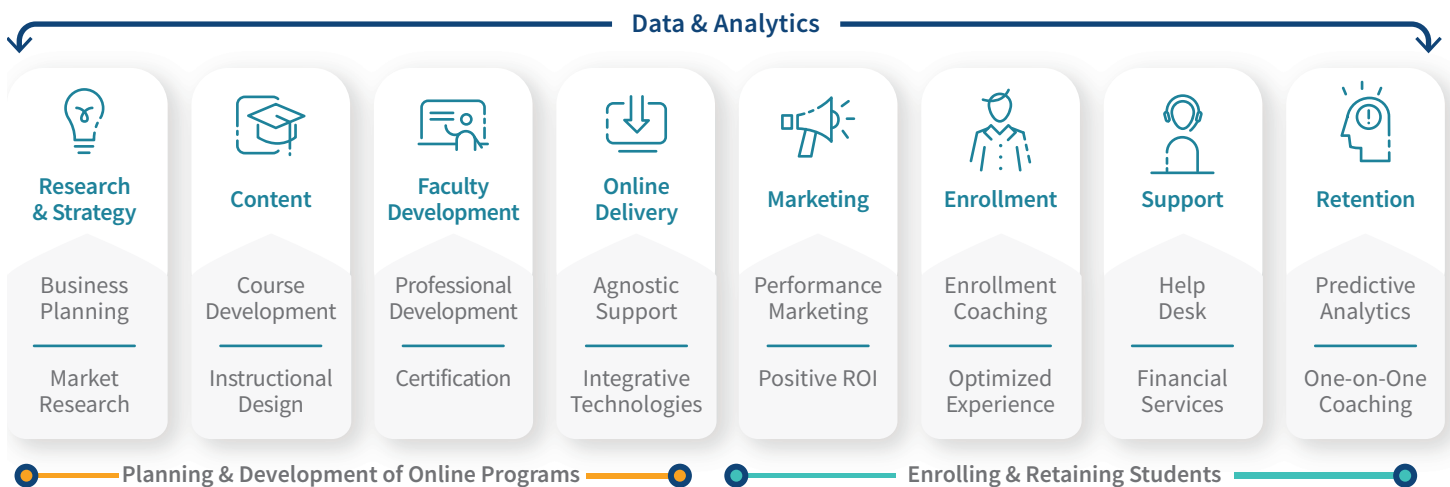# Own Your Online Story

With the online program management solution designed for growth. Blackboard OPX is the only solution that delivers brand ownership, data transparency and ROI.

Your Programs. Your Revenue.

Do you find it strange that institutions are still giving away revenue from their online programs to OPM vendors? We do too. Blackboard OPX is the online program solution of the future, one in which you own the creative assets and the course content—which means you also control incoming tuition revenue.

A Full Menu—Available à la Carte.

While the Blackboard OPX suite spans the full student lifecycle, our fee-for-service model means you only pay for the services your institution needs. We're also completely tech agnostic, and can easily integrate with your LMS, SIS and other campus software.

Data & Analytics

Research & Strategy	Content	Faculty Development	Online Delivery	Marketing	Enrollment	Support	Retention
Business Planning	Course Development	Professional Development	Agnostic Support	Performance Marketing	Enrollment Coaching	Help Desk	Predictive Analytics
Market Research	Instructional Design	Certification	Integrative Technologies	Positive ROI	Optimized Experience	Financial Services	One-on-One Coaching

Planning & Development of Online Programs — **Enrolling & Retaining Students**

Buck the Trend and Grow Enrollment.

Against a backdrop of declining enrollment across the country, our data-focused approach is allowing our partners to thrive. Just ask the team at Wichita State University, who saw their online enrollment grow 157% in a single year.

WSU
WICHITA STATE UNIVERSITY

157%
Increase in online students

9x
ROI - Return On Investment
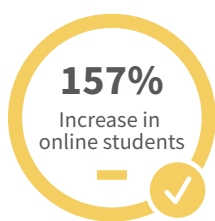
"As a partner, Blackboard is very student focused and truly understands that Wichita State's mission is to help our students succeed. They're making us happy by making our students happy, and we know that this is a model that will carry forward as we build our online presence."

– Mark D. Porcaro, Ph.D., Executive Director of Online Learning, Wichita State University

Not Just Another OPM.

The online game has changed, but traditional OPMs haven't changed with it. Blackboard OPX is a new approach to online program management, delivering ownership, flexibility and proven results.

Rev-Share OPM Providers	Blackboard OPX
▲ Loss of tuition revenue	Complete control of incoming tuition and revenue
▲ OPM often owns content and IP	Full ownership of creative assets and course content
● Lack of visibility and transparency	Access to data and analytics at all stages
● Infrequent communication and reporting	Frequent reporting, check-ins, strategic meetings and business reviews
■ OPMs' "Rinse & Repeat" approach means all content looks the same across institutions	Research-driven program strategy, course content and marketing messaging unique to your brand
■ Focused on quantity of courses over course quality	Compliant with industry-recognized standards for quality and accessibility
◆ Minimal flexibility and customization	Fee-for-service means you pay for only what you need
◆ Long, rigid contracts (8-10 years)	Flexible payment options and shorter contracts

Color Code:

▲ Ownership

● Transparency

■ Quality

◆ Flexibility + Customization

Ready to break up with your OPM? Check out our easy 6-step guide to reclaim your online programs.

No More "Cookie Cutter" Approaches.

With the online market becoming more competitive every day, you need a data-led approach to ensure your programs align with student needs and stand out. We worked with North Carolina Central University to design and launch two completely new online programs within six months.

NC Central UNIVERSITY

"I would highly recommend these services to other institutions who do not have adequate staff to meet the demand of designing and implementing online courses".
– Kimberly Phifer-McGhee, Ed.D. Vice Chancellor for Extended Studies and Student Support, North Carolina Central University.

Keep Your Students Engaged.

Retention is an ongoing problem which has been exacerbated by the pandemic. In just 6 months of working with Wayland Baptist, we increased their student retention by 12%.

WAYLAND® BAPTIST UNIVERSITY

12% Retention increase

"Blackboard's retention program provides our online students with the proactive support they need, when the need it. I am very pleased with the retention gain that this program has produced."
– Patricia M. Ritschel-Trifilo, Ph.D., Director of WBUonline, Wayland Baptist University

READY TO TAKE CONTROL OF YOUR ONLINE STORY?   **GET STARTED AT BLACKBOARD.COM/OPX**