



LEARNINGHOUSE™

Your Online Education Partner

DISTANCE LEARNING

Learning House is a comprehensive online education solutions partner which helps colleges and universities offer and manage their online education programs

Service | Partnership | Innovation



Learning House - Your Online Education Partner

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The Online Learning Environment

Learning House builds comprehensive online learning environments for our partner colleges or universities.

Colleges and universities can feel overwhelmed by the undertaking of starting and managing an online education program. This challenge can look like an oversized puzzle that is impossible to put together.

Learning House has all the resources and knowledge to design and customize every component of an effective Online Campus.

Online Campus

8 Services = 1 Complete Solution



Everything you need for your Online Campus in one place: Learning House

Service #1 Online Campus Web site

One of the first and most important steps in offering online education is the development of an effective Web site.

Learning House assists all clients in designing and developing their Web presence.

Resources and links on an Online Campus page

- Online application
- Course schedule
- Online programs
- Financial aid
- Enrollment requirements
- Online course demo
- Online course login

“Learning House has given us a great online learning platform to make graduate education readily available for working professionals, busy parents and exhausted commuters.”

Alison Denny
Graduate Enrollment Counselor
Union College

Service #2 Online Course Publishing

Learning House creates customized online course content that is designed to address a client's specific instructional standards. Courses are sold and licensed for client use in their online programs.

The publishing process covers the creation of content integrated with fundamentals like learning objectives, assignments, discussion boards, exams, graphics, games, PowerPoint presentations, video and audio presentations, customized simulations and animations.

4 Learning House Options for Creating an Online Course

Option 1 - Pre-Existing Online Course

Client selects content from Learning House's library of over 500 online courses. This option allows the client to launch its online degree programs in 60 days or less.

Option 2 - New Learning House Course

Learning House contracts with a Subject Matter Expert (SME) to write original course content for the client.

Option 3 - Textbook Driven Course

The client selects the textbook to be used with a course, and Learning House prepares course elements around the textbook (with textbook publisher's approval).

Option 4 - Client Written Course

Client assigns a faculty member to write original course content; Learning House adapts content for Web use.

Service #3 Learning Management System

Learning House hosts and customizes the **IntraLearn** and **Moodle** learning management systems (LMS) based on the client's specific online program requirements. The LMS is a platform for administrators, registrars, instructors and students to obtain, deliver and exchange online learning information.

“The ongoing cooperation and support rendered by Learning House has been outstanding throughout our college's efforts toward implementing online course offerings.”

Tom Hisiro, Ed. D.
Director
Bethel College

Service #4 Online Program Marketing

Learning House provides clients with marketing support to effectively promote their online programs and increase their enrollments.

We assist all clients in targeting the appropriate markets of traditional and nontraditional students. We use the most effective marketing mix to produce the most enrollments.

We promote all our clients through our Web directory www.eLearnPortal.com.



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Available Online Education Programs:
associate's, bachelor's and master's degrees; certificates and specialty courses.

Marketing strategies include:

Traditional Marketing:

- ☑ Design of Online Campus Web site
- ☑ Design of posters, post cards, flyers, brochures, print ads
- ☑ Creative writing for print and Web (e.g., articles, testimonials, press releases, interviews, case studies, success stories)

Advanced Marketing:

- ☑ Pay-per-click (PPC) and Pay-per-lead (PPL) campaign design and management
- ☑ Display ad design and placement
- ☑ Search Engine Optimization (SEO) and Social Media Optimization (SMO)
- ☑ Lead contact management
- ☑ Web development and analysis (e.g., design, hosting, optimization)

Service #5 24/7 Technical Support

Learning House provides 24/7 technical support through our Helpdesk Center.

We use a Tier 1 data center for hosting the learning management systems.

Our clients can rest assured that their students and instructors have on-demand access to quality applications and that their content is secure and available at all times.

"Learning House works with us at all stages of the implementation. They provide training for our faculty, and they continue to ensure that the course content meets our standards."

David Shirley, Ph. D.
Dean, College of Adult and Professional Studies, Anderson University

Service #6 Faculty and Staff Training

Instructor training sessions cover features of the learning management system (LMS). These required sessions prepare instructors to teach online.

Registrar training sessions educate admissions and registrar officers on the best practices in online student enrollment.

Orientation: Covers basic functions and navigation of the LMS and performance of basic instructor/user functions.

Advanced: Provides additional information and demonstration of the advanced features of the LMS. Emphasis is placed on customizing course elements.

Best Practices: Presents focused sessions on best practices for teaching online. Topics include building an online community, creating assessments or using chat effectively.

Service #7 Faculty Sourcing

Learning House is developing a virtual environment where our clients can locate and select instructors who are qualified, willing and able to teach online courses.



Service #8 Online Education Consulting

Learning House provides consulting services related to best practices in distance learning and online education.

Consulting topics include online degree and course program analysis, design, launch and management, accreditation, Web presence, marketing, client project management, and bookstore and library services.

We are always ready to advise our partners on the best practices for building and growing effective online programs.

Learning House has more than 500 online courses available for immediate launch.

Pay for Performance

Our clients pay Learning House only after their online programs have launched:

Pay-per-Enrollment model.

Our Partners

Any Size, Any Faith, Anywhere!

Learning House is proud to be part of the online vision of over 50 well-established and accredited institutions of higher education. Our clients range in size, religious affiliation and geographic location.

Colleges and universities served by Learning House have enhanced their enrollments and reputations as a result of offering high-quality online degree programs.

Whether in California, Louisiana or South Carolina, our clients find Learning House to be the perfect partner for advancing their institution's mission and academic excellence.

"Without the support, guidance and expertise of Learning House, we could not deliver a high quality online educational platform to our students. Learning House is truly the best!"

James H. Jones, Ph. D.
Professor, Charleston Southern University



To see our client directory, visit us at www.eLearnPortal.com.

To schedule a consultation, click on **Contact Us** link on our Web site or email us at info@learninghouse.com.

To learn more about our business model, click on the **Services** link on our Web site.

Service

Partnership

Innovation

Why Service

Your Passion is Our Passion!

We believe in providing you with the best resources available and best guidance to ensure high quality standards at every stage in the process.

Our Business Model

Learning House has built a business model that supports our clients' entrance and development in distance learning.

No Up Front Cost

Since we know that our formula is proven to take a college from a beginner to a proficient provider of online education, we employ a No Up Front Cost policy. Your college will only pay after the online course has started (pay per enrollment).

Why Partnership

Your Success is Our Success!

We listen to, guide and consult with you every step of the way.

Learning House will work with you from analysis and design to development and promotion of each online program to ensure that your college stays on the path of excellence and growth.

Your objective and our objective of growth in enrollments are perfectly aligned.

Why Innovation

Your Growth is Our Growth!

Learning House can customize online courses through the use of media, games and tutorials, interactive exams and quizzes, archives and podcasts of lectures, and assignments.

Make Online Education a part of your institutional mission and increase your enrollments!

Contact Us

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