

# CEG DIGITAL

## SUMMARY

Since 1952, Cambridge Education Group (CEG) has been delivering the highest quality academic, creative and English Language programmes, preparing thousands of students to progress onto the world's leading universities. CEG is proud to offer a new suite of services to enable universities to expand global access to flexible, part-time higher education programmes. Working closely with our partner universities, CEG Digital will help develop, market and deliver part-time online and blended university programmes to students around the world, using cutting-edge technology, sector leading pedagogy and first-class student support to provide an outstanding educational experience.

## THE FUTURE OF GLOBAL EDUCATION

Global demand for post-secondary education is expected to rise from 165m in 2013 to 263m by 2025, an unprecedented increase concentrated in developing economies and driven by fundamental demographic, economic and political factors. If this demand was to be met by traditional delivery, it would require four universities to open every week for the next ten years: an insurmountable supply gap. While technological developments have enabled universities to explore new modes of delivery, transitioning to high-quality full university programmes at scale requires dedicated resources, funding and a larger capacity for risk than most institutions are willing to bear. Leveraging decades of experience in the global higher education market, CEG Digital provides a unique combination of financial resources, pedagogical expertise in a sophisticated digital environment and global market knowledge to unlock this market for both students and universities.

## PARTNERSHIP MODEL

CEG Digital collaborates with new and existing partners to provide high quality postgraduate and professional qualifications to students around the world. The courses will be marketed and delivered as university programmes and students will be registered students of the university; as such they will receive a university degree equal in all respects to a traditional on-campus award upon successful completion. The delivery mode will be tailored to the requirements of the course, ranging from 100% online delivery to different flavours of blended learning, with face-to-face workshops delivered either on the home campus and/or in regional centres around the world. This premium experience is attractive to students, universities and agents and meets regulatory requirements in all major markets.

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## WHAT CEG DIGITAL CAN PROVIDE

- Development of new and/or conversion of existing courses, in close collaboration with university academics
- ELearning tutor recruitment, management and training
- Locations for face-to-face workshops, as required
- A learning management system
- Dedicated pastoral and administrative support teams
- Traditional and digital marketing campaigns, tailored to each region
- Global sales team engaging with international agents, corporate and government channels
- Direct sales conversion team, admissions support and enrolment services

Within the partnership, the university retains overall control of all academic, quality assurance and branding matters; it also retains ownership of all intellectual property rights in the programmes.

CEG Digital will provide all the working capital required by the partnership at no capital risk to the university. All costs will be charged on an "actual cost" basis, with profits split between the partners once the initial capital outlay has been recovered.

## BENEFITS FOR UNIVERSITIES

- Introduction of university programmes to new, currently untapped audiences
- New and long-term source of income with no capital outlay or financial risk
- Increased student volumes without stress on physical infrastructure: ability to scale rapidly
- Foundation for a robust digital learning strategy
- Expanded global presence, online and in-country
- Development of newly structured programmes in areas of expertise
- Access to a global marketing and sales network for online, blended and on-campus programmes
- Monetise historical and ongoing investments in open educational resources

## PROPOSITION TO STUDENTS

- Tuition fees only – no cost of living expenses
- Flexible part-time study – professional and personal enhancement with no need to move or leave employment to study, no visa requirements
- Face-to-face residential workshops based around key industry events
- Opportunities for peer-to-peer networking
- Full student status – become part of the university community
- Award certificate is identical to that offered via on-campus delivery

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