



## Client Services Manages an Educational Partner's Daily Online Course Needs

*"At Pearson eCollege, we aren't treated like just another institution. We are treated like real people with real names, and they provide us with access to real people with real names."*

– Darla Runyon,  
Assistant Director/  
Curriculum Specialist,  
Northwest Missouri State University

The day-to-day demands of a fully online education program can stretch any administrative staff to the breaking point—enrollment pressure during term start, reporting program performance, user administration, communicating assessment results at term end and planning for future growth. For these continual demands, Pearson eCollege provides our Educational Partners with the Client Services team of consultants.

By streamlining and simplifying all day-to-day operational aspects of delivering an online program, the Client Services Consultant complements an institution's staff. Pearson eCollege's Client Services team provides its partners with years of online operations management expertise and support.

The Pearson eCollege Client Services Consultant is an extension of an institution's eLearning operations team. This individual is an institution's single-point of contact for all program management needs, even during critical times such as the start of new terms, dramatic enrollment growth and new program start-ups.

### Administrative and Technical Support

As an institution's personal advocate, advisor and administrator at Pearson eCollege, the Client Services Consultant not only supports all term and course administration, user management, communications and reporting needs, but also acts as the on-site representative for all course, portal and program development activities at Pearson eCollege to ensure successful execution. Beyond the value of Client Services Consultants' day-to-day responsibilities, it's their dedication to the Educational Partners they serve that really makes the difference.

### Efficient Operational Relief

Pearson eCollege enables institutions to focus on what they do best—administer and market its academic offerings while Pearson eCollege does what it does best—support high-quality online learning programs. The Pearson eCollege Client Services team offers operational efficiencies to keep an Educational Partner's in-house administrative and support staffing costs down. Further, Pearson eCollege helps avoid potential disruptions from normal organizational turnover and upkeep, while providing smooth, day-to-day operational support through the continuing evolution of technology and techniques in online education.

### Educational Partners

*Customer service and support are central to the Pearson eCollege business model. In fact, Pearson eCollege treats each client as an **Educational Partner**, sharing in the successes and challenges of the institution's course and program goals.*

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## Client Services Ensures Program Success and Growth throughout the Program Life Cycle

*Online programs have a predictable life cycle. It's a process with a beginning, middle and end that leads to a new beginning. Throughout the program life cycle, the experienced Pearson eCollege Client Services Consultant keeps all phases of the process on track by providing program management support to the Educational Partner's administrative team.*

### The Program Life Cycle

#### Planning

The Client Services Consultant coordinates with institutions to craft a detailed implementation timeline for a successful online launch.

With the timeline in hand, the consultant then supervises the activities that must be accomplished to launch a successful online program.

#### Assessing

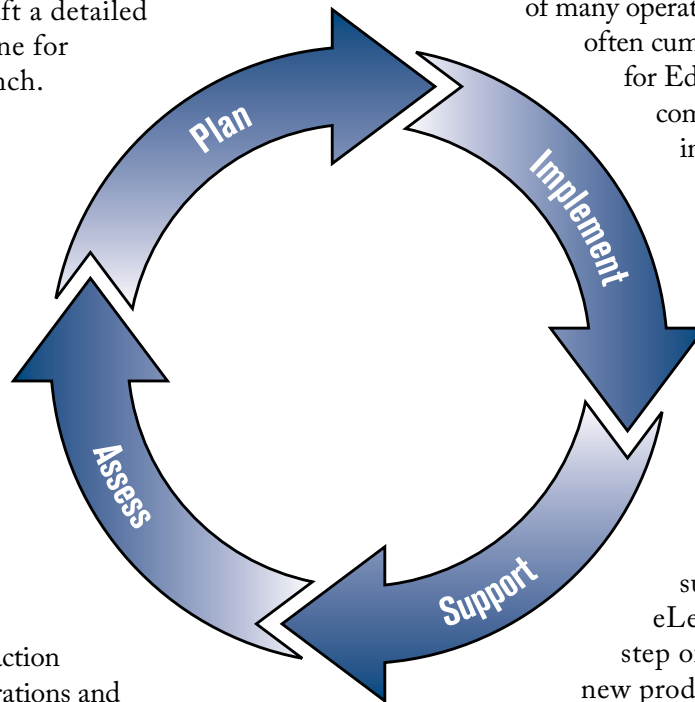
The Client Services Consultant performs assessments throughout the year to gauge program success. These assessments range from course evaluations and administrator satisfaction surveys to quarterly operations and partnership reviews, annual executive briefings and help desk satisfaction surveys.

#### Implementing

The Client Services Consultant takes ownership of many operational details that are often cumbersome and inefficient for Educational Partners to complete on their own. These implementation tasks range from course creation and course copying to term creation, enrollment management and process improvements.

#### Support

The Client Services Consultant serves as a liaison between Pearson eCollege and its Educational Partners, supporting an institution's eLearning personnel every step of the way through new product enhancements and releases, as well as through any other day-to-day operational tasks.



**Plan • Implement • Support • Assess**