

# Client Story

Online University **Develops 150 Enviable & Engaging Higher Education Courses** in 12 Months

## INDUSTRY

Online University

## SOLUTION

Course Development & Enrichment

## PROJECT SIZE

150 Courses & Multimedia

## PROJECT DURATION

12 months - Ongoing

## Background

Introducing an online university with a bold mission to provide adult learners with expert faculty and relevant curriculum to create a consistent and engaging learning experiences. It prides itself on offering more than 50 different degree courses, all online.

After a long-standing partnership ended in July 2022, the university wanted to scale critical services such as course development while augmenting its in-house course developer and media design bandwidth.

With a desperate need to bring these services back in-house, the university was looking for an online learning partner to develop 150 new courses. Looking to improve the overall quality and of its courses by improving the depth, quantity, and quality of the supporting course media, the team sought input from instructional design experts to create the best course experience possible.

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*As a result of working with LearningMate, the online university has successfully launched 150 new courses and now has a robust multimedia plan in place with a staggering amount of media for each course.*

# The Solution

Higher education is changing, and online providers are getting even more ambitious. So, we joined the university as an extension of its team. We held a series of workshops with key staff members (program chairs, deans, faculty members, and university leadership) to define success and then made a plan to develop (or redevelop, where possible) 150 courses in 12 months.

We worked collaboratively with the university's faculty team, who were instrumental in providing course ideas to inspire our instructional and media designers. Fostering this kind of creative culture works well in higher education as it results in instructionally sound material that keeps students engaged.

Each week of the course included an introduction, which was an area that the university had targeted to improve. So, instead of instructors creating introductions to lessons each week, instructors and LearningMate instructional designers collaborated together to develop cognitive primer videos that engage students in a conversation right from the start of the lesson. This technique, starting with scenarios or "Did you know...?" examples, leaves the student wanting more. And these cognitive primers also left the university wanting more; they quickly became the standard for all newly developed courses.

With effort, we also reduced their 17-week course development cycle to a 14-week cycle to create capacity for additional courses.

# Impact & Outcomes

As a result of working with LearningMate, the online university has successfully launched 150 new courses and now has a robust multimedia plan in place with a staggering amount of media for each course (think hundreds of videos, interactive resources, and engaging infographics).

The university is excited about the future of education and has wholeheartedly embraced a collaborative and creative process where everyone works together to develop courses.

The partnership with LearningMate has also helped the university to understand and

reap the benefits of program-level thinking. Previously, it created individual courses on an as-needed basis; now, it develops a series of courses to fulfill the needs of the entire program, establishing consistency and continuity from course to course.

The initial project was such a success that the university asked us to help redevelop 300 additional courses by applying new enhancements to existing courses over the next two years.

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