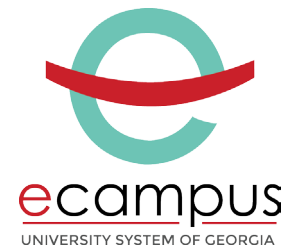


USG eCampus Services

USG eCampus partners with University System of Georgia public institutions to provide quality, affordable, high-demand post-secondary degrees and credentials that address the workplace needs of Georgia and beyond. USG eCampus helps to scale online programs at partner institutions by providing support services through the recruitment and enrollment funnel.



Student Support & Success

Outreach and Intervention

*Early Intervention System
Intrusive Advising*

Student Success Coaching

*eConnection Tutorial Course
Individualized Personal Success Coaching*

Helpdesk Support

*Inbound Call Center
IM Chat and Email Support*

Testing

*Student Authentication Coordination
Worldwide Testing Capabilities*

Career Development

*Webinars and Career Mapping
Live Career Advisement (2017)*

Academic Resources

*Smarthinking, Embedded Tutors and Librarians
GALILEO Library Services*

Personalized Admissions and Enrollment Support

*Unofficial Transcript Evaluation
Enrollment Process Navigation*

Curriculum & Instructional Design

Course and Program Assessment

*Learning Outcome Mapping and Reporting
Continuous Improvement Cycle*

Course Development

Design and Revision

Faculty Support

*Ongoing Training and Development
Mentoring*

Quality Control

QM or 5-Star Course Application

OERs

Development and Deployment

Marketing & Promotion

Advertising Strategy

*Development and Execution
Targeted Media Placement Funding*

Traditional Media

*Billboards, Mailings, Newspapers,
Magazines, Radio, etc.*

Digital Media

*SEO and SEM
Social Media Campaigns
Email Marketing*

Collateral and Promotional Material

*Brochures and Flyers
Infographics
Promotional Giveaways*

Recruitment & Partnerships

Recruitment Events

On and Off Campus Events

Statewide Partnership Development

Corporate and Community Partnerships

Virtual Information Sessions

Promotion and Hosting

Special Populations Outreach

Move On When Ready, Military, etc.

Institutional Partner Support

Assessment and Accreditation

Faculty Credentialing

Banner/INGRESS

Consultation and Training

Program Liaison Training

*Institutional Processing
Program Onboarding
Just-in-Time Support*

Data and Analytics

*Annual Fact Book
Special Data Requests by Institution*