



Grow your non-traditional program offerings, enroll more students, and serve the needs of your community.

Higher education is facing myriad challenges associated with the perceived value of a four-year degree. As the cost of college rises and as employers adopt skills-based hiring practices over degree-based hiring, many would-be students are turning away from higher education.

Simultaneously, businesses are struggling to address a growing skills gap. With more job vacancies than skilled employees, the enterprise sector is now challenged to find skilled workers and ways to upskill their workforce. Job seekers and college graduates are also looking for ways to gain the skills employers seek. Many are actively searching for non-traditional learning opportunities that will help them grow and succeed in their careers.

Higher education institutions are uniquely situated to address the skills gap and bridge the education/employment divide. With physical and online classroom space, top-tier faculty, and talented staff, they possess many of the resources necessary to create programs that address these issues and meet the needs of employers and learners alike. However, many institutions are missing important pieces of the equation: modern technology, marketing, and skills-based content. As a result, institutions aren't equipped to serve an increasingly diverse learner population or support the ability to offer alternative credentials and non-traditional programs.

Cutting-Edge Technology and Services to Build and Grow Your Non-Traditional Programs

Institutions need a dynamic platform that supports alternative education programs, enables enrollment growth, and addresses the needs of students and businesses alike. Campus Marketplace provides this support by unifying three components: software, marketing services, and skill bootcamps. In one holistic solution, Campus Marketplace brings together strategic marketing services, an online storefront, registration software, and prebuilt curricula. It is designed to support your institution as it starts, grows, and sustains non-traditional programs.

- ▶ Manage every aspect of your non-traditional programming, including non-credit, dual-credit, continuing education, workforce development, and professional development programs, through a single solution.
- ▶ Market and sell non-traditional programs through a modern, fully branded online storefront.
- ▶ Deliver a familiar and user-friendly ecommerce experience that enables students on- and off-campus to easily enroll in non-traditional programs.
- ▶ Attract new learners across demographics and drive traffic to your website with advanced marketing and search engine optimization (SEO) services.
- ▶ Provide students the ability to demonstrate competencies through curated skills bootcamp content and curriculum.
- ▶ Enhance relationships with local corporations by providing custom curricula and upskilling opportunities.
- ▶ Enable seamless user experiences and data exchange between your existing systems when you integrate with Jenzabar One.

