

The 101 on OPMs

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Online learning isn't new to our higher education system, but even more distance education offerings will be here to stay post-pandemic. Some of these programs are overseen by an online program manager (OPM). OPMs are for-profit companies that colleges can contract with to help them offer online courses and degrees, and they provide a variety of services—from developing the online learning platform, to marketing the program and recruiting students, to designing the academic curriculum. But do students know when these services are *not* being provided by the college receiving their tuition checks? And what cost and quality implications are there when a third-party company is managing an academic program behind the scenes? Our latest video digs into these questions and more.

TOPICS

HIGHER EDUCATION 597