

Case Study: Pearson eCollege's Software as a Service Solution Helps Rutgers Grow Their Online Learning Program

Rutgers Offers Fully Online and Hybrid Courses Powered by Pearson eCollege

Rutgers, The State University of New Jersey, serves more than 50,000 students on campuses in Camden, Newark and New Brunswick, New Jersey. With over 280 degree programs, the university offers majors in more than 100 fields. To give these students greater access to a range of courses in an online environment, Rutgers has partnered with Pearson eCollege to power RutgersOnline.

RutgersOnline was created to extend the services and reach of the on-campus university, by providing students the opportunity to complete courses in a fully online environment. Students are able to participate in online courses, taught by Rutgers faculty, equivalent to those traditional courses offered on campus.

In addition to fully online courses, RutgersOnline offers hybrid courses for those students seeking the flexibility of online learning as well as the traditional, on-campus experience. Hybrid courses supplement face-to-face courses with online elements, providing rich interaction beyond the classroom walls. These courses broaden the classroom experience with multiple Pearson eCollege communication tools.

The Challenge: High Cost Barriers for Development and Delivery of Online Education

Increasingly, colleges and universities are embracing online learning as a way to keep and retain students, with enrollments growing at a rate of nearly 10 percent a year in the United States, to more than 3.5 million students. However, many schools find the costs to develop and provide online courses are barriers to growing their programs, according to a recent report.*

Additionally, the report indicates that high costs for the development and delivery of online education remain the greatest barriers to the growth of online education. "Most online education providers ask us to invest heavily up front and guess whether we can grow enrollments or not," says Dr. Richard Novak, Associate Vice President of Continuous Education and Distance

Learning at Rutgers, The State University of New Jersey. "A university like Rutgers, a state-supported, public university that often faces rounds of annual budget cuts, doesn't have the free capital to simply invest in IT infrastructure."

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*Online Nation: Five Years of Growth in Online Learning. Sloan Consortium, 2007.

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The Solution: Pearson eCollege's Software as a Service Model Enables Rutgers to Support Increasing Enrollments

Rutgers, The State University of New Jersey, needed an eLearning solution which would grow along with their program. The tools of the system needed to adjust to an increased number of enrollments, without creating extra costs or system downtime. Pearson eCollege's Software as a Service solution was able to meet these needs.

Software as a Service (or SaaS) solutions provide all of the hardware, software and networking required to host and support an application. Pearson eCollege provides a SaaS delivery model for its entire online education platform—backed by Pearson eCollege's comprehensive support services. This solution allows for a lower upfront investment that can easily grow with

increasing enrollments. In addition, Pearson eCollege's SaaS solution is a more reliable and easier-to-manage system than campus-hosted online learning models.

SaaS provides a powerful solution to higher education institutions in need of support for their technology infrastructure. SaaS course management systems allow institutions to expand their presence with minimal resource investments.

"Pearson eCollege's Software as a Service model allows for incremental growth," said Dr. Novak. "That's really critical, so that you don't have a lot of up-front, heavy capital investment. Rutgers can grow incrementally and only pay for the services we actually use."

As a SaaS delivery model, Pearson eCollege provides the same system uptime for all institutions. For each calendar year, Pearson eCollege maintained the following system uptime for all Educational Partners.

2008 Uptime: 99.984%

2007 Uptime: 99.970%

2006 Uptime: 99.984%

2005 Uptime: 99.980%

2004 Uptime: 99.987%

2003 Uptime: 99.996%

2002 Uptime: 99.990%

The Result: Rutgers Saves Time and Resources with Pearson eCollege While Growing Their eLearning Program

By utilizing Pearson eCollege's SaaS delivery model, Rutgers, the State University of New Jersey, was able to serve increased enrollments within their online program without having to invest in costly IT infrastructure.

"Having someone else worry about the infrastructure—the hardware and software—I can't tell you how huge that is," said Dr. Novak. "We don't worry about it."

In addition to the existing fully online courses already offered by RutgersOnline, Pearson eCollege's hybrid courses offer a more traditional classroom experience paired with the flexibility of online education. These courses provide rich online resources, interactive

communication tools including chat sessions and threaded discussion boards and 24/7 course access.

Rutgers' students appreciate the online learning opportunities available at the university. From the students' perspective, the reliability offered in Pearson eCollege's SaaS solution translates to greater flexibility of their learning schedules.

"I found Pearson eCollege to be perfect, actually. I've never had any glitches of any kind," said Allison Abbate, Library Science masters' student at Rutgers. "My Pearson eCollege courses are always there."

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For more information about Pearson eCollege, visit www.eCollege.com or call 1.888.376.9496.

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