



**FORT HAYS STATE
UNIVERSITY**

HETS BEST PRACTICES SHOWCASE

Celebrating Technology Innovation
for Hispanic Success in Higher Education

Forward thinking. World ready.

Hays, Kansas
www.fhsu.edu



Mirando Hacia el Sur – Connecting US Distance Education with Institutional Partnerships to Latin America

Dr. Jerry Spotswood
Assistant Dean, Graduate School

Dr. Tim Crowley
Dean, Graduate School/Assistant Provost for
Internationalization



Contents

- Context of current operations
- Lessons learned from strategic partnerships
- Lessons learned from providing distance education in the USA
- Distance education challenges in international markets
- The business of higher education in Latin America
- The value proposition



FORT HAYS STATE
UNIVERSITY



Forward thinking. World ready.

Hays, Kansas
www.fhsu.edu



FORT HAYS STATE UNIVERSITY



Forward thinking. World ready.

Hays, Kansas
www.fhsu.edu



Context of current operations

- FHSU is a state comprehensive university in Hays, KS, USA authorized to grant master's degrees in 21 programs.
- Accredited by North Central Association of Higher Learning Commission
- Currently the 3rd fastest growing state university in the USA (*Chronicle of Higher Education Almanac*, Aug 23, 2013)
- 13,441 total enrollment – Fall, 2013
 - Approx. 8,500 students served through distance education and strategic partnerships combined through it's distance learning arm – the Virtual College
 - Approx. 1600 of 2000 graduate students served through distance education



Unique Institutional Strengths

- Distance learning – we serve approximately 5,900 students through programs in our Virtual College (1,600 in master’s programs)
- Strategic Partnerships – we have international strategic partnerships where we serve 3,400 students through dual degree hybrid on-campus/virtual “cross border” instructional models, 2+2, 3+1, and 1+1 dual degree partnerships, exchange partnerships, co-branded ESL centers, and now revenue sharing international distance learning partnerships.



Available Online Graduate Programs

- Master of Professional Studies (MPS)
 - Human Resource Management
 - Information Assurance Management
 - Cybersecurity
 - Web Development
 - Computer Networking
 - Public Health Administration
 - Social Entrepreneurship
 - Instructional Design
 - Music Composition
 - Organizational Leadership
 - Criminal Justice
- Master of Liberal Studies (MLS)
 - Global Studies
 - Global Management
 - Global Professional English
 - 12 more online choices
- MBA
- Master of Arts in History
- Graduate Certificates
 - Advanced Business
 - Business
 - Human Resource Management
 - Organizational Leadership
 - Tourism & Hospitality Leadership



Emerging Markets

- In Fall, 2013, FHSU officially took its first strategic steps in deploying its Virtual College to international markets through an MOU with Talal Abu-Ghazaleh University (TAGIUNI). This is a revenue-sharing partnership model based upon an “aggregator” concept (i.e. multiple universities marketed by program and price niche).
- TAGIUNI will begin marketing 10 FHSU Virtual College degree programs and 3 certificate programs through its network in the Middle East this fall.
 - Master of Professional Studies (MPS) in Cybersecurity, Information Assurance, Web Development, Computer Networking, and Public Health Administration.
 - BS in Tourism and Hospitality Management
 - BA in Organizational Leadership
 - BA in Philosophy
 - BA in Political Science
 - BA in Sociology
 - Graduate Certificates in Human Resource Management, Organizational Leadership, and Tourism and Hospitality Management



Latin American Opportunities

- FHSU participated in Institute for International Education (IIE) study tour of Brazil in Spring, 2013. Opportunities are currently being discussed in Chile.
- Currently looking for partnership opportunities with institutions or corporations interested in providing access to US degree programs for students interested in English degree programs or certificates.



Lessons learned from 14 years of experience with strategic partnerships

- English language preparation & support
- Orientation to US education system support
- Expectations of cultural differences
- Textbooks – challenge of delivery to foreign markets
- Technology infrastructure – bandwidth, licensing of LMS, etc.
- Balancing the business model with high quality instruction (instructional costs)



Lessons learned from distance education in the USA

- Instructor training/support – especially adjuncts
- Course design & delivery
- Market research/programming
- Course and program assessment
- Student support needs – advising, tech support, library, etc.
- Improved internal computing resources
- Student verification/testing validity



Distance education challenges in international markets

- Negative perception of distance education compared to face-to-face education
- Cost – compared to local institutions
- Technology – cloud or locally hosted content
- Branding – US host institution unknown to local population
- Support Services – local “face” for US host



The Business of Higher Education in Latin America

- Relationship building/trust
- Niche market – graduate level distance education programs taught in English to workforce (certificates & degrees)
- Importance of Local University Partner for Credibility and Support
- Potential corporate support for employee tuition assistance



Value Proposition

- FHSU would like to enter into new markets in Latin/South America in collaboration with a reputable local university partner to provide accredited graduate level programs that serve local workforce needs.
- At \$247 per credit hour (\$400 per credit for MBA), FHSU offers value over many US competitors.
- 1+1 dual degree partnership agreements can also be negotiated with local institutions to add value (US diploma + local diploma).
- Agreements which return tuition revenue to the local partner in return for marketing and support assistance are possible, as well.



Value proposition (cont.)

- Technology infrastructure – cloud-based LMS (Blackboard) delivery of content with high speed bandwidth.
- Local support – assistance with governmental regulations/licensing requirements, testing center usage, GMAT/TOEFL/IELTS preparation, liaison support to FHSU, and marketing



FORT HAYS STATE
UNIVERSITY

Questions?/¿Preguntas?



Forward thinking. World ready.

Hays, Kansas
www.fhsu.edu



Contacts/Contactos

Gracias por su tiempo e interés en nuestra propuesta de usted!

Dr. Jerry Spotswood – jwspotswood@fhsu.edu

Dr. Tim Crowley – tcrowley@fhsu.edu

www.fhsu.edu/gradschl