

# **CONAHEC'S 8th Conference**

**“Transnationalization of  
Educational Services”**

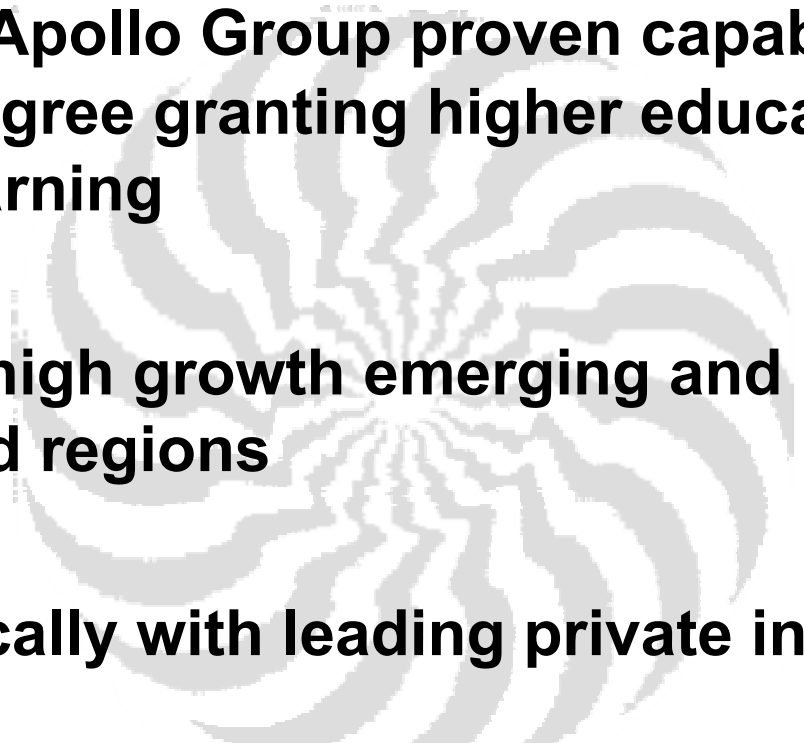
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Chief Academic Officer  
Apollo International**

**Calgary, Canada  
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# Apollo International Vision

- **To be a leader in post-secondary education by providing reasonably priced, unparalleled access to quality degree and non-degree programs for recent high school graduates and working adults**
- **To focus on markets outside the U.S., leveraging its relationship with the highly successful Apollo Group and with key global partners**


# **Apollo International Strategy**

- **Leverage Apollo Group proven capabilities in scalable, degree granting higher education and distance learning**
  - **Focus on high growth emerging and underserved regions**
  - **Partner locally with leading private institutions or companies**
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# Apollo International Strategy

- **Establish either locally accredited or UOP/WIU campuses, depending on regulatory requirements and market demand for U.S.-based education**
  - **Localize programs, marketing, and delivery systems**
  - **Rely on local AI-trained managers**
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# Why Apollo Model Works

- **Unmatched focus on student as a consumer**
  - **Assessment and results-driven**
  - **Accreditation expertise**
  - **Thoughtful partnering strategy**
  - **Aggressive sales and marketing**
  - **Extensive training and recruiting capabilities**
  - **Proven systems support**
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# Student as Customer

- **Curriculum delivers useable education**
  - **Time efficient classroom instruction**
  - **Administration reduced to minimum**
  - **Learning outcomes specified and assessed**
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# Drivers of Global Education Demand

**Major international regions, though much larger in terms of population, significantly lag the U.S. in access to higher education\***

- **Latin America: population 500 million (access 19%)**
  - **Enrollments**
    - **In Brazil, from 2.1 million now to 5.1 million by 2008; 65% of students enrolled in private institutions**
    - **In Mexico, from 1.8 million now to 3.6 million by 2010; 30% of students enrolled in private institutions**
- **India: population 1 billion (access 4%)**
  - **Enrollments**
    - **From 2.1 million to 11.7 million by 2010; 30% of students enrolled in private institutions**
- **U.S.: population 270 million (access 42%)**

\* Source: UNESCO World Education Report 2000

# Apollo International Portfolio

- **University of Phoenix**
  - 150+ sites; 120,000+ students
- **Western International University**
  - 3 sites; 1,500+ students
- **Institute for Professional Development**
  - 20,000+ students in 22 institutions
- **College for Financial Planning**
  - 30,000 students taking courses
- **Rede Pitagoras**
  - 250+ K-12 schools; 135,000 students



# Apollo International Presence

- **Brazil: Faculdade Pitagoras**
  - Bachelor's in Business/Management
  - Local accreditation
  - Student profile: 43% of students 26 years or older (only 18% 20 years or less); 45% female; 78% working; 18% supported by employer
  - Tuition: In Reals
- **Netherlands: University of Phoenix**
  - MBA with US accreditation
  - Student profile: +/- 32 years old; 13% female; 100% working; middle managers; 47.8% supported by employer
  - Tuition: In Euros

# Apollo International Presence

- **India: Western International University**
  - **MBA (face to face and via IT)**
  - **U.S. accreditation**
  - **Student profile: +/- 33 years old (vs. 26 for IT); 20% female (vs. 8% for IT); 100% working (vs. 33% for IT); 100% supported by employer (vs. 0% for IT)**
  - **Tuition: In Rupees**

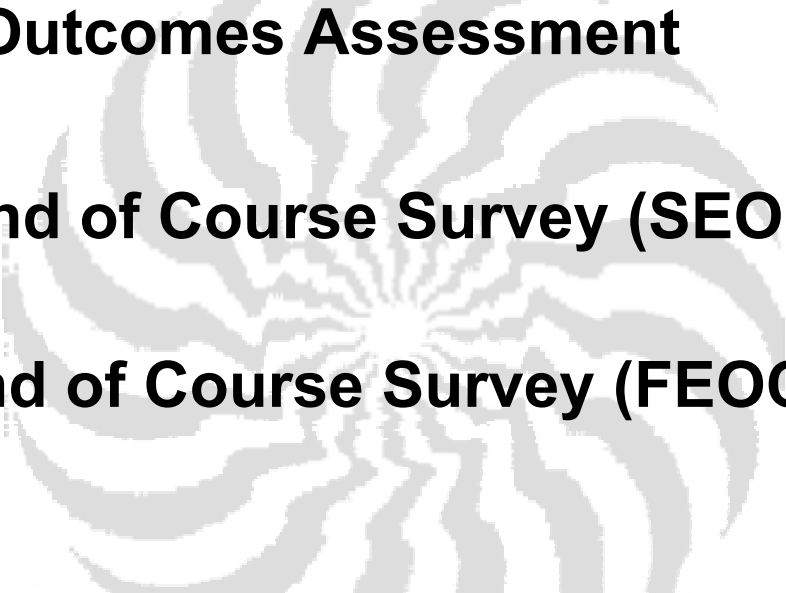
# Apollo International Curriculum

- **Globally focused, locally relevant**
  - **Use of course modules**
  - **Content experts from the U.S. and abroad**
  - **Best practices**
  - **Academic periods: modular, shorter segments**
  - **Outcomes based**
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# Apollo International Faculty

- **Faculty assessment**
  - Focus on working professionals
  - CV/resume, initial screening & content interview
  - Formal teaching presentation
  - Evaluation of facilitative capability
- **Faculty training/orientation**
  - Introduction to institution
  - Information on learning theory, facilitation techniques, lesson planning, student group management, etc.

# Apollo International Assessment

- **Learning Outcomes Assessment**
  - **Student End of Course Survey (SEOCS)**
  - **Faculty End of Course Survey (FEOCS)**
  - **Others**
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# Apollo International

- **As a responsive global education provider:**
  - **Provides educational programs/products with an international perspective**
  - **Incorporates necessary relevance to local environment in content, processes, systems, and pricing**