous and decentralized organization to a unified model that maximizes customer interactions to build lifelong relationships across all programmatic areas.
One Extension.

Product Strategy Considerations

People, Processes, Technology

- What types of products does our audience want?
- How do we ensure product consistency?
- What is the cost/investment/ROI for product types?
- What is publishing and review process for each product type?
- What product is centralized vs. decentralized?
- Is there self-publishing content?
- How do product types compliment each other (lead>conversion and free vs. paid)?
- What type of customer support is required?
- Are there product specific reporting requirements?
- And many more....

Experience Considerations

People, Processes, Technology

- What are the product categories for architecture?
- What is the product line?
- What is the workflow for publishing each product?
- Is there self-publishing content?
- What is revenue model (e.g. individual, subscriptions, etc.)
- Will products need to be sold together?
- Are there registration and non-registration activities?
- What are registration requirements (e.g individual, group, etc.)
- Are there other e-commerce activities?
- What are the customer service requirements?
- What is the customer account model and source of truth?
- What integrations are required?
- And many more.....

Marketing Considerations

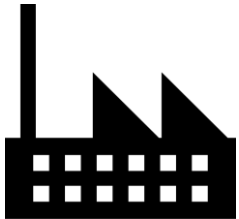
People, Processes, Technology

- How does our audience want to engage with us?
- Is there legacy data to migrate?
- Are we using a unified or soloed preference center?
- What are the preference center areas of interest?
- What types of experiences are we tracking?
- What type of campaigns are we creating (e.g. digital/direct, product/category, etc.)?
- What is the workflow for creation/approval of campaigns?
- Who is responsible for the campaigns?
- Who needs visibility to campaigns?
- Who needs access to campaign analytics?
- Who needs access to business analytics (e.g. product performance data)?
- And many more...



TECHNOLOGY

Technology



Print on Demand



- Marketing Campaigns
- Customer Service
- Account Management
- Business Analytics
- Product Management



COVID RESPONSE

Digital Focus During COVID



Videos



Webinars



Online Courses

Changes made

- Videos
 - Defined types/usage (learn now vs. short form)
 - Expanded best practices, guidelines and trainings
 - Increased capacity

Changes made

- Webinars
 - Primary shift from in-person to online
 - Updated workflows and processes
 - Modified registration templates
 - Reviewed and improved customer touchpoints
 - Hired position to handle file management, accessibility, and recordings

Changes made

- Online Courses
 - Free offering periods
 - Prioritized development
 - Increased capacity to support development
 - Mass and industry/persona-based campaigns
 - Leveraged communications/positioning opportunity

613,000+

Online Course and Webinar Registrations

24,521,506

Pageviews

1,152,048

YouTube Views

Lessons Learned (Strategy)

- You define your brand
- Change is tough but worth it
- Build for the future – not today
- Investment in infrastructure is key
- Internal and external learning curves have been accelerated and expectations increased

Lessons Learned (Operations)

- Integration is critical
- Standardization is critical to scaling
- Training is important, but time consuming
- Customer Service must be at the table
- Test as you scale

Going Forward

- Enhanced webinar experiences
- Blended learning (in-person and online)
- Learning journeys
- Workforce development/certification
- Technology enhancements



Thank you!