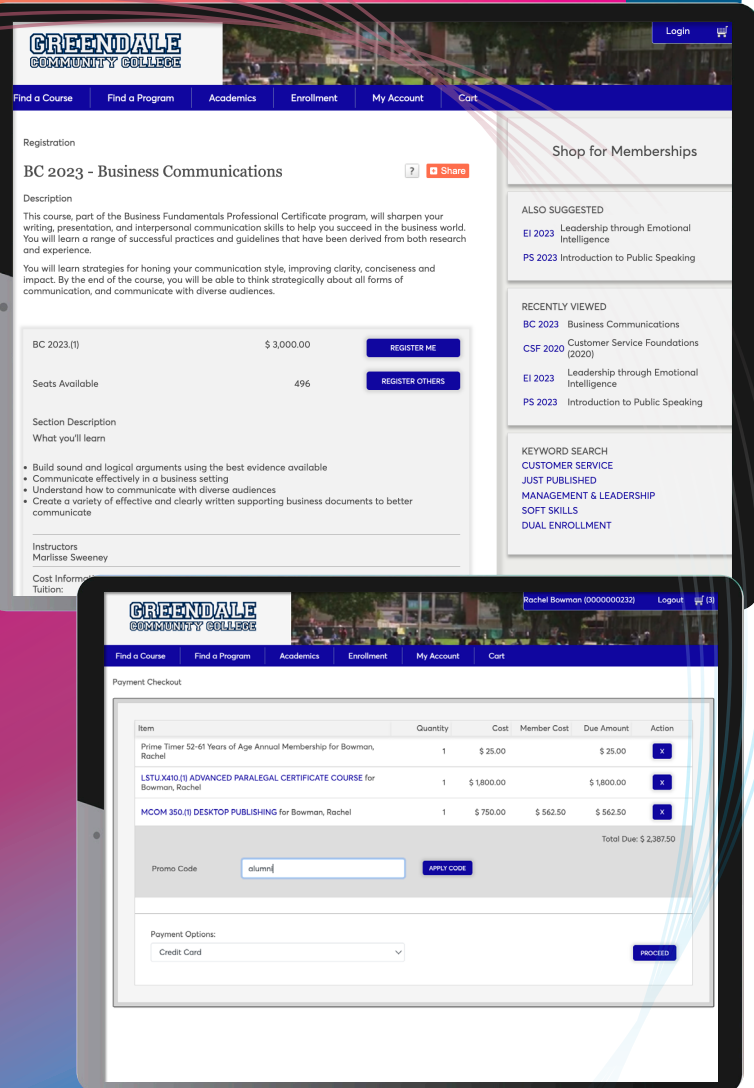


Manage Every Aspect of Your Non-Traditional Programming

The needs of students seeking alternative credentials are very different from those interested in a more traditional college education. Non-traditional learners want accessible, affordable, and unbundled education options that can be purchased easily without the hassle of a complex registration process. To draw these learners to campus, you need a familiar ecommerce experience, unique catalogs for corporate and school-district partnerships, and a clean integration with your student information system.

Campus Marketplace simplifies this process while catering to both student and institutional needs. It enables institutions like yours to offer enrolled and unenrolled learners a familiar online buying experience in a branded storefront. It allows you to expand your reach and allows your learners to easily access the skills necessary to succeed in the professional world. Best of all, Campus Marketplace integrates with Jenzabar One, ensuring you can unite data to make informed decisions that drive innovation and growth.

- ▶ Accelerate registration and eliminate barriers to increase enrollment and revenue.
- ▶ Attract and retain students with new course offerings that include in-demand skills.
- ▶ Deliver personalized experiences through a branded online storefront.
- ▶ Better manage dual-enrollment partnerships with local school districts by providing unique catalogues and purchase/registration workflows.
- ▶ Gain greater financial insight into profitability on the course- or program-level to drive revenue up and costs down.
- ▶ Streamline operations with automated workflows, as well as automated course and faculty scheduling.
- ▶ Improve certificate and program management with membership and subscription options and advanced reporting.
- ▶ Keep your team connected with scheduling tools and real-time alerts.

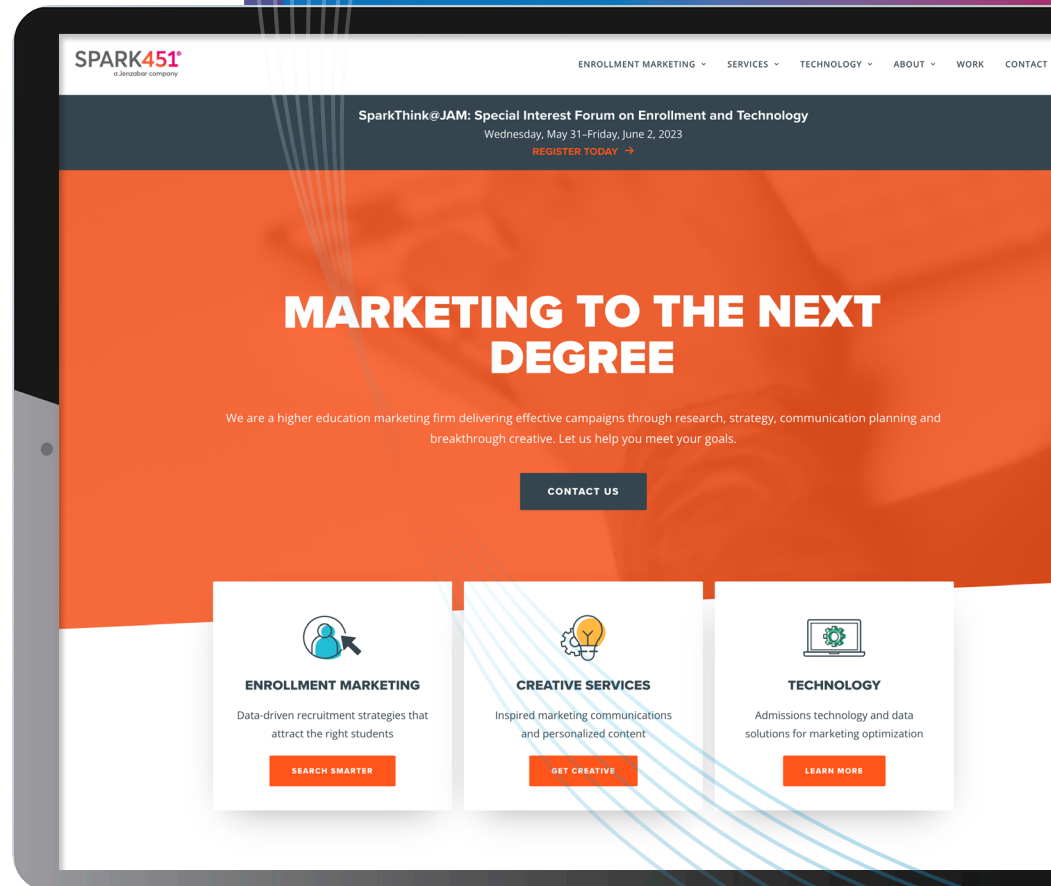


Market Your Courses and Drive Traffic to Your Website

For institutions looking to grow their non-traditional programs, building the courses is only the first step. To create awareness and expand your program's reach, you'll need to scale up your marketing and outreach efforts.

As a part of Campus Marketplace, your institution has access to an array of content marketing services from Spark451, a Jenzabar company. These services will help drive traffic to your website and create content tailored to your right-fit students. Improve your SEO, create outreach sequences to potential corporate partners, design compelling course descriptions, and more.

- ▶ Drive qualified traffic to your website and attract new learners to your institution with SEO-rich content.
- ▶ Launch, grow, or sustain your institution's non-traditional programming with strategic marketing support and services.
- ▶ Increase visibility of your programming and institution on a branded website dedicated to matching learners to their ideal courses.



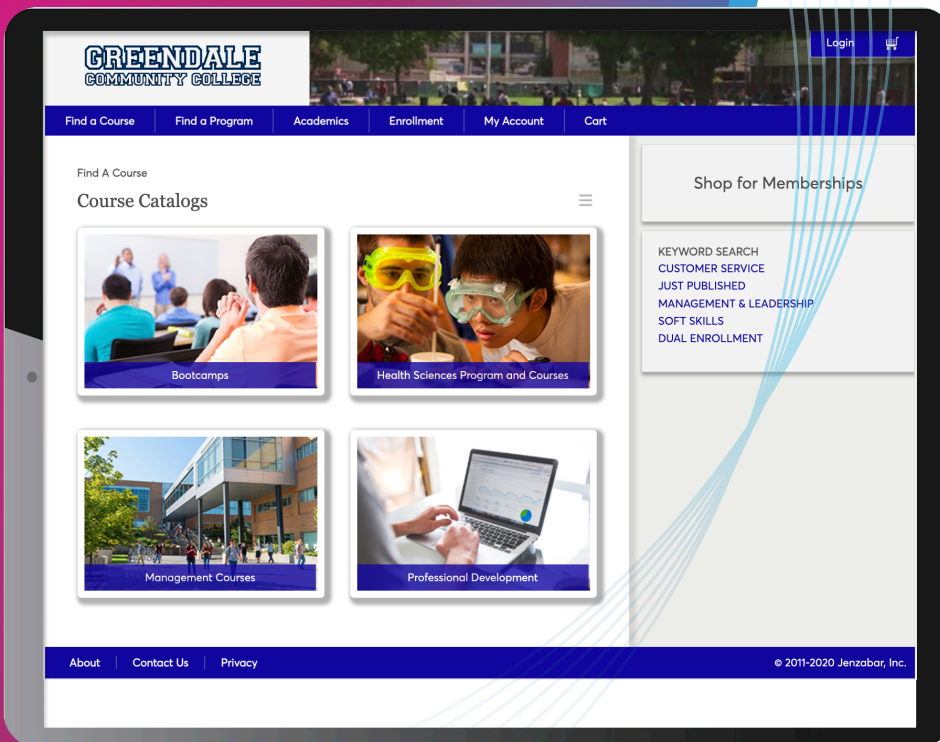
SPARK451[®]
a Jenzabar company

Launch Curated Curricula for Today's Most In-Demand Skills

Creating non-traditional, skills-based programs and course curricula can be time-consuming. But your institution, your students, and your potential business partners do not have time to waste. This is why, as a part of Campus Marketplace, Jenzabar is offering skill bootcamps: curated curricula for today's most in-demand skills.

Each bootcamp contains an iterative weekly project that builds to a demonstrable portfolio piece, as well as detailed rubrics and discussion prompts for faculty. The courses are delivered to you in Common Cartridge format, which can be loaded into any major learning management system.

- ▶ Launch non-traditional programs immediately by offering pre-designed courses.
- ▶ Reach new learners seeking to upskill or reskill by offering courses that align with regional, local, or community needs.
- ▶ Give students easy access to in-demand skills to better prepare them for professional success.
- ▶ Partner with and provide custom curricula to corporations to upskill employees.
- ▶ Give your non-traditional programming longevity by aligning with changing learner and employer needs.
- ▶ Provide learners with demonstrable skills by incorporating capstone projects.



Find out more

☎ 1.800.593.0028

✉ info@jenzabar.com

🌐 jenzabar.com

111 Huntington Avenue
Suite 530
Boston, MA 02199

