OPX LIFECYCLE
Your Path to Sustainable Online Growth

Phase 1: Planning & Development
- Strategic planning
- Market research
- Go-to-market planning
- Online course development
- Faculty development

Key Activities
- Launching new online programs
- Performance-driven marketing
- Enrollment management
- Student support
- Retention services

Phase 2: Go-to-Market
2-5 Years

Key Activities
- Regular market landscape assessment
- Retention
- Development of new programs and modalities

New Programs:
- Certificate
- Workforce co-design
- Executive education

New Modalities:
- Global
- Hybrid
- Self-paced/CBE
- MOOCs

Phase 3: Sustained & Strategic Growth
Ongoing

Key Activities
- Regular market landscape assessment
- Retention
- Development of new programs and modalities

New Programs:
- Certificate
- Workforce co-design
- Executive education

New Modalities:
- Global
- Hybrid
- Self-paced/CBE
- MOOCs

PHASE 1: STARTUP
Creating and executing on a strategic plan based on market landscape research and institutional capabilities to build out new online programs at an institution or school within a larger university.

Business model: start up, heavy initial investment

PHASE 2: SCALING & GROWTH
Building a pipeline of enrollment through the launch of new online programs and promotion of programs to new audiences outside of the institution's traditional population.

Business model: ongoing investment with predictable ROI; creating efficiencies and becoming profitable

PHASE 3: INDUSTRY LEADER
Leveraging brand awareness in the online space and predictable revenue and enrollment to pivot and adjust to the changing higher education landscape to meet prospective student needs.

Business model: investing in innovation and growth in new areas

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