Acadeum

THE ACADEMIC LEADERS' GUIDE TO

Course Sharing

Hundreds of colleges and universities are leveraging course sharing to boost student retention and institutional success.

As the creator of the world's largest course sharing network, the Acadeum team has a deep knowledge of what it takes to successfully implement a course sharing strategy to align with your institution's strategic objectives and goals. Each day, our team helps hundreds of institutions address challenges and support student progress with course sharing.

We've created this Course Sharing Guide to help academic leaders and administrators learn how course sharing works and how it can help your institution boost student progress, improve process efficiency, support academic innovation, and generate new revenue.

What's Inside

Introduction

Higher education today faces a host of challenges: affordability, student debt, falling enrollments, rising costs, a growing focus on the ROI of a college degree, and much more.

Given the disruption in the industry and forthcoming demographic shifts, colleges and universities are looking for scalable, affordable, and sustainable ways to attract and retain students, and ensure long-term institutional success.

In the last few years, hundreds of colleges and universities have embraced course sharing with like-minded institutions to:

+ Expand the breadth and depth of academic programs
+ Reach new students and markets
+ Improve student retention and graduation rates
+ Streamline processes made complicated by the transfer system
+ Recover and generate revenue
+ Deliver micro-credentials and stackable certificates
+ And more

Course sharing is a powerful strategy that is within the reach of every institution.

"Higher Education has always depended on collaboration to improve our academic community. Now, course sharing may be our savior."

BRYAN BOATRIGHT
University of Mount Union, Assistant Vice President for Academic Affairs and University Registrar

What Course Sharing Can Do

Course sharing offers institutions a low-risk way to help students access the courses and in-demand skills they need while maintaining oversight and autonomy. The best way to understand course sharing's potential is by seeing what it can do.

SUPPORT STUDENT PROGRESS

ACCELERATE ACADEMIC INNOVATION

IMPROVE INSTITUTIONAL EFFICIENCY

GENERATE NEW REVENUE

Stories from the Acadeum Network

3 — An institution in Arkansas launched **three new majors** by filling gaps in their curriculum with courses from a like-minded school.

An HBCU in South Carolina **ensured on-time graduation** for students who were a few credits short by finding the courses they needed on the Acadeum network.

$1M — An Ohio-based university expanded their online offerings during summer term to bring back students typically lost to transfer, **recovering over $1 million in revenue.**

6% — A college in Virginia saw a **6% increase in retention** by offering at-risk students online courses to avoid probation and suspension.

A university in Massachusetts is harnessing the power of career-aligned pathways to help students **acquire in-demand skills** by integrating industry credentials into courses and degrees.

