



## CASE STUDY

# A Future Direction for Online Learning at Temple University



### Client Profile

Founded in 1884, Temple University is the 26th largest provider of professional education in the United States with more than 37,000 undergraduate, graduate, and professional students and offers over 300 academic degree programs. Temple educates the largest body of professionals in Pennsylvania and was ranked the 125th best “National University” in the U.S. News and World Report’s ranking of colleges and universities in 2013.

### The Project

Temple University’s acting President, Richard M. Englert, engaged Fox Management Consulting (Fox MC) to give recommendations regarding whether Temple University should make a broader commitment to online learning and if so, what principles and processes should guide the identification of specific initiative for executing such an endeavor.

### Recommendations

Fox MC found that Temple University should improve and increase its online offerings due to demand across various market segments, proliferation of technology, and pressure to remain competitive. Fox MC also recommended that a commitment to online learning should be mindful of the following principles:

- Use online learning to enhance Temple’s mission: access to superior education for committed and capable students of all backgrounds.
- Use online commitment to trigger technology-driven student learning.
- Use online as a driver to enhance student servicing through technology.
- Strengthen institutional guidance to help schools and colleges plan, direct, and execute the expansion of online learning.
- Define clearly the responsibilities, accountabilities, and goals for schools and institutional guidance.
- Select appropriate success measures to guide continuous improvement and adaptability.