



The Leading Service Provider for Online Higher Education

Academic Partnerships helps universities expand access to high-quality, affordable higher education by supporting the conversion of on-campus programs to engaging online formats, attracting and enrolling qualified students for these programs and providing ongoing student support through graduation.

We help universities grow and their students thrive through an integrated suite of services we call the *AP HigherEdge* – online program management solutions that are always delivered under the brand of our university partners.

The AP HigherEdge – Core Services

Academic Services

- Faculty support for online course conversion
- Best practices and strategies for course delivery
- On campus and virtual workshops
- Resources, templates and tools for faculty

Online Enablement

- Online process, system & technology enablement
- Project management & implementation support
- Continuous optimization & automation of student experience

Marketing Services

- Market research & analysis
- Digital marketing
- Field marketing & employer based partnerships
- Traditional marketing & PR

Enrollment Services

- Initial and ongoing student contact
- Dedicated in-house enrollment specialist teams
- Application and registration support

Retention Services

- New student onboarding
- Ongoing student engagement communications
- High-risk student outreach

Data Analytics

- Support for all AP services
- Strategies & tactics driven by behavioral data
- Evidence-based insights into student experience, performance and program efficiency



Trusted Partner. Proven Results.

Academic Partnerships' integrated services and teams augment a university's existing structure and provide support where needed. Our collaboration is designed to help our partners be fully prepared for online enrollment growth and to assure the best student experience.



University Partner Roles

- Admission standards & student acceptance decisions
- Online program curriculum, content development and quality
- Online instruction and quality
- Online program evaluations and assessments
- Online teaching assistant hiring and management
- Academic advising, grading and credentialing
- Financial aid advising and disbursement
- Program intellectual property and accreditation
- Graduation and conferral of degrees



Academic Partnerships' Roles

- Enablement of university's information systems and processes to facilitate the optimal online student experience
- Market research
- Integrated marketing and advertising
- Student recruitment specific to university admission standards
- Faculty support, resources, workshops and tools including guidance and best practices in course design and conversion to online formats
- Student enrollment and retention services
- Referral to university's financial aid office as needed
- Resource management efficiency strategies

Since 2007, we have assisted more than **50 universities** in the development of nearly **4,500** online courses across **450** degree programs and have had the privilege of supporting nearly **190,000 students** along their higher education journey.



Growing MBAs

Enrollment for AP-supported MBA programs continues to outperform market trends for this degree category



Leadership in Healthcare

We partner with four of the top 10 public RN to BSN programs in the U.S. - more than any other service provider



Mastering Education

Our recruitment efforts helped establish the 1st, 2nd, and 9th largest graduate schools of education in terms of conferrals among public universities.



Enrollment Growth Leader

We have grown multiple partner programs from low double digit enrollments to 1,000+ students and transformed them from local into nationally recognized brands.

For more information on how Academic Partnerships can help your university achieve a HigherEdge go to:

AcademicPartnerships.com