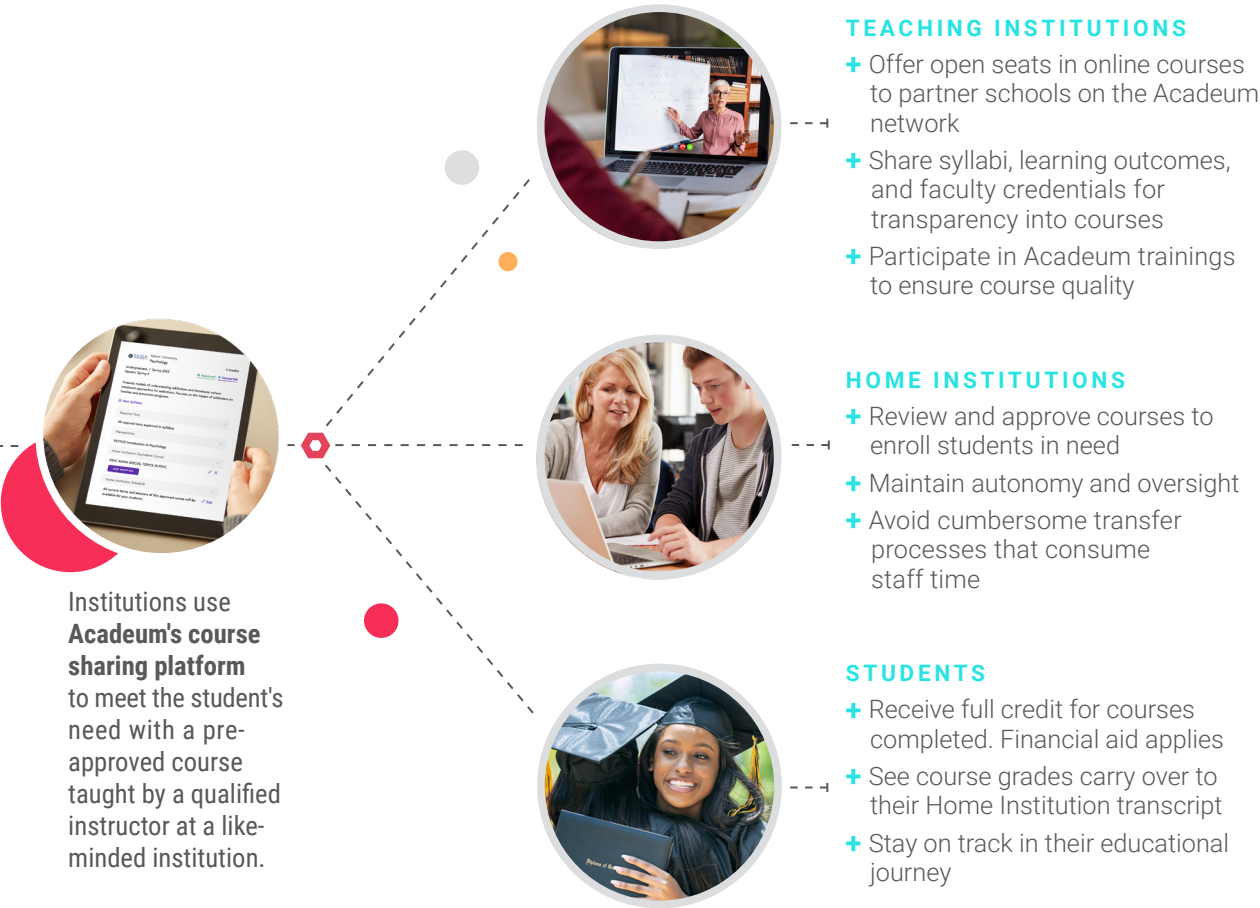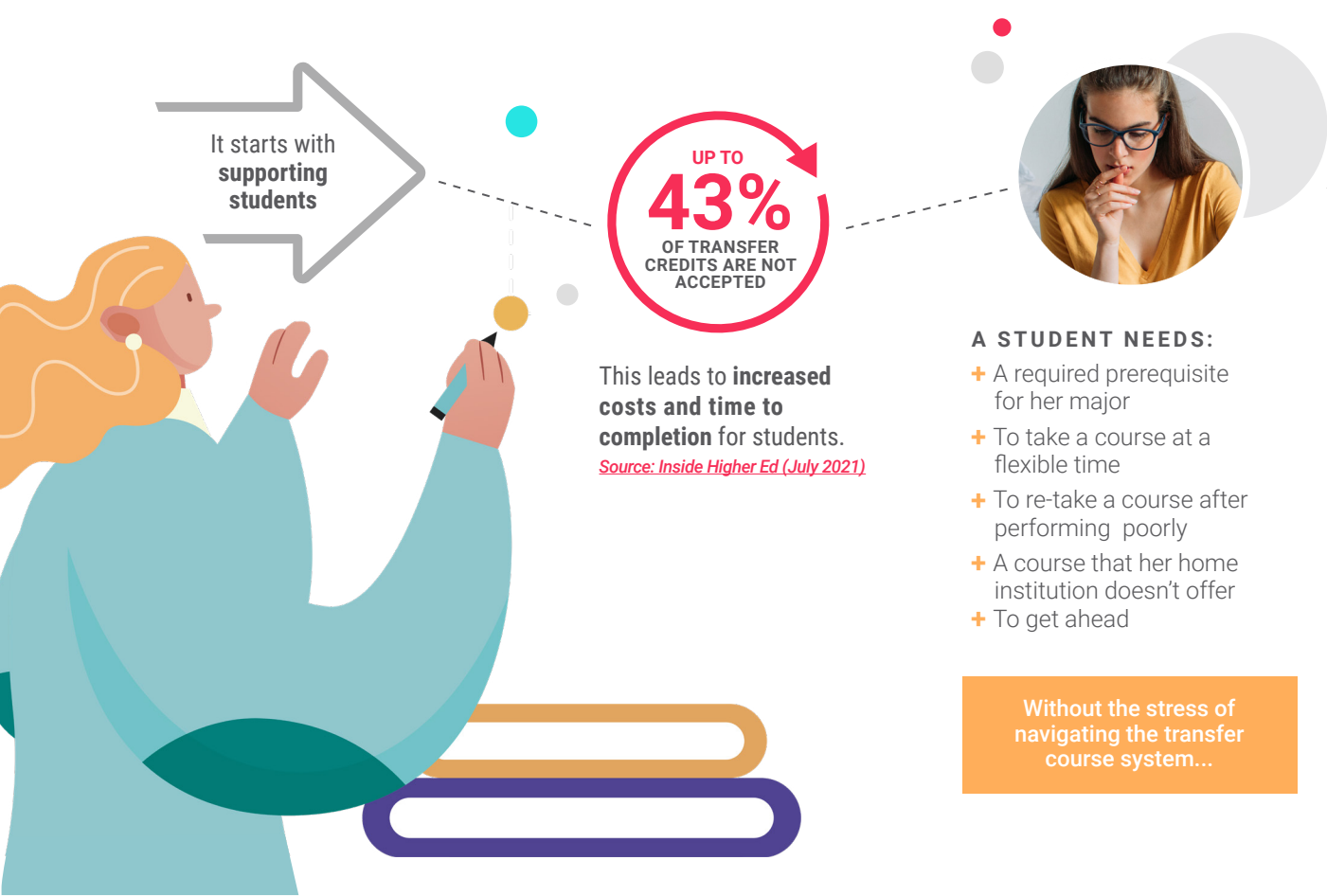"Using Acadeum courses helps students maintain progress towards a degree, keeps them connected to our college, keeps them connected academically…and ultimately increases the chances of students coming back the next semester."

DR. JONATHAN BRAND
President of Cornell College

How Does Course Sharing Work?

It starts with **supporting students**

UP TO
43%
OF TRANSFER CREDITS ARE NOT ACCEPTED

This leads to **increased costs and time to completion** for students.
Source: Inside Higher Ed (July 2021)

A STUDENT NEEDS:
+ A required prerequisite for her major
+ To take a course at a flexible time
+ To re-take a course after performing poorly
+ A course that her home institution doesn't offer
+ To get ahead

Without the stress of navigating the transfer course system...

Institutions use **Acadeum's course sharing platform** to meet the student's need with a pre-approved course taught by a qualified instructor at a like-minded institution.

TEACHING INSTITUTIONS
+ Offer open seats in online courses to partner schools on the Acadeum network
+ Share syllabi, learning outcomes, and faculty credentials for transparency into courses
+ Participate in Acadeum trainings to ensure course quality

HOME INSTITUTIONS
+ Review and approve courses to enroll students in need
+ Maintain autonomy and oversight
+ Avoid cumbersome transfer processes that consume staff time

STUDENTS
+ Receive full credit for courses completed. Financial aid applies
+ See course grades carry over to their Home Institution transcript
+ Stay on track in their educational journey

Unlike the traditional transfer course process, both institutions earn revenue, either by filling an empty seat or by retaining tuition that would have been lost to transfer.

How Colleges and Universities Use Course Sharing

Expand Academic Capacity	Create Academic & Workforce-Aligned Programs	Deliver Micro-Credentials & Stackable Certificates	Reach New Populations of Learners
Broaden access to courses students need, when they need them, keeping them on track.	Maintain a competitive edge while meeting student and workforce demand.	Provide access to affordable non-credit and certificate learning modules to integrate into degree programs.	Discover opportunities to attract high school and international learners through the vast Acadeum network.

"I just had six seniors who participated in commencement because they were able to take advantage of Acadeum and do well in those courses…students were in tears, so overwhelmed with emotion."

JAMILA S. LYN,
Director of Specialized Programming,
Benedict College

Dual credit and international populations are two critical areas of focus that we may not have the operational bandwidth to do on our own. Partnering with Acadeum allows us to leverage an extensive network and serve as an educational partner with different entities throughout the US and the world."

SHAWN STEWART, PH.D.,
Dean and Chief Operations Officer,
Southeastern University

"The future for non-traditional education is certificate programs that lead to pathways into an associate degree, a bachelor's degree, and even certificates at the graduate level that can lead into a graduate program. That's what our students want."

JOHN SHANNON,
President, Trine University

"We put together our version of a Computer Science major, a program based on feedback from expert faculty and regional employers -- 25% of the degree is offered from Saint Leo's courses."

DR. ANN C. FULOP,
Provost and Vice President of Academic Affairs,
Eureka College

Finding a Network of Partners

Every day, institutions across higher education collaborate to share resources and maximize their impact--such as forming consortia for transfer networks and combining purchasing power for software and licenses. Course sharing represents a natural extension of this kind of mutually beneficial collaboration. 460+ two- and four-year institutions have joined the Acadeum network to support student progress and institutional success through collaboration.

The consortia powered by Acadeum bring together like-minded schools that share a common purpose or mission, educational approach, or geographical identity. Here are just some of the networks that use Acadeum to share courses with member institutions:

COMPLETE COLLEGE AMERICA

CCCU
COUNCIL FOR CHRISTIAN COLLEGES & UNIVERSITIES

CIC

DIGITEX
DIGITAL HIGHER EDUCATION CONSORTIUM OF TEXAS

League.org
FOR INNOVATION
IN THE COMMUNITY COLLEGE
ONLINE COURSE SHARING CONSORTIUM

SREB | Southern Regional Education Board

> " We are pleased to offer [the course sharing network] as an option for our members who are seeking alternative, innovative approaches to student access, success, and completion. "

CYNTHIA WILSON
Vice President for Learning and Chief Impact Officer,
League for Innovation in the Community College

Who We Serve

Acadeum's commitment to higher education starts with colleges and universities and the students they serve.

Acadeum's network includes:
+ Public four-year universities
+ Private, not-for-profit colleges and universities
+ Community colleges
+ Minority Serving Institutions (MSIs)
+ International institutions

Read on to see how different types of institutions use Acadeum to meet strategic goals.

ADVISOR

Private Institutions

Matching students to a network of online courses can provide personalized, one-on-one support when students face a scheduling roadblock or setback that puts their progress at risk. Course sharing provides academic leaders and advisors a low-risk way to put students back on the path to persistence, completion, and lifelong success.

A course sharing strategy demonstrates a commitment to the kind of "wrap-around" student-centric support for which private institutions are known. See how schools like yours are developing creative solutions to difficult problems by partnering together:

+ Eureka College partnered with St Joseph's University in New York to offer courses to 38 students at risk of probation and suspension. By retaining these students, Eureka was able to **recover $700,000 in revenue.**
+ Catawba College **enrolled 50 nursing students** who would have been turned away by offering critical science prerequisites through the Acadeum network. Through course sharing, Catawba was able to attract additional students and earn $400,000 in revenue.

"Retention was really our number one goal. It was critical that our retention rate went up, not only for ratings but as a promise to our students and their parents."
MARY-BETH COOPER, President of Springfield College

Public Institutions

For public institutions--with or without large online programs in place--course sharing offers value to student retention goals by helping institutions meet state-based performance metrics. Rural or regional campuses can attract, support, and retain more students by partnering with like-minded large, urban institutions to expand their catalog and offer more flexible course options.

COURSE SHARING:
+ Improves time to graduation
+ Increases student degree completion rates
+ Keeps transfer students on campus
+ Helps redirect under-enrolled courses

Consider the revenue implications: course sharing can help recover hundreds of thousands of dollars that would otherwise be lost when students take classes elsewhere. The potential of this impact in higher education--one that doesn't require significant upfront cost or resources--is a key reason why the Lumina Foundation invests in Acadeum.

"Our partnership with Acadeum streamlines course sharing across our campuses. This is a win-win, providing learners with more opportunities and pathways to completion while also helping campuses fill courses."
DR. JAMES R. HALLMARK, Vice Chancellor for Academic Affairs at The Texas A&M

Community Colleges

Community colleges have a historic role in establishing course sharing. DigiTex, a twenty-year old consortia of Texas community colleges helped bridge the gap between institutions with online resources and those without. Maryland Online developed Quality Matters, the leading online quality certification system, and in 2005, dozens of schools came together to backbone the Sloan Semester for students displaced by Hurricane Katrina. Today, through the Acadeum network, community colleges can expand their reach and impact by collaborating.

Community college students often face significant hardships on their educational journey. Course sharing helps colleges connect students to the courses they need.

WITH COURSE SHARING, INSTITUTIONS CAN:

+ Reduce instructional cost and recapture revenue lost to transfer
+ Serve new student populations including high school and dual enrollment learners
+ Fill gaps when qualified faculty are unavailable
+ Overcome capacity issues that delay student progress
+ Ensure students maintain velocity to completion

"If we didn't have [course sharing], we would have to invent it..."

JUD HICKS, President, Frank Phillips College, Borger, TX

" With DigiTex, we can deliver our full curriculum... and it's nice to be able to keep enrollments from a state funding standpoint. "

AMY BURCHETT
Provost, Howard College, Big Spring, TX

A Platform to Make it Happen

Acadeum Course Share offers a course catalog to search, review, and approve courses; a reporting tool to track registration requests, approvals, status, and grades; and a hub for financial reconciliations between institutions.

The Acadeum Platform is designed for both administrators and students:

+ Teaching Institutions upload and maintain their course catalogs
+ Home Institutions pre-approve and accept courses their students wish to take
+ Students find and register for courses (approved by the institution)

"The Acadeum partnership has been very helpful--the platform is exceptionally well-designed and very smooth. Within the University contracting structure, it's the best I've ever seen."

DR. OSMAN ÖZTURGUT
Associate Provost, Strategic Outreach and Partnerships, University of the Incarnate Word

Why Acadeum Course Share

Institutions on the Acadeum network can seamlessly automate the transfer of data into and out of the Acadeum Course Share platform to their student information system, enterprise resource planner, customer relationship manager, and learning management system

Streamlined Course Approval

Review and pre-approve online courses from partner schools through an online course catalog

Student Registration Accounts

Provide students the ability to directly request registration for pre-approved courses

Seamless Financial Experience

Efficiently pay partner schools using electronic payments

Administration and Reporting

Keep track of all student registration requests, approvals, status, and grades

Next Steps

At Acadeum, our goal is to help academic institutions boost student success, broaden access to educational opportunities, promote curricular innovation, and support institutional success.

So far, more than 460 colleges and universities have partnered with Acadeum to do just that.

If you're new to course sharing, the best place to get started is as a Home Institution:

✅ Identify student groups that would benefit from course sharing. Where can you make the biggest impact?

✅ Schedule a meeting with an Acadeum course sharing expert. We'll listen to your needs and can recommend the right course sharing strategies to meet your goals and get you up-and running on our network.

✅ Select and pre-approve courses from Acadeum Teaching Institutions that align with your institution's qualifications.

✅ Communicate the Acadeum plan to your on-campus team: Provost, Registrar, CFO, Student Advising and Success, and Faculty.

✅ Consider new in-demand programs or professional certifications that could enhance your academic offerings.

WE'RE HERE TO HELP! GET STARTED AT:
acadeum.com/contact-us

When you join the Acadeum network, you're joining a community of course sharing champions and experts. As part of our commitment to quality and institutional success, we'll connect you with a member of our partner success team to work one-on-one to meet your strategic goals and answer any questions along the way.

FIND YOUR ACADEUM REPRESENTATIVE AT:
go.acadeum.com/my_acadeum_